



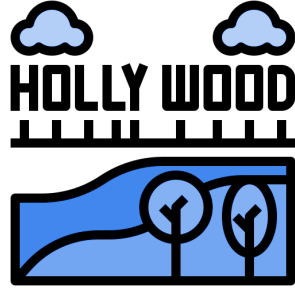
Aumenta il fatturato della tua struttura alberghiera



Pitch Deck, Ottobre 2020



La nostra storia



oggi...

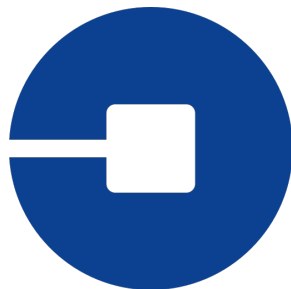
10¹⁸ Terabytes

I dati generati ogni giorno online

Vengono usati per calcolare...



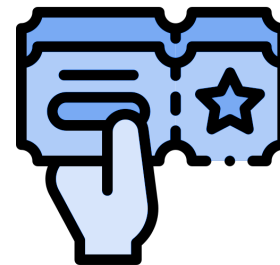
I prezzo del vostro volo



Il prezzo del vostro
Uber



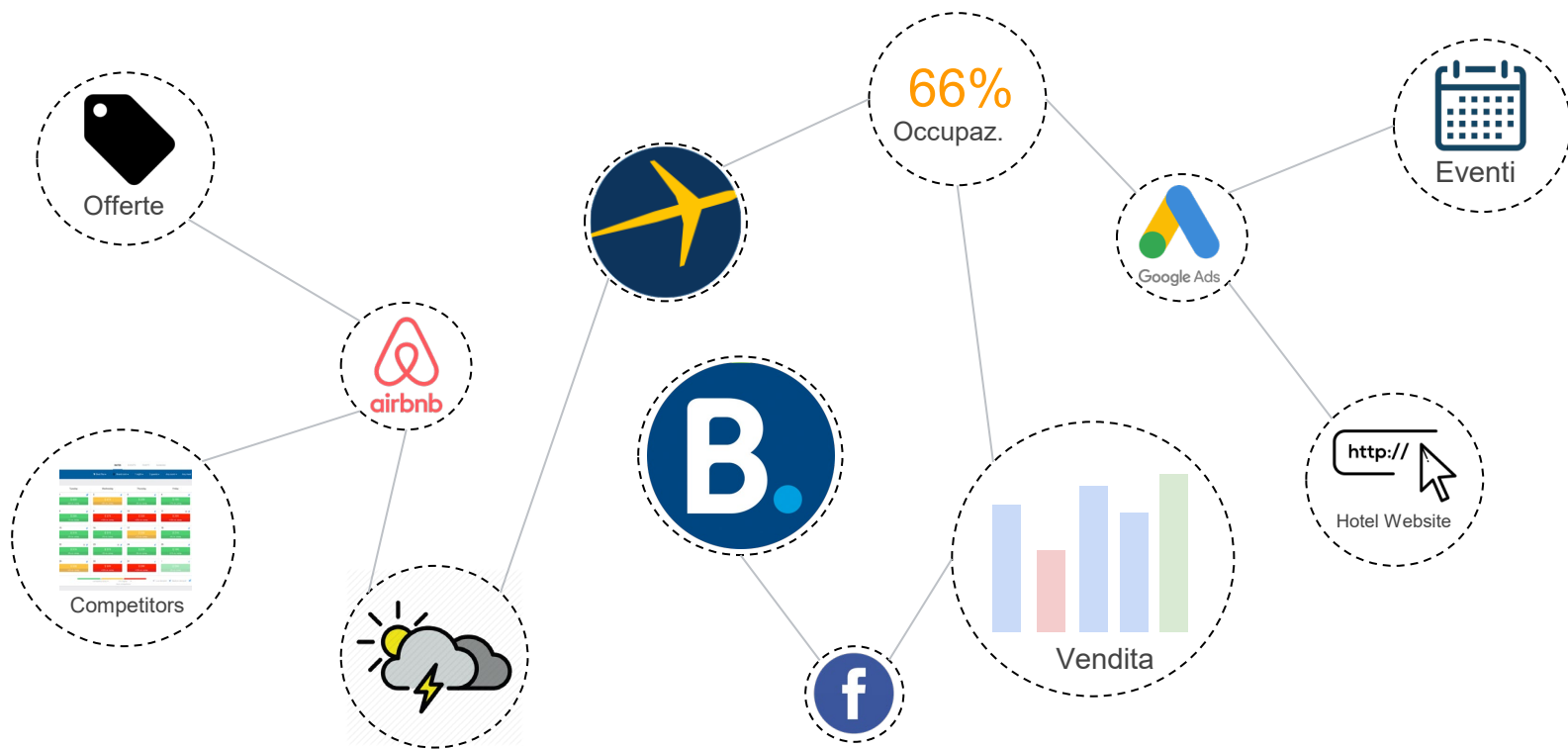
Il prezzo della vostra
bici a noleggio



Il prezzo del vostro volo



Nell'industria alberghiera



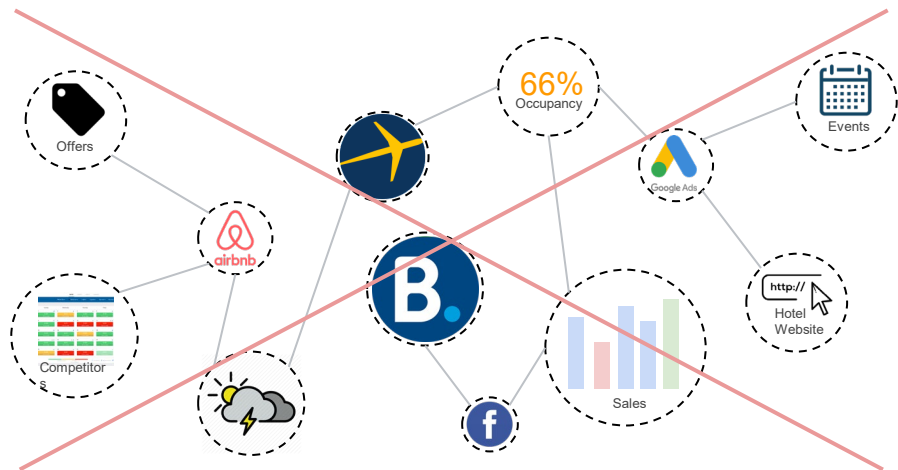
Troppe fonte di dati da analizzare



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



Il dipendente dell'hotel è tutt'ora “l'algoritmo che calcola i prezzi”



Season/ Room	Singola	Doppia	Superior	JS
Bassa	€60	€85	€110	€130
Media	€80	€110	€140	€160
Alta	€100	€140	€155	€190
Eventi	€120	€160	€190	€210



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



The screenshot shows the Booking.com interface for a search in Rome. The search parameters are: Destination: Rome, Check-in: Tuesday, September 22, 2020, Check-out: Sunday, September 27, 2020, 5-night stay, 2 adults, 1 room. The results show 4,071 properties found. Three properties are highlighted:

- Domus Domas**: Very Good (8.4), 427 reviews, €446 for 5 nights, 2 adults. 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, 2 adults. 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, 2 adults. Includes breakfast. Free cancellation - No prepayment needed. Risk Free: You can cancel later, so look in this great price today!

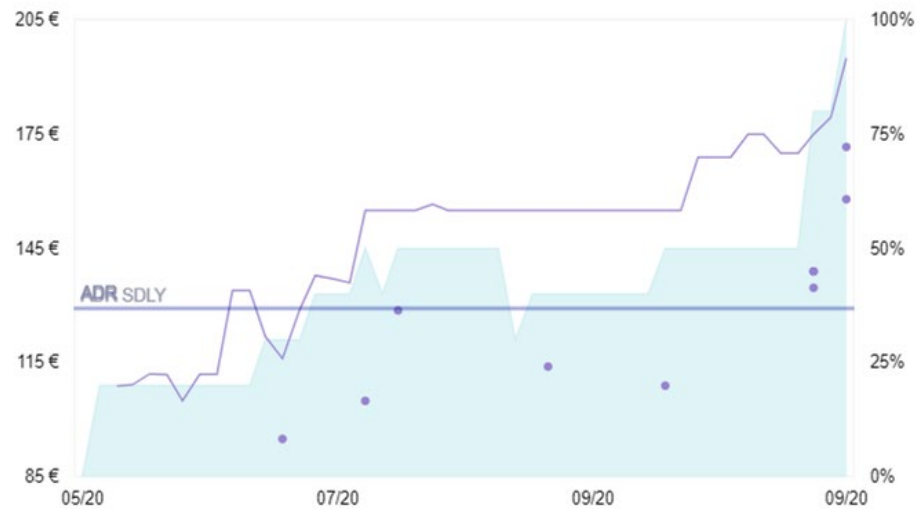
The sidebar includes a 'Filter by' section with 'Your Budget' options and 'Popular Filters' such as Private bathroom, Wonderful 9+, breakfast included, and Parking.

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

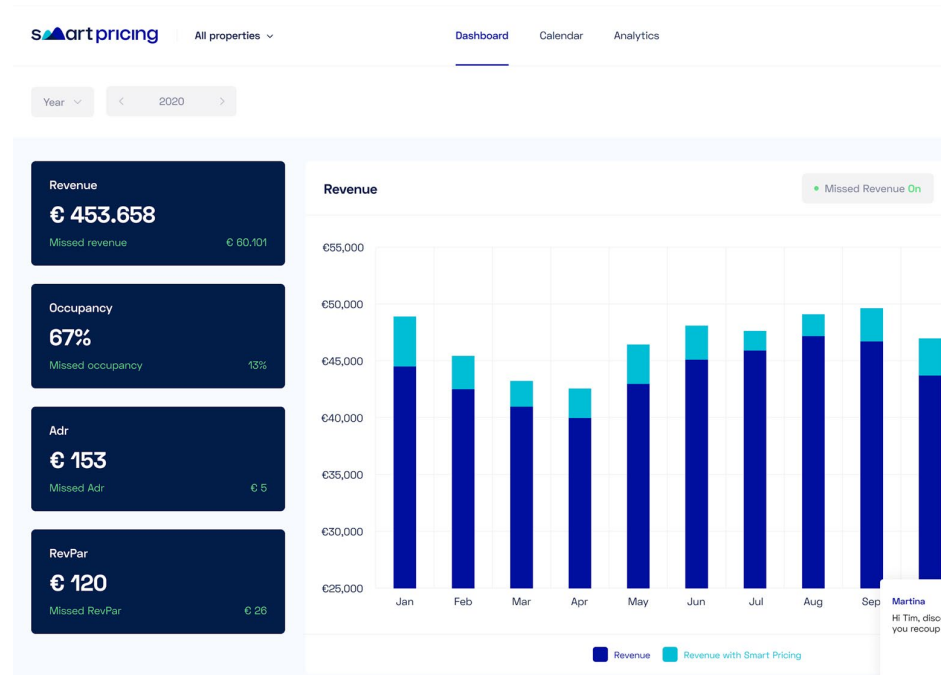


Prezzi dinamici basati su modelli di Machine Learning

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 ▾

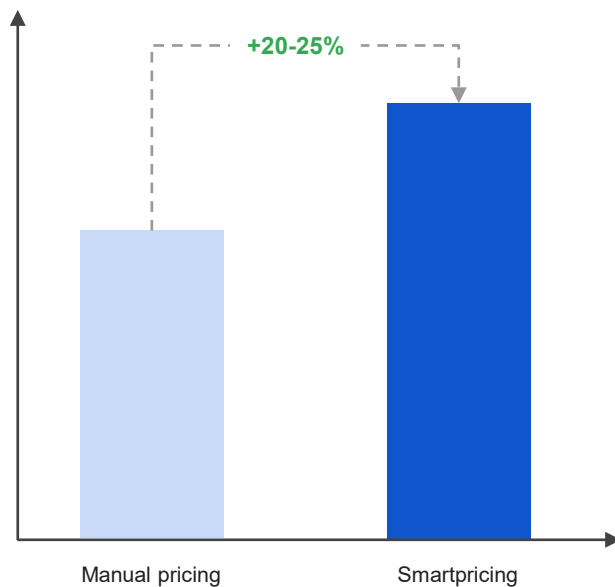
	MON 01/01	TUE 02/01	WED 03/01	THU 04/01	FRI 05/01	SAT 06/01	SUN 07/01	MON 08/01	TUE 09/01	WED 10/01
LaFayette Apartment ▾	€ 80 € 535 8	-	€ 80 € 535 8	-	€ 80 -€160 8	-	-	-	-	-
└ Apartment	€ 80 € 535 +8	-	€ 80 € 160 +2 [-1]	-	€ 80 -€160 -2	-	-	-	-	-
West LA apartment Apartment ▾	-	-	-	-	-	-	-	-	-	-
└ Apartment	-	-	-	-	-	-	-	-	-	-
Hotel Mirandola 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

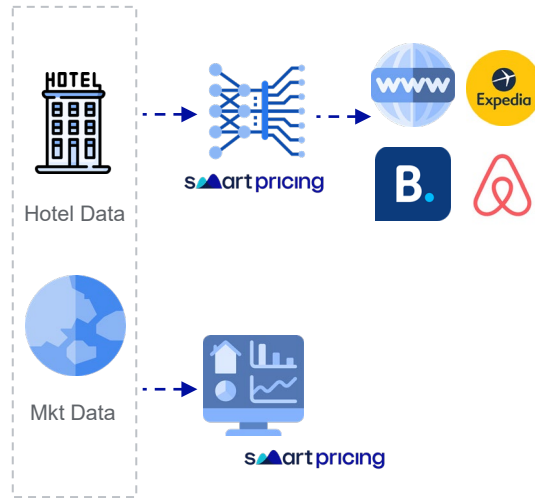


Perché SmartPricing

Aumentare il fatturato fino al 20-25%



Risparmiare fino a 500 ore/anno



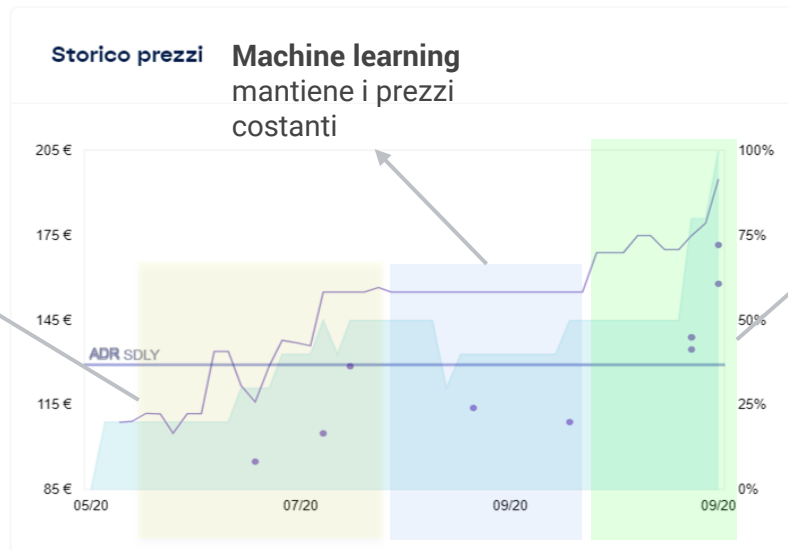
Aumentare la visibilità



Booking.com



Come funziona in pratica?



Fase Iniziale

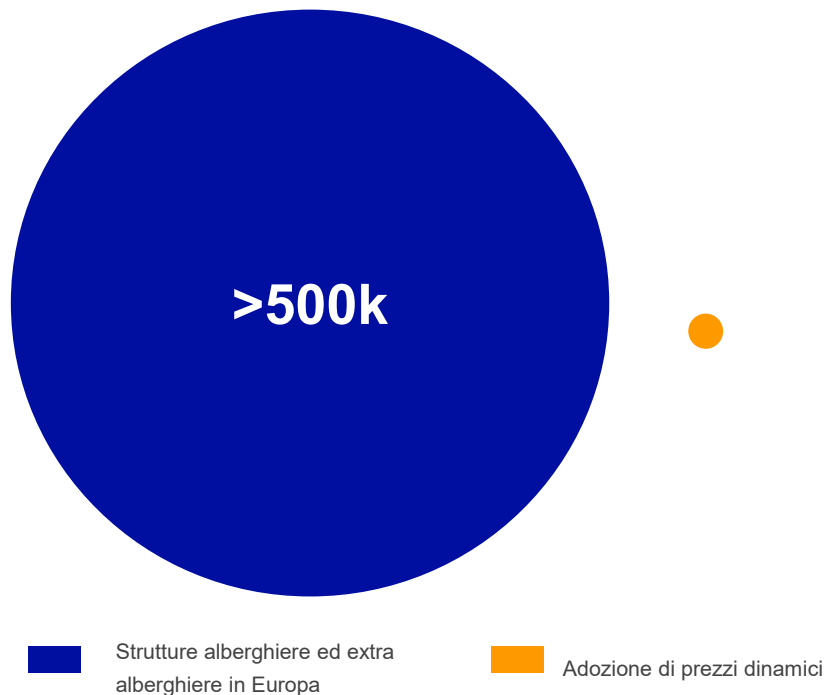
I prezzi aumentano a causa dell'aumento dei prezzi dei competitor

Machine learning

Aumenta i prezzi a causa di un aumento della pressione

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

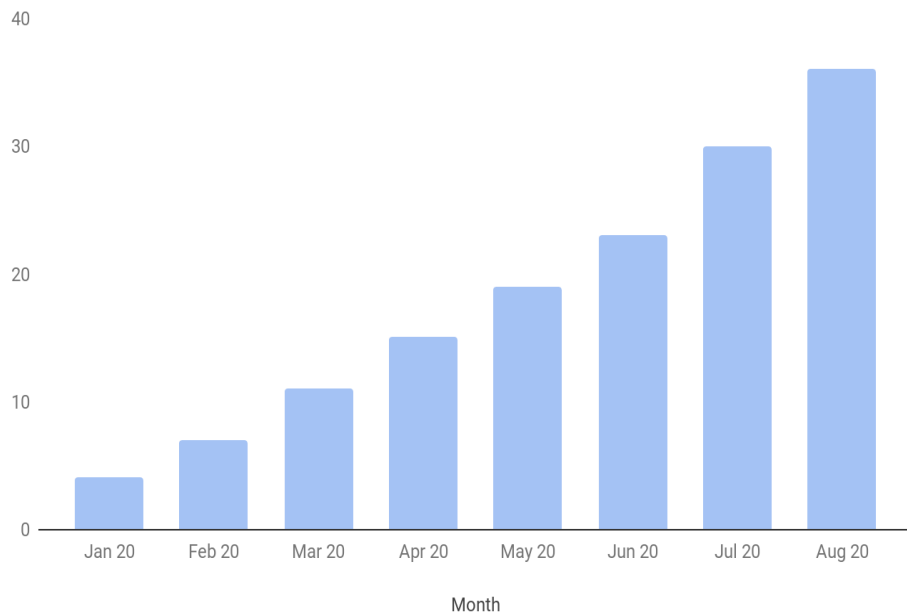


Come ci differenziamo dai competitor

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

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 Iago Nembia, San Lorenzo



Smart Hotel Mediterraneo, Chioggia



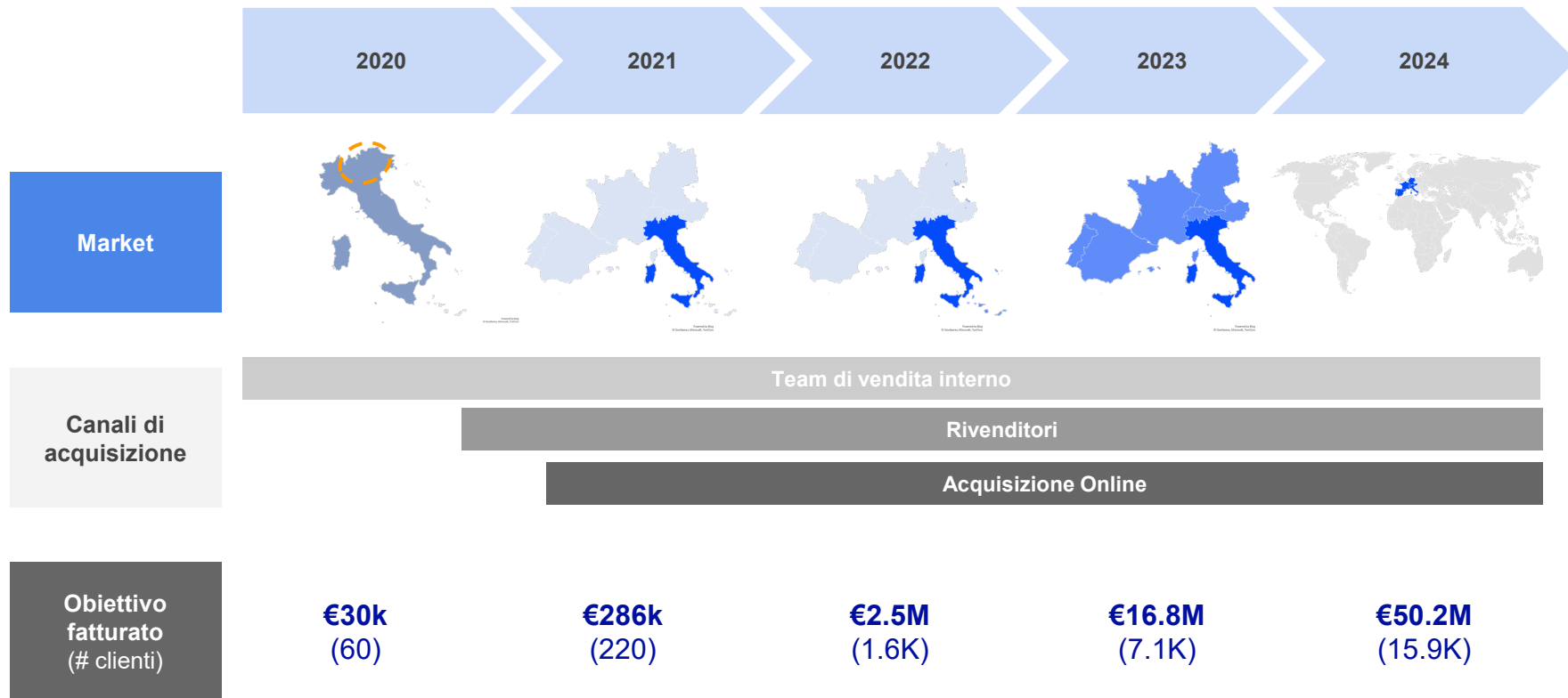
Palazzo Vitturi, Venezia



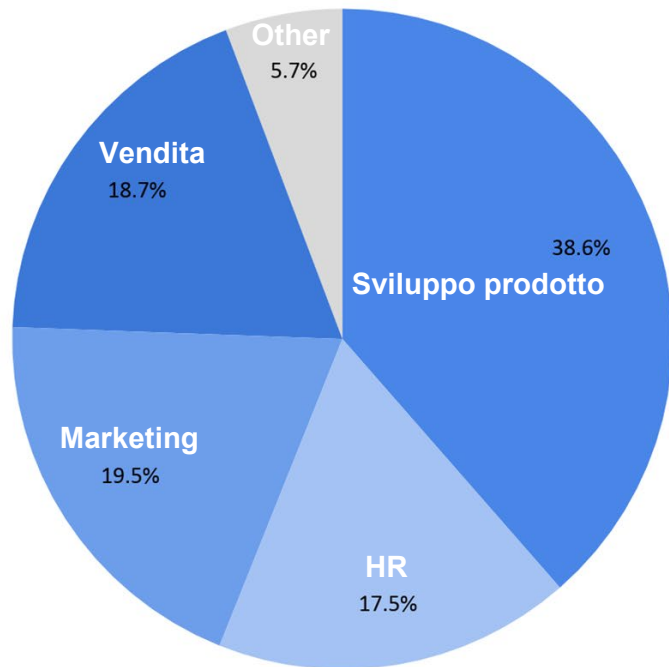
Residence Barbara, Ostuni



Piano di crescita



Pre seed round - €400,000



Strumento: SFP (Convertendo)

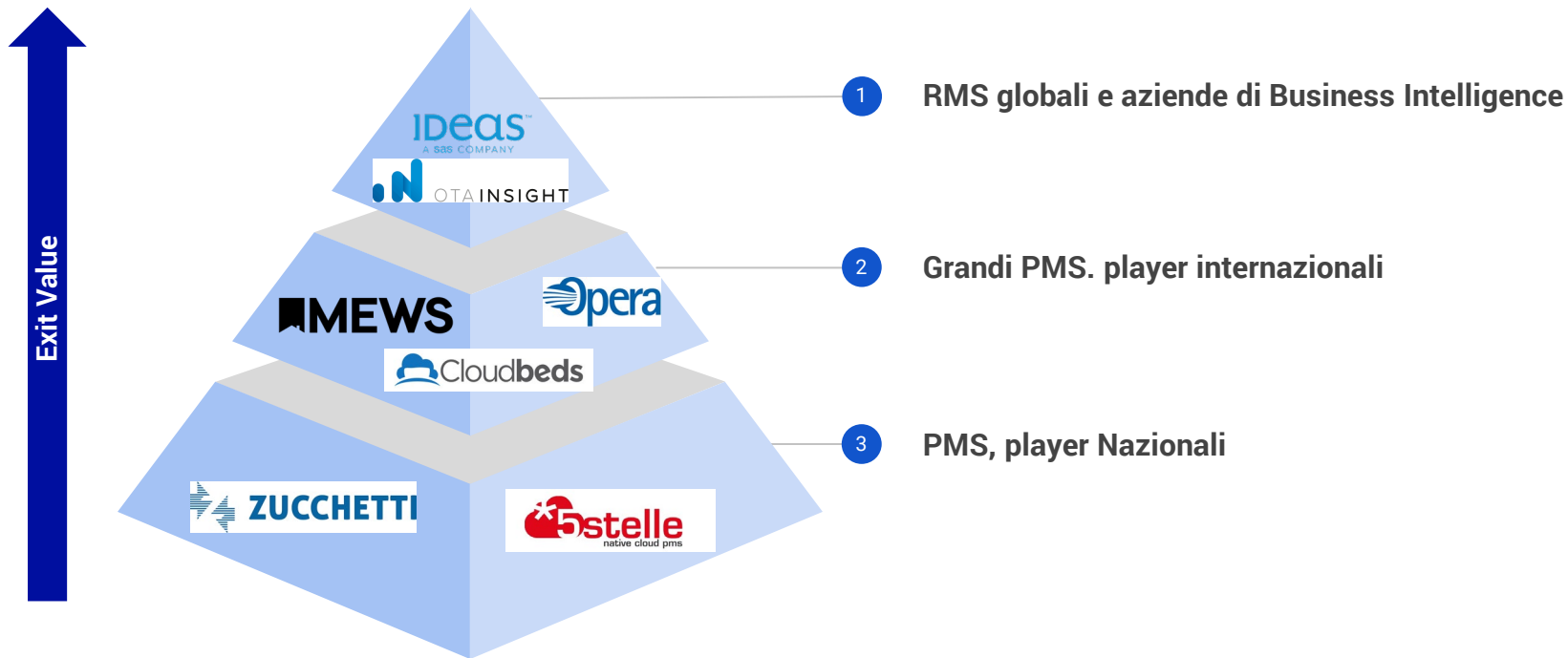
Sconto: 20%

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!

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