



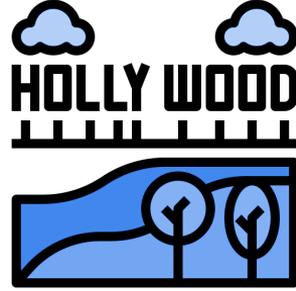
Aumenta il fatturato della tua struttura alberghiera



Pitch Deck, Ottobre 2020



# La nostra storia



oggi...

# 10<sup>18</sup> Terabytes

I dati generati ogni giorno online

*Vengono usati per calcolare...*



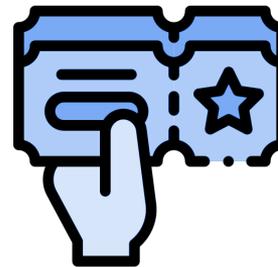
I prezzo del vostro volo



Il prezzo del vostro  
Uber



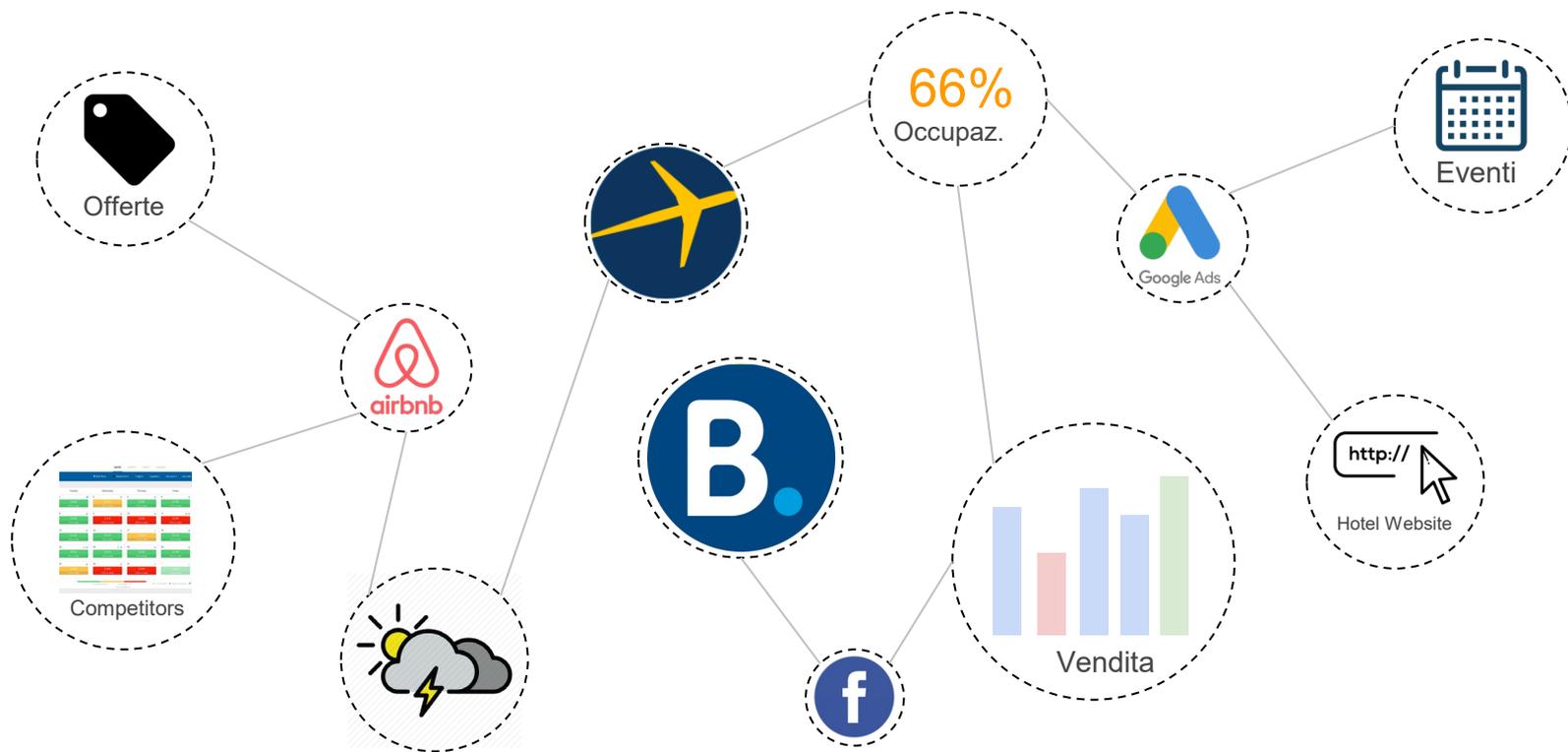
Il prezzo della vostra  
bici a noleggio



Il prezzo del vostro volo



# Nell'industria alberghiera



*Troppe fonte di dati da analizzare*



Come pensi venga calcolato **il prezzo della tua stanza d'albergo** considerando tutti questi fattori?





# Il dipendente dell'hotel inserisce i prezzi **manualmente**



The screenshot shows the Booking.com interface for a search in Rome. The search parameters are: Rome, Tuesday, September 22, 2020, to Sunday, September 27, 2020, for 2 adults in 1 room. The results show 4,071 properties found. Three properties are highlighted:

- Domus Domas**: Very Good (8.4), 422 reviews, €446 for 5 nights. Includes breakfast. Only 1 room left at this price on our site.
- Tintoretto Inn B&B**: Very Good (8.2), 28 reviews, €385 for 5 nights. Includes breakfast. Only 1 room left at this price on our site.
- Crowne Plaza Rome St. Peter's**: Very Good (8.2), 659 reviews, €615 for 5 nights. Includes breakfast. Free cancellation - No prepayment needed.

The sidebar on the left includes a 'Filter by' section with budget ranges and popular filters like 'Private bathroom', 'Wonderful 9+', 'breakfast included', and 'Parking'.

Smartpricing è un'azienda tech che sviluppa **algoritmi intelligenti** per aumentare il fatturato di strutture alberghiere

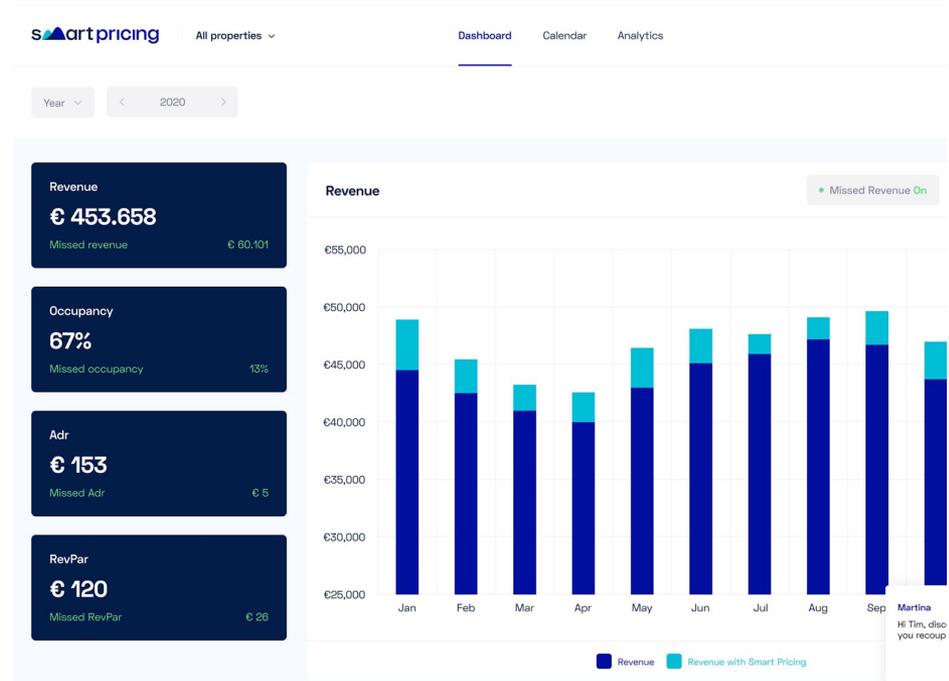


# Prezzi dinamici basati su modelli di Machine Learning

Storico prezzi



# Business Intelligence



# Market Intelligence

smart pricing | All properties ▾ | Dashboard | Calendar | Analytics

Day ▾ | < January 2020 > | Prices | Revenue | Settings | Advanced | Pickup | Pickup 7 Days ▾ | Filter ▾

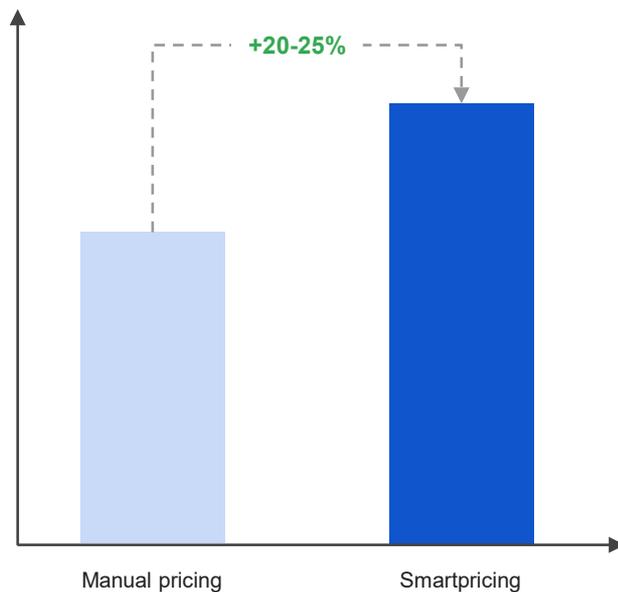
	MON 01/01	TUE 02/01	WED 03/01	THU 04/01	FRI 05/01	SAT 06/01	SUN 07/01	MON 08/01	TUE 09/01	WED 10/01
<b>LaFayette</b> Apartment ▾	€ 80 € 535 8	-	€ 80 € 535 8	-	€ 80 -€160 8	-	-	-	-	-
└ Apartment	€ 80 € 535 +8	-	€ 80 € 160 +2 [-1]	-	€ 80 -€160 -2	-	-	-	-	-
<b>West LA apartment</b> Apartment ▾	-	-	-	-	-	-	-	-	-	-
└ Apartment	-	-	-	-	-	-	-	-	-	-
<b>Hotel Mirandola</b> Hotel - 2 rooms ▾	-	-	-	€ 80 € 535 8	-	-	-	-	-4€ +125€ +2 -1	-
└ Single Room	-	-	-	€ 80 € 160 +2 [-1]	-	-	-	-75€ -75€ 1	-	-
└ Double Room	-	-	-	-	-	-	-	+100€ +200€ 2	-	-

Legend ■ Frozen ■ Threshold Hit ■ Authorization ■ Increased by owner News Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ut massa in purus ullamcorper blandit. Nul

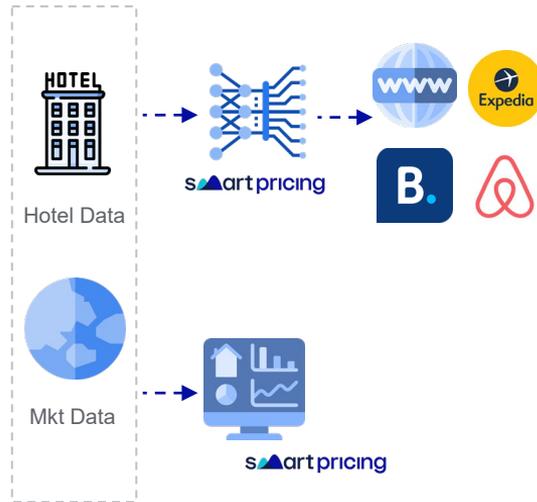


# Perché SmartPricing

## Aumentare il fatturato fino al 20-25%



# Risparmiare fino a 500 ore/anno



# Aumentare la visibilità



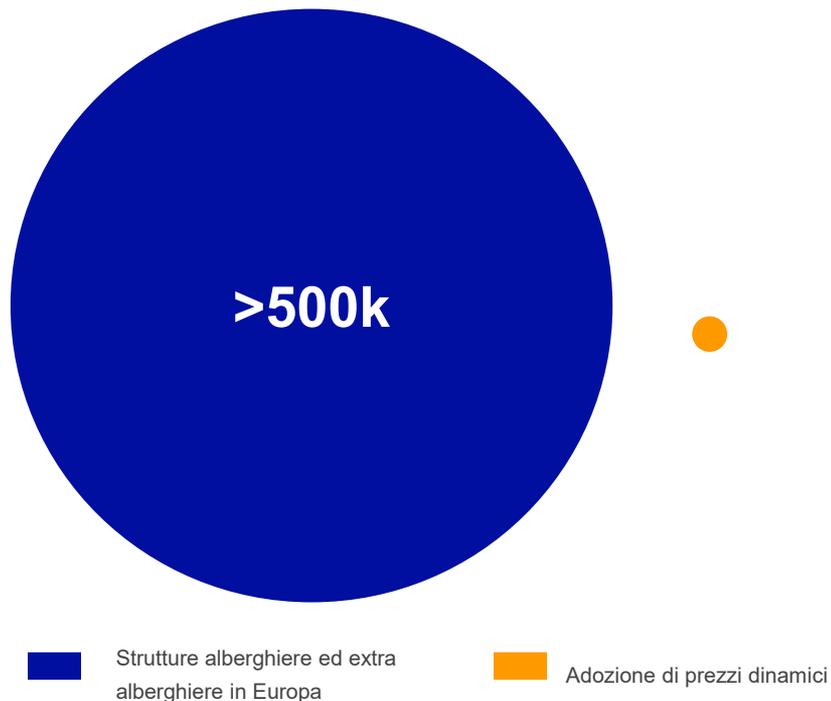
Booking.com





# Grandezza del mercato e penetrazione

## Adozione di prezzi dinamici in Europa



Più di **500k strutture**, ma **meno dell'1%** usano attualmente **un RMS**, generando un enorme mercato potenziale

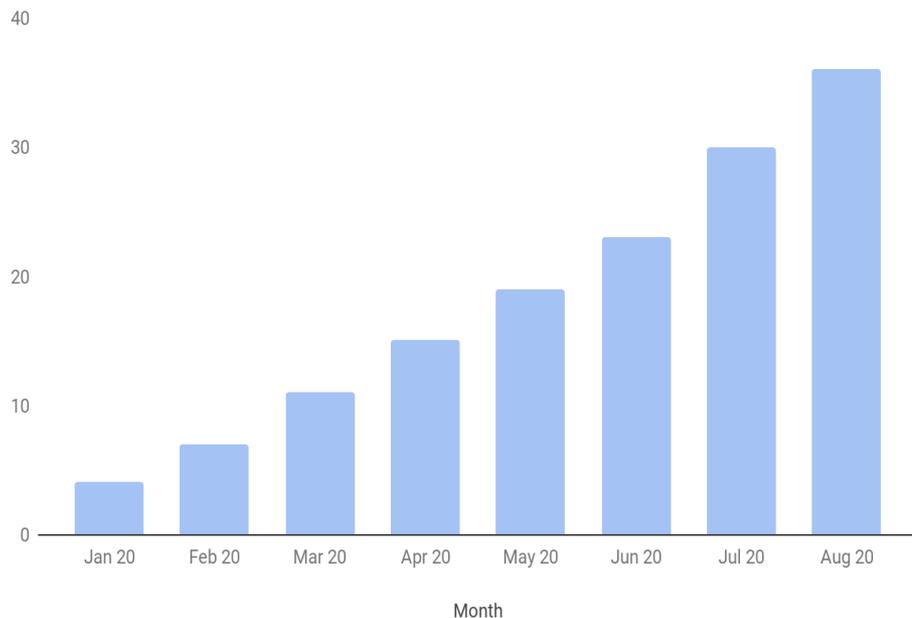


# Come ci differenziamo dai competitor

			 <small>From Revenue Manager to Revenue People</small>		
<b>Reportistica</b>					
<b>Prezzi automatizzati</b>					
<b>Machine learning</b>					

# Crescita da Febbraio 2020

## Numero dei nostri clienti



## Performance chiave

€120K

Fatturato annuale per contratti sottoscritti

€250

Scontrino medio mensile

60

Strutture integrate entro fine anno



# Alcuni dei nostri clienti dal Sud al Nord Italia



**Eco Hotel Primavera, Riva del Garda**



**Apart Hotel Des Alpes, Cavalese**



**Garni lago Nembia, San Lorenzo**



**Smart Hotel Mediterraneo, Chioggia**



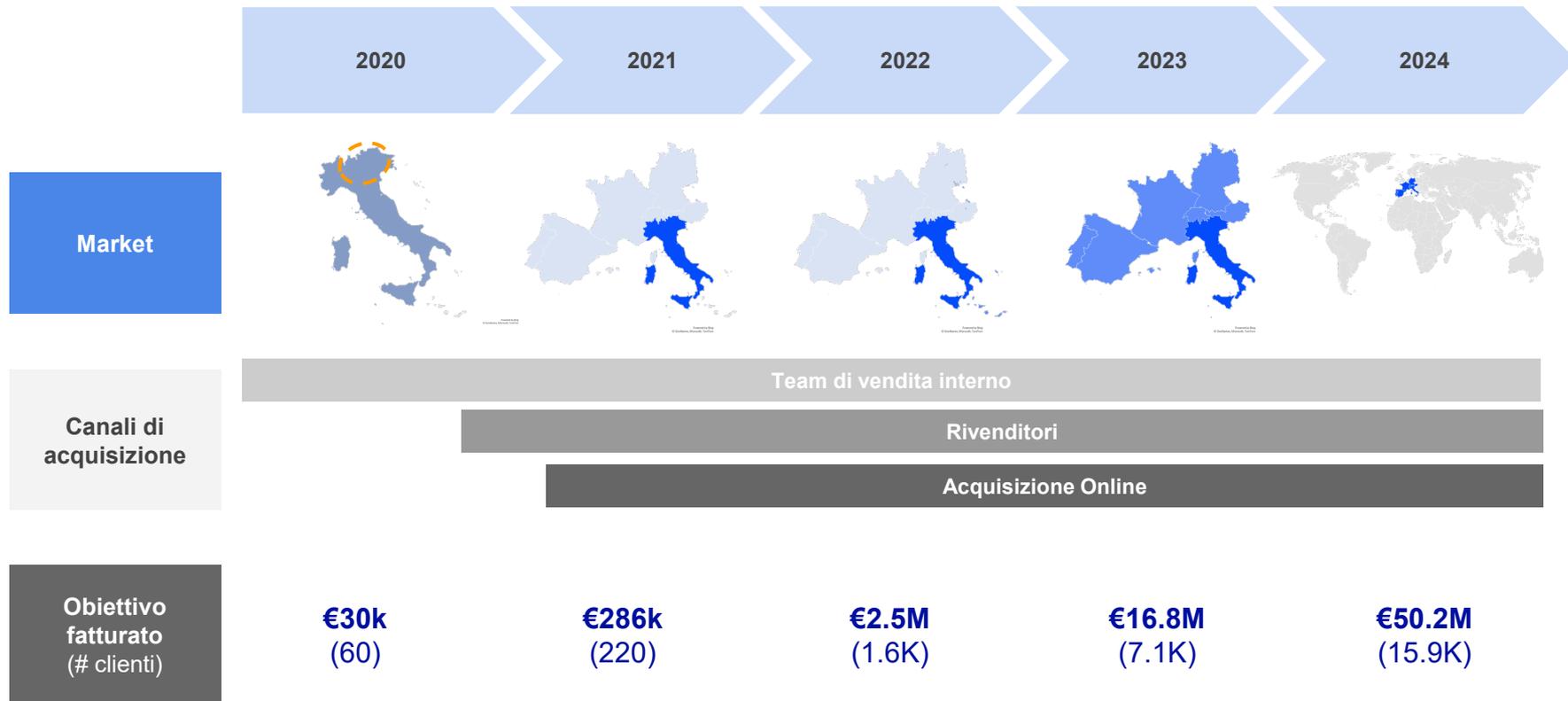
**Palazzo Vitturi, Venezia**



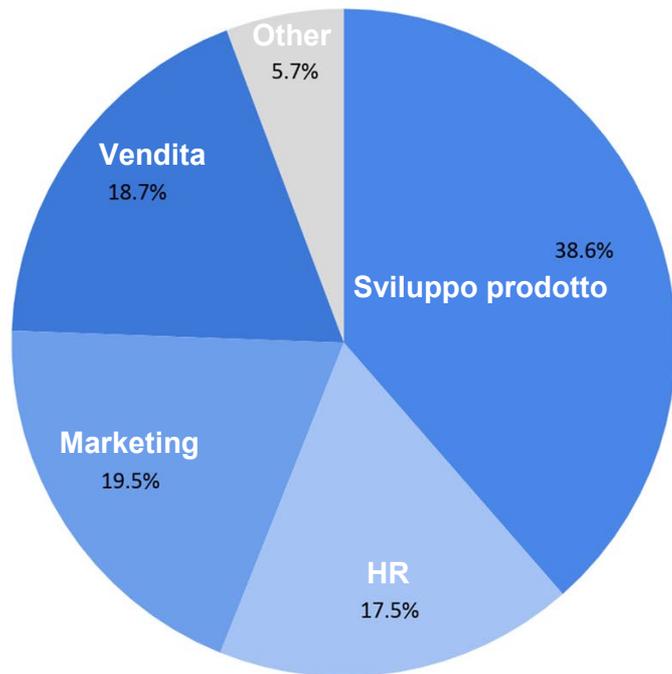
**Residence Barbara, Ostuni**



# Piano di crescita



# Pre seed round - €400,000



**Strumento:** SFP (Convertendo)

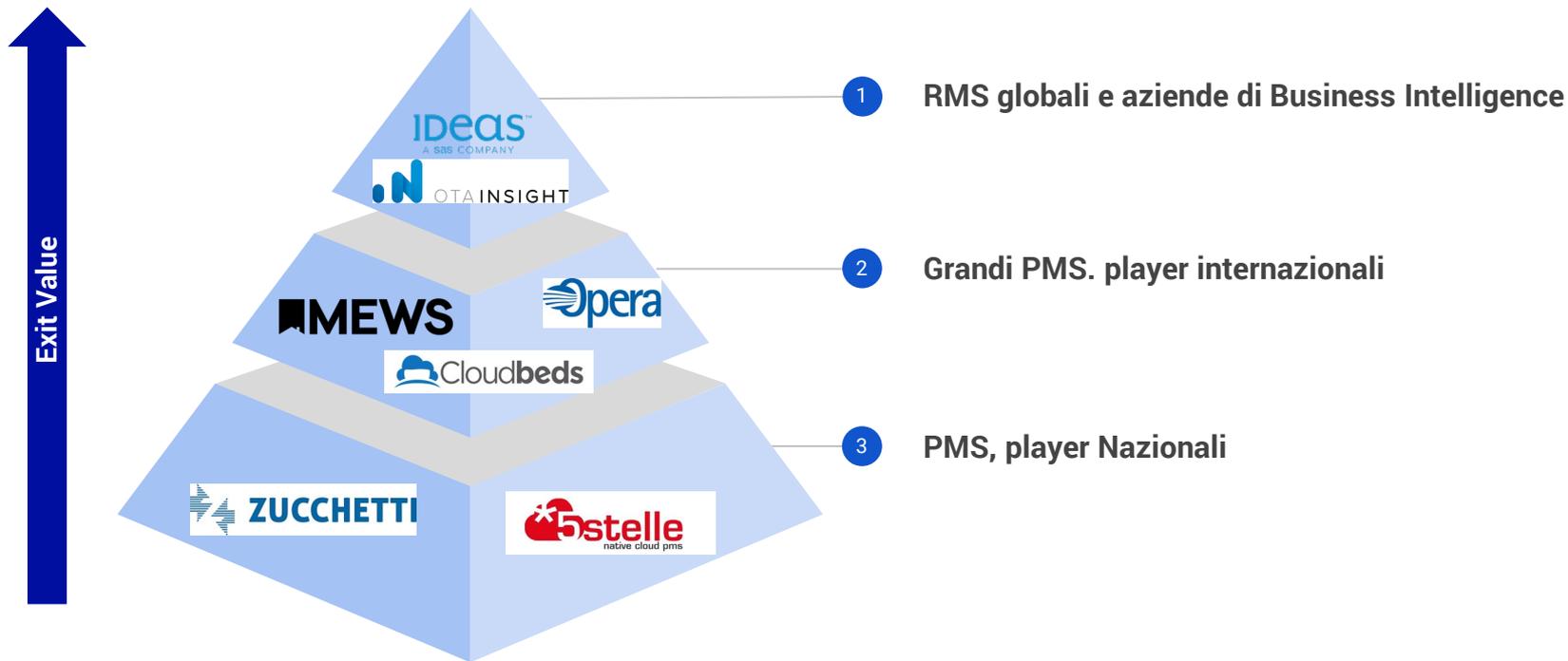
**Sconto:** 20%

**Cap:** € 6M

**Serie A:** Nov. 2021



# Exit Strategy



# Il team



CEO, Luca Rodella



COO, Tommaso Centonze



CTO, Eugenio Bancaro



ML & Revenue Management,  
Raffaele Spangaro

Head of ML,  
stiamo assumendo



Full Stack Developer,  
Alessio Zanut



# Grazie!

luca@smartpricing.it

