

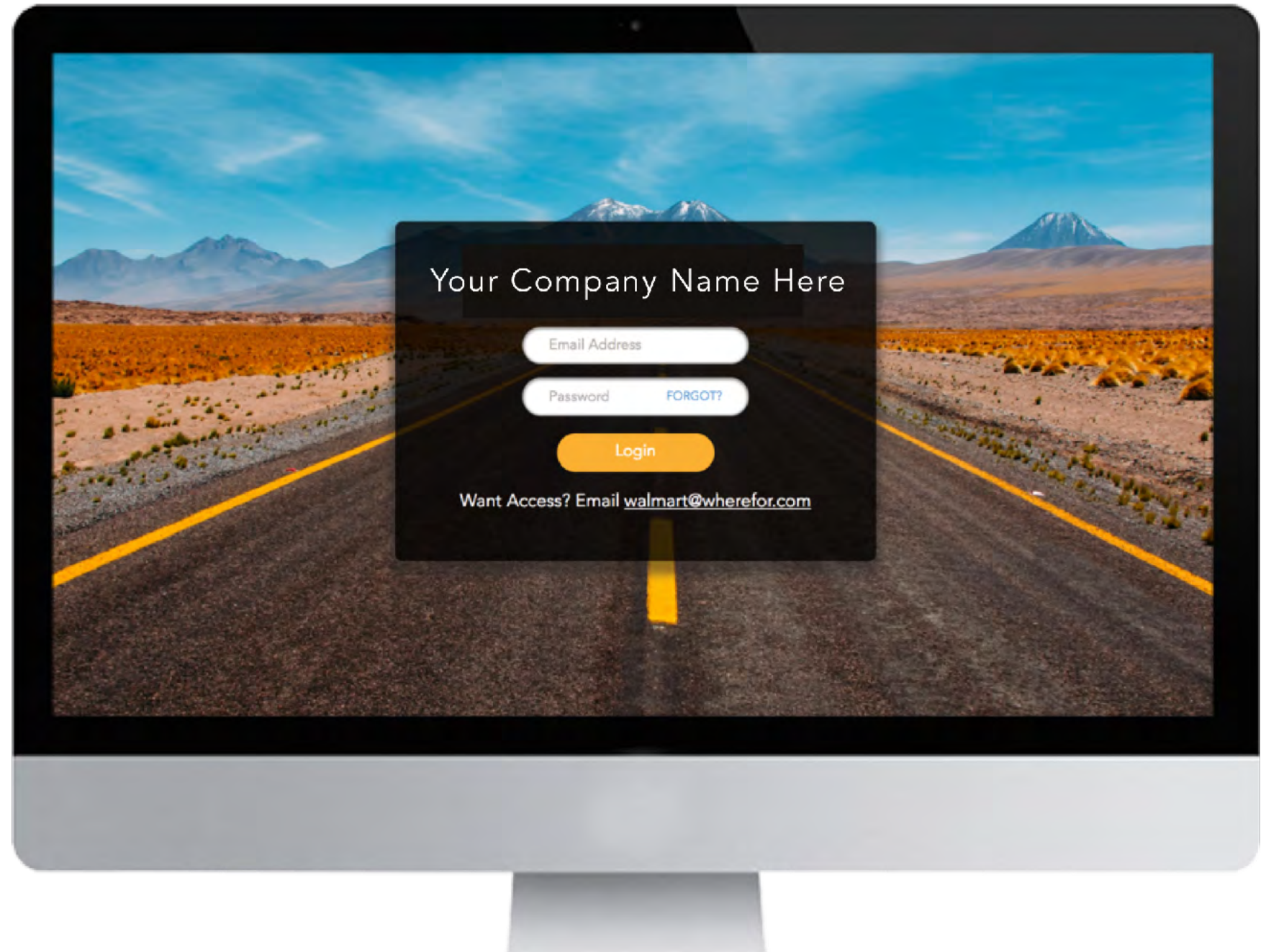
A top-down view of a wooden desk. In the center, a large map of Europe is spread out. A hand at the top holds a white cup. A black camera is on the right. A laptop on the left shows a grid of colorful images. A hand at the bottom holds a black pen, drawing a circle on the map. A small potted cactus is in the bottom right corner.

WHERE FOR BUSINESS

In a Nutshell

Over the last 14 months, we built a next generation business travel booking system in **partnership with the world's largest company.**

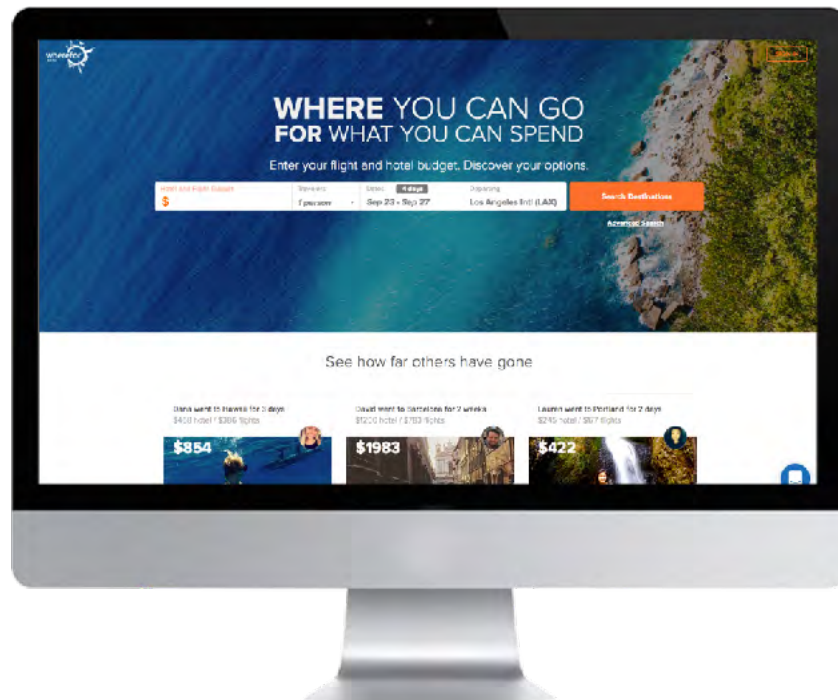
It uses cutting edge AI, and compares dozens of sources, to plan and book the best business trip for your employees in seconds, **shrinking your travel spend by at least 20%**



Our Story: From B2C to B2B

1 Launch

We built WhereFor.com, the first search engine to show where you could travel for what you could spend



2 Exposure

It gained **1.8 million** users and industry accolades



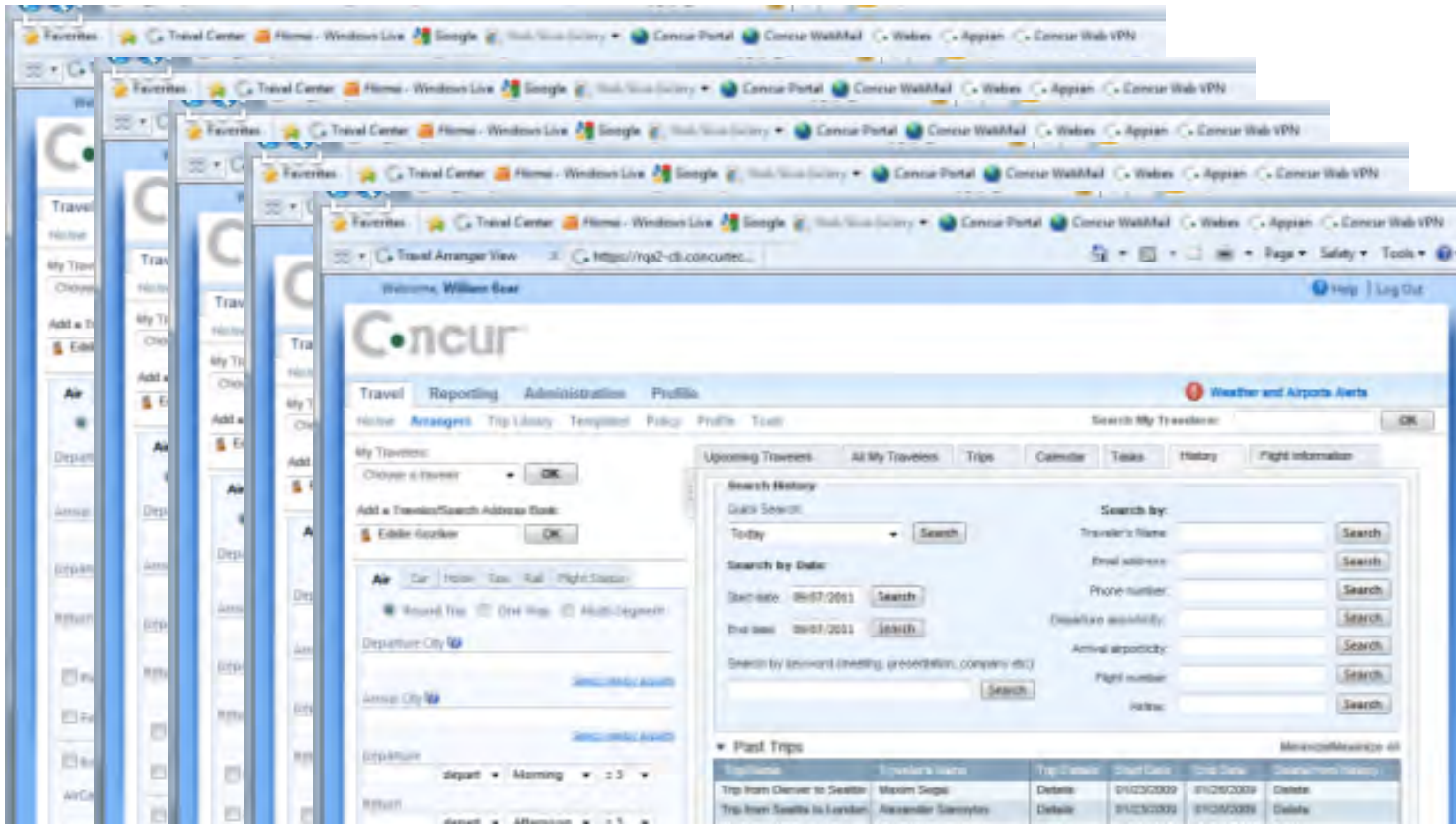
3 Recognition

The VP of a Fortune 10 company was one of these users, and asked us to **partner** to build a smarter corporate travel platform



Problem: OBTs are Expensive and Clunky

People **overspend by 15%** on flights and hotels when booking travel for business, since it's not their money.



Also, **38%** of employees **refuse** to use their company's online booking tool (OBT). It takes 12 clicks, 5 sites, and 42 minutes to book average trip

Why Is There So Little Innovation?



















The major OBTs are all **wholly owned subsidiaries** of major corporations, making them **slow to innovate**



Introducing W4 Business: Simplified Onboarding

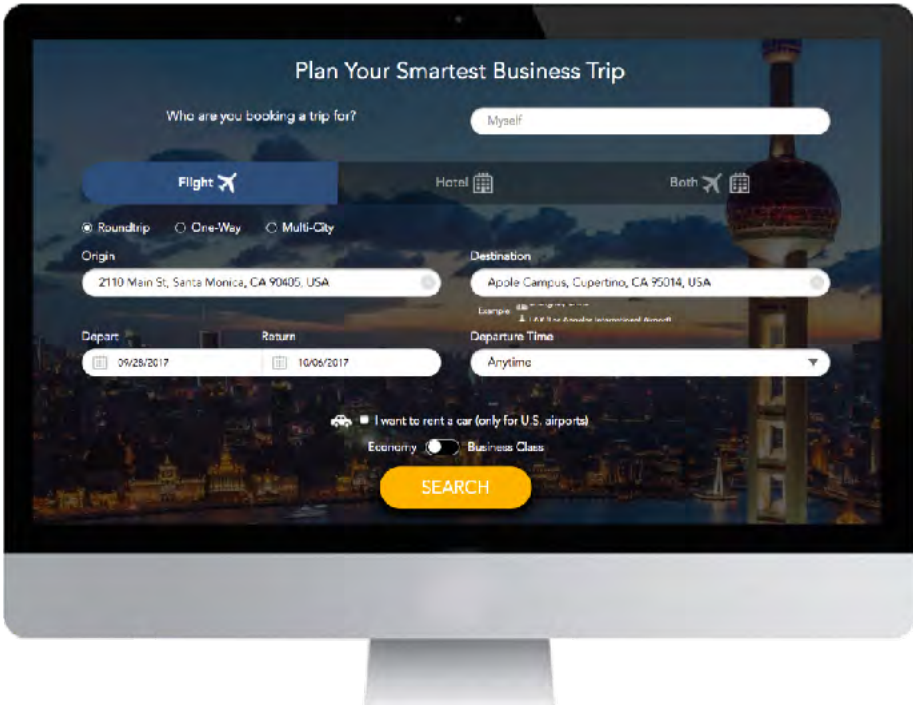
SET UP YOUR POLICY IN 10 MINUTES

Instead of configuring hundreds of complex (and ineffective) rules, you select the algorithm that best matches your **travel program objectives**.

 CUT COSTS Typical Industries: Retail, E-commerce, Franchise	 REDUCE BURNOUT Typical Industries: Government, Insurance, Technology, SMBs	 MAXIMIZE SATISFACTION Typical Industries: Consulting, Finance, Legal
<p>In order to create the most economical trip, the algorithm may recommend:</p> <ul style="list-style-type: none"> The cheapest airport within driving distance Flights with a longer duration A hotel with a shlep A two-star hotel or above No consideration for loyalty accounts	<p>In order to balance savings against traveler satisfaction, the algorithm may recommend:</p> <ul style="list-style-type: none"> Nearby airports Flights that are short but not the shortest Nearby hotels A three-star hotel or above Some consideration for loyalty accounts	<p>In order to keep roadwarriors well rested, the algorithm may recommend:</p> <ul style="list-style-type: none"> The closest airport Nonstop flights Hotels within walking distance A four-star hotel or above Heavy loyalty account consideration
<p>AVERAGE SAVINGS</p> <p>\$315</p> <p>PER TRIP</p> <p>SELECT</p>	<p>AVERAGE SAVINGS</p> <p>\$122</p> <p>PER TRIP</p> <p>SELECT</p>	<p>AVERAGE SAVINGS</p> <p>\$0</p> <p>PER TRIP</p> <p>SELECT</p>

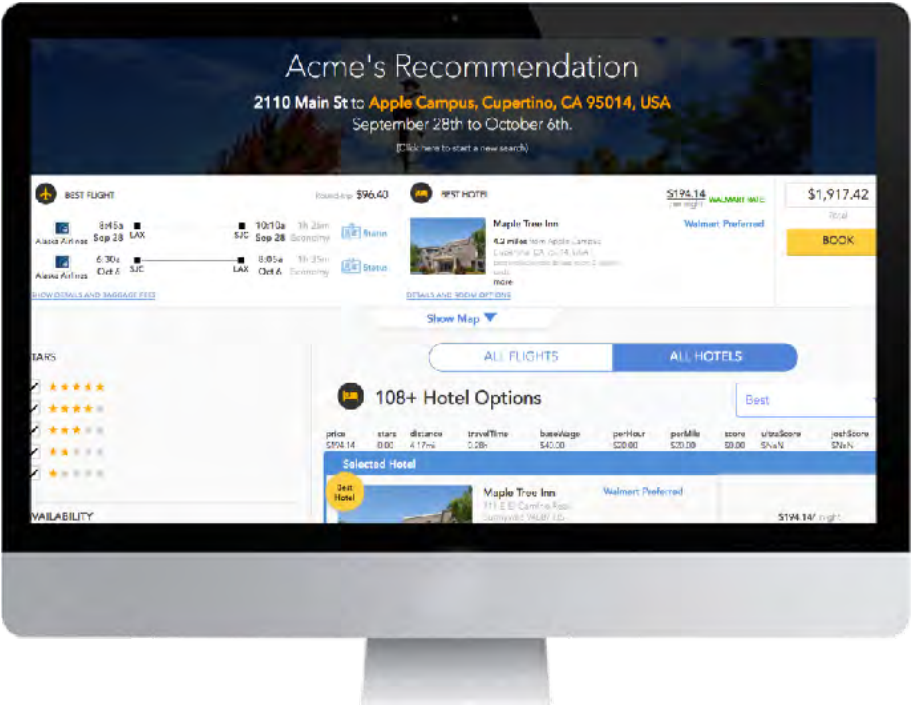


Book the Perfect Business Trip in 3 Clicks



PINPOINT SEARCH

Enter your precise starting and meeting location. Not archaic airport codes or city names.

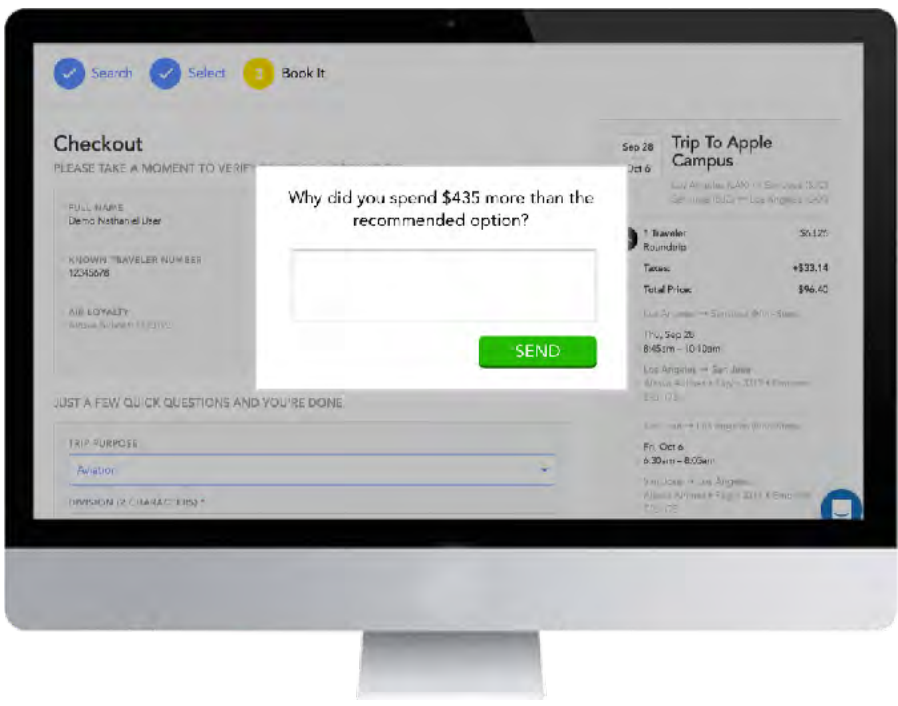


SMART ENGINE™

Your trip is planned in seconds. View the optimal airport, flight, hotel, and car within policy.



+18
others



VISUAL GUILT™

Choose any options, but explain why you spent more than recommended.

The Secret Sauce

Recommendations are generated from proprietary algorithms that balance dozens of factors to recommend the optimal flight and hotel for each trip within policy

FLIGHT FACTORS:



Flight duration



Company
preferred
air carrier



Price



Commute time
from airport to
meeting



User loyalty
account

HOTEL FACTORS:



Commute time
to meeting



User loyalty
account



Price



Company
preferred hotel

Results of switching from GetThere to WhereFor Business at a Fortune 10 company with over 2 million employees:



21% reduction
in Travel Spend



Moved company
from **82% to 98%**
online adoption
(Saving them \$20/booking)



97% User
Satisfaction
Score



72% Reduction
of Booking
Time

Booking Tool's Benefits

Employee Benefits



93% Faster

bookings,
means more
time for what
matters



Recommendations factor
in users' **personal
preferences** and
loyalty programs



Freedom to
customize trip



Live **Customer
Service** chat

Business Benefits



**Reduces travel
spend by over
20%**



Greater
Productivity



**More
compliance**



Easy to use by either a
CEO or assistant



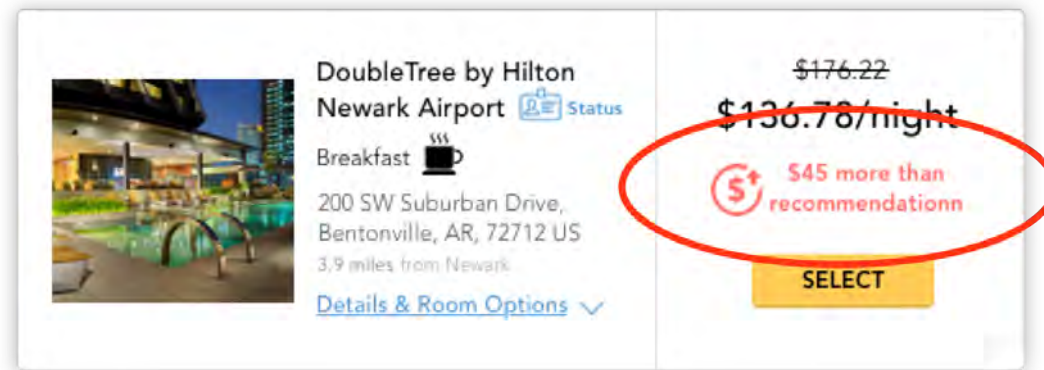
Preferred hotels and air
carriers are **booked
more often**



Greater online
adoption

Reduce Your Travel Spend by over 20%

SMART ENGINE™



Recommendations combined with Visual Guilt™ nudge people to spend economically, **reducing the overall flight and hotel spend by 11%***

*Travelers using this tool have selected flights and hotels that average 11% less than those selected on GetThere at the same company

MULTI-SOURCE SHOPPING



+18 others

Industry leading multi-source shopping **saves over 25%** on hotels—even if you have negotiated rates (and eliminates the need to check consumer sites)

2 Customer Support Options

Option 1: We're the TMC

Our Customer Support

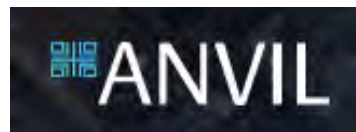
Our experienced, award winning US-based and international agents are at your employees' global **24-hour** beck and call—by phone, email, or online chat.

Our Travel Program Management

We offer two industry leading tools to keep your CFO informed and travelers safe:



Reporting



Duty of Care/Tracking

Option 2: Through other TMCs

Your Customer Support

If you just love your current TMC/agents, our booking tool can still work with them. Just put us in touch and we'll connect.

Your Travel Program Management

Our booking tool's open architecture allows it to integrate with just about any expense management, duty of care, and reporting technology. Keep what you love.

Product Roadmap



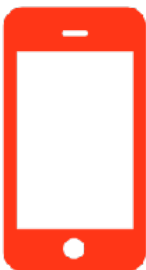
**Talk to
Book**



**Book from
Calendar**



**Book from
Email**



**iPhone and
Android App**

Q4 2017

2018



**Lyft
Bookings**



**Seamless
Group
Booking Tool**



**Train
Bookings**

TAKE THE WHEREFOR CHALLENGE

Match up our tool against your current one in a 60 day no risk trial



Give us a list of Pilot User
Email Addresses



We'll send them a link
to start booking



At the end of the trial period, we
deliver a comparison report
to show savings and traveler
satisfaction



WHEREFOR BUSINESS

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