



agoda



Booking.com



PROBLEM

**Based on 30 samples*



70% • **Scattered Planning:** struggle with too many platforms



90% • **Overwhelmed:** feel stressed and confused



50% • **Lack of Personalization:** can't find plans that truly fit them



ROUTEKNIGHT



Stress-free, personalized travel planning
in one seamless platform.

SOLUTION

- **All-in-One Travel Hub** – Combine transport, bookings, itineraries, and local tips—no more app-hopping.
- **Tailored Itineraries** – Personalized trips based on user goals, time, and budget.
- **Designed for Simplicity** – Fast, clean, and stress-free planning—perfect for busy students and executives.



ONE PLATFORM. ZERO STRESS. INFINITE TRAVEL POSSIBILITIES

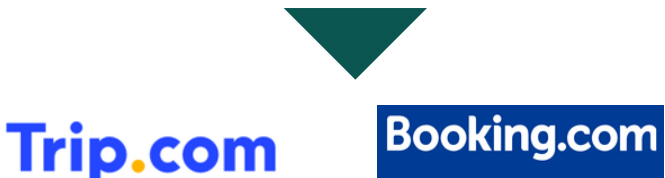
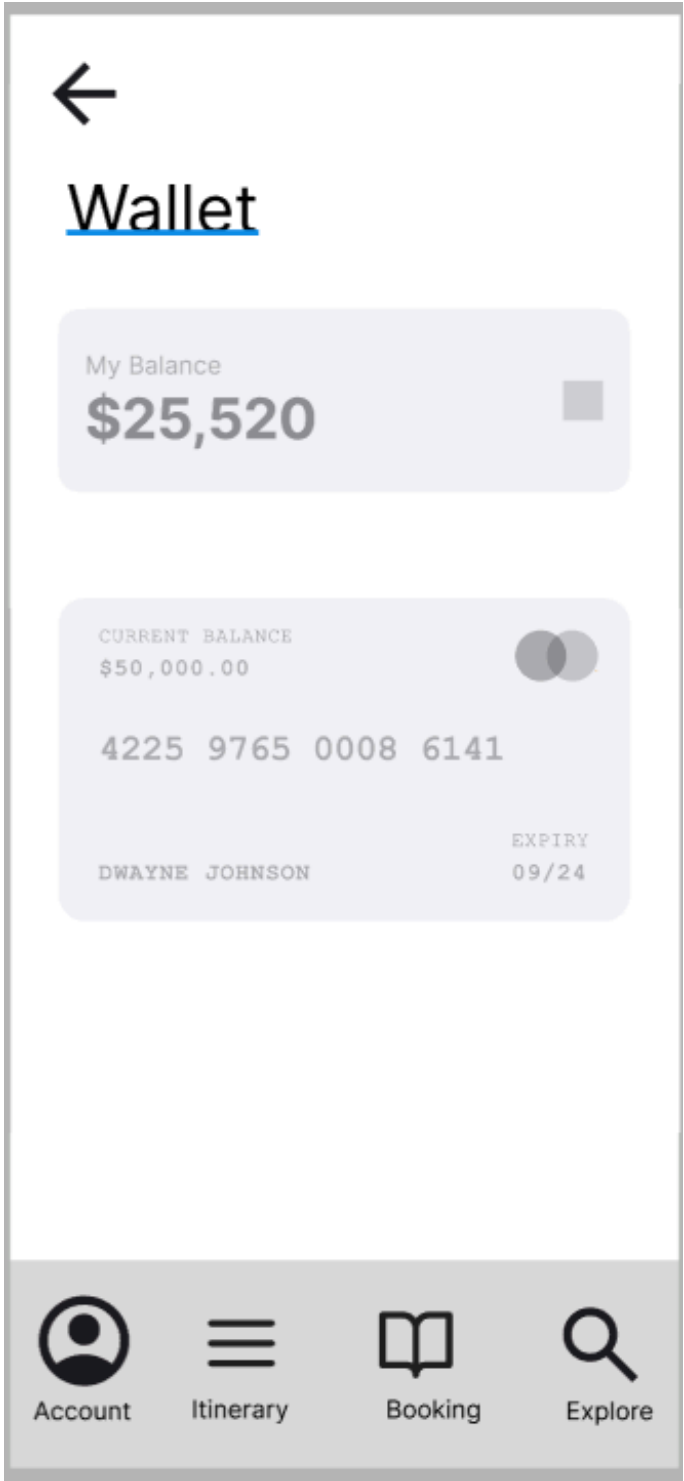
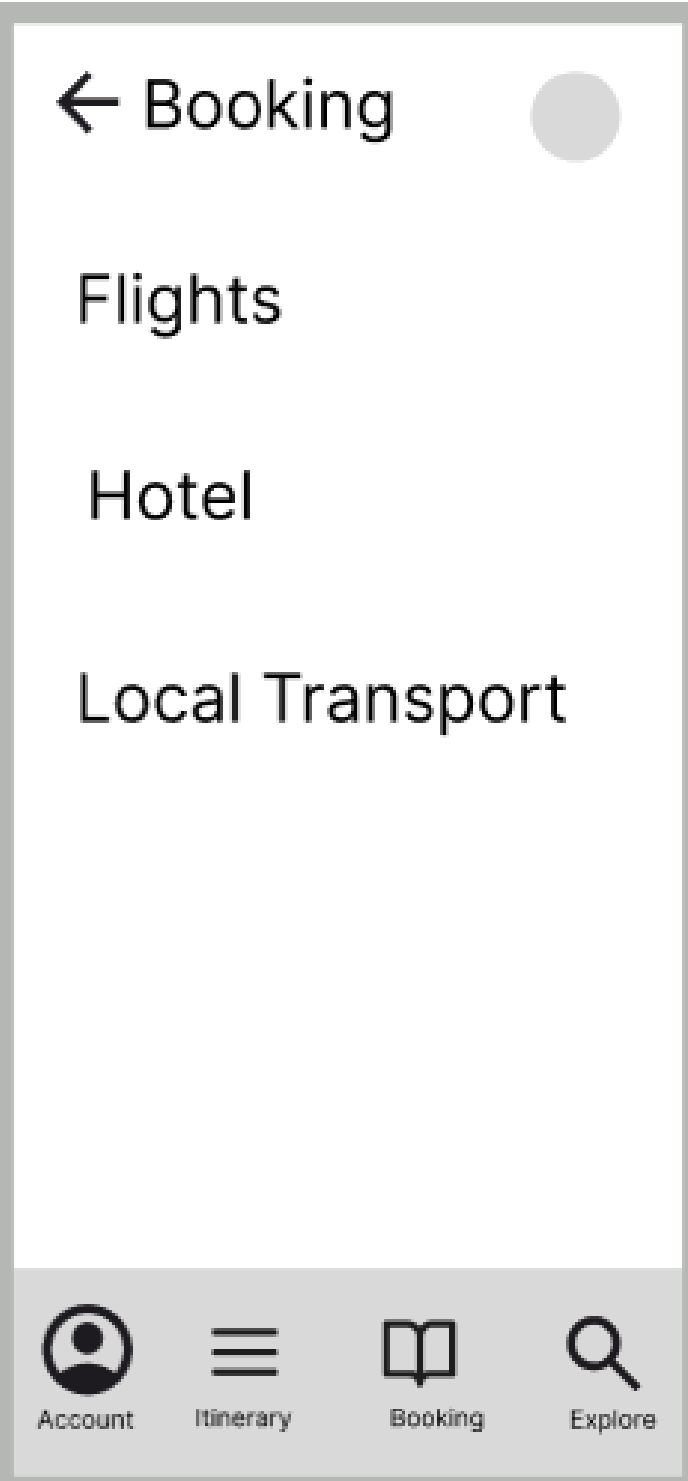
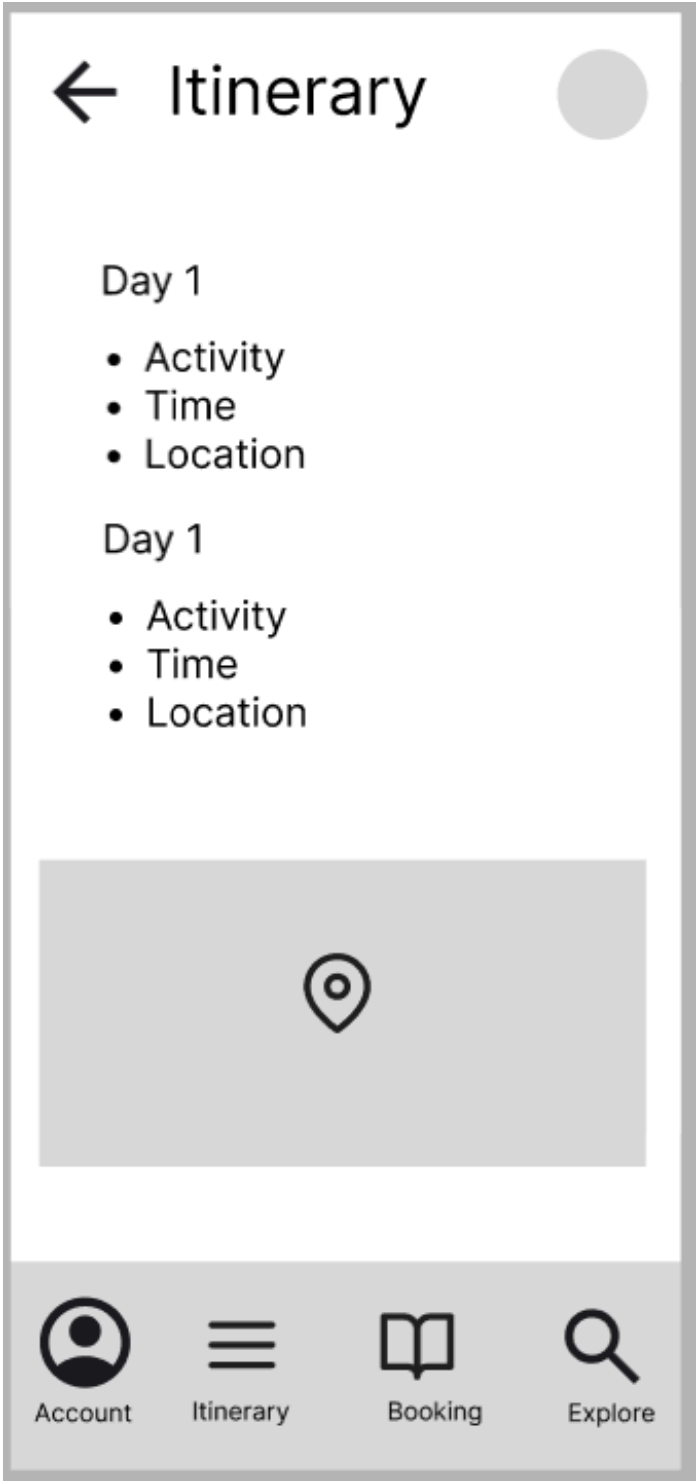
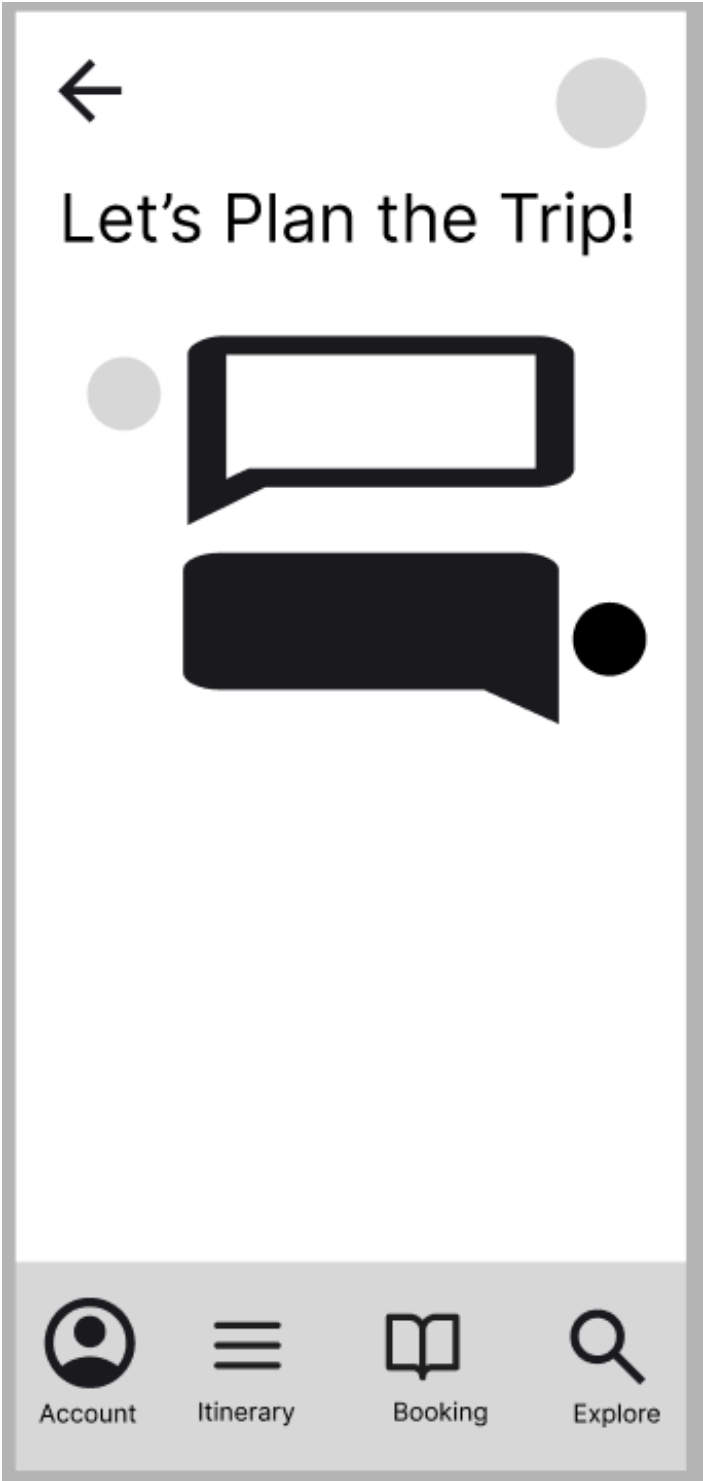
How It Works

- Choose Destination & Trip Type
- Pick a Curated Package
- Customize Itinerary
 - Edit stops, swap meals, adjust timing
- Track Budget Live
- Book Hotels & Activities
- Access Full Trip (Offline Too)
- Share or Reuse Your Itinerary

Key Features

- **Smart Travel Packages** – Curated trip templates by style & duration
- **Customizable Itineraries** – Drag & drop to personalize activities, meals, timing
- **Real-Time Budget Tracking** – Auto-updates as you customize
- **In-App Hotel & Booking** – Book stays and activities with filters
- **Food & Spot Recommendations** – Personalized local picks
- **Local Transport Guide** – Smart travel routes & cost estimates
- **Offline Trip Access** – Full itinerary available anytime, anywhere

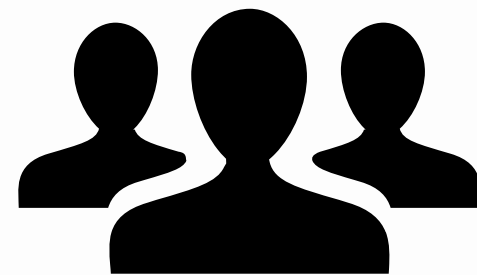
USER EXPERIENCE



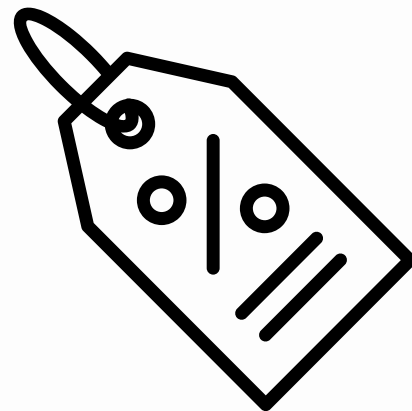
DECISION FACTORS



TIME-SENSITIVE EVENTS
eg. Songkran



CROWD OPTIMIZATION
eg. Golden Week



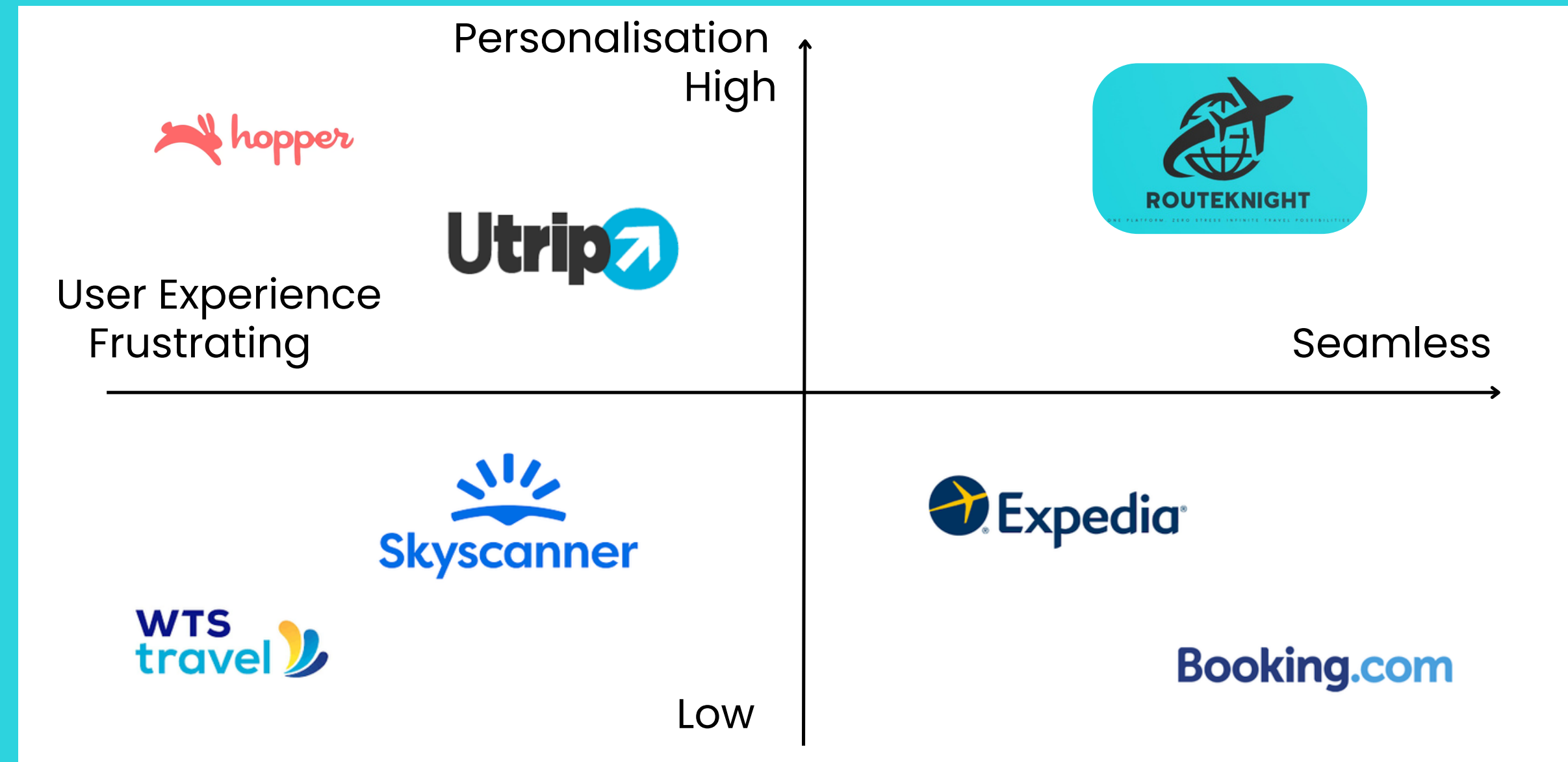
FINDING PROMOTIONS



HOW IS DIFFERENT?



- ✓ All-in-One Travel Solution
- ✓ Personalized Experience
- ✓ Local Partnership
- ✓ Cost and transparency
- ✓ Time-Saving Design



TARGETING

Students



- Age Range: 18–25
- Need affordable, flexible travel
- Overwhelmed by scattered planning
- Want local, personalized experiences

Executives & Business Travelers



- Age Range: 28–45
- Need fast, efficient planning
- Value reliability and seamless coordination
- Travel for work with limited time

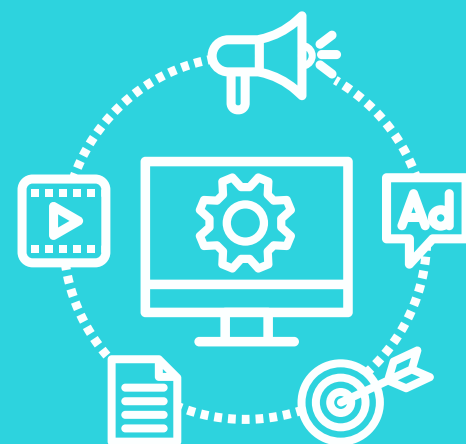


ANNUAL REVENUE SOURCES

PER USER / TRIP



BOOKING REVENUE
USD 35



ADVERTISING
USD 1.50



AFFILIATES
USD 3.50

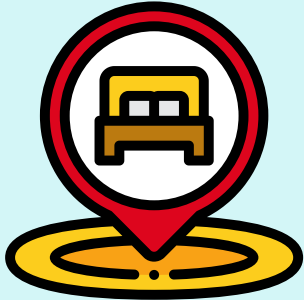
TOTAL
USD 40



GO-TO-MARKET (YEAR 1)

TOTAL COST:
51.5K USD

HOSPITALITY/LOCAL PARTNERSHIPS



EST:3K TRIP
CAC: 3USD/TRIP
TOTAL: 9K USD

SOCIAL MEDIA MARKETING



EST:3K TRIP
CAC: 10USD/TRIP
TOTAL: 30K USD

PARTNERSHIP AND REFERRALS



EST:1K TRIPS
CAC: 7.5USD/TRIP
TOTAL: 7.5K USD

CAMPUS ACTIVATIONS



EST:1K TRIP
CAC: 5USD/TRIP
TOTAL: 5K USD



**ROAD TO
8K BOOKINGS**

GO-TO-MARKET (YEARS 2-3)



**Referral
Systems**



**Reward
Systems**



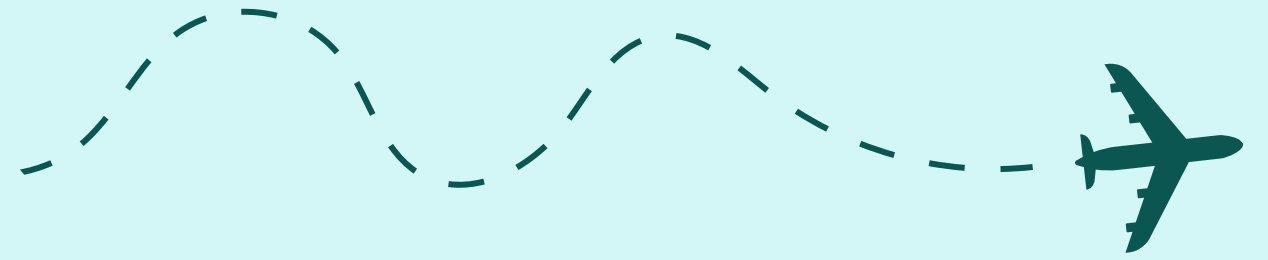
Adding Corporate Partnerships to Scale

2.5x
Per Year

8K ➤ **50K**
Year1 **Year3**



CUSTOMER PROJECTIONS



TRIPS

8K

Year1



20K

Year2



50K

Year3

PROJECTED REVENUE



320K

Year1



800K

Year2



2M

Year3

VIABILITY

**TAM: \$1
Bn USD**

**SAM: \$105
Mn USD**

**SOM: \$7 Mn
USD**

**Total World Travel
Aggregator Market**

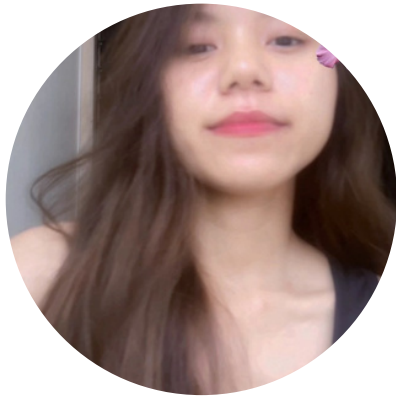


**Total Asia Travel
Aggregator Market**



**Total Bangkok Travel
Aggregator**

THE ROUTEKNIGHT TEAM



MAY

CTO – The Tech Brain

Computer science major with experience in mobile app development and backend systems



DAN

CPO – UX Xpert

Led multiple class projects focused on user-centered travel and lifestyle apps.



DANU

CEO – The Visionary

Third year university student with leadership experience in startup competitions.



RAU

CMO – The Growth Hacker

Experienced in growing a company social media page to 10K+ followers organically.



JONAS

COO – The Execution Pro

Leadership experience in coordinating student events for over 300 participants.

Summary

The Problem

Travelers **waste time** planning and miss out on **better, more tailored** experiences.

The Solution

A **smart**, all-in-one travel planning app that personalizes every trip.

The Impact

Saves time and delivers stress-free, **personalized** travel.



ROUTEKNIGHT

ONE PLATFORM. ZERO STRESS. INFINITE TRAVEL POSSIBILITIES.

WHAT WE ASK FOR



\$2 Million in Seed round funding



Like minded people to join our customer base



Specialists to enhance our software capabilities

CONTACT US

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THANK YOU