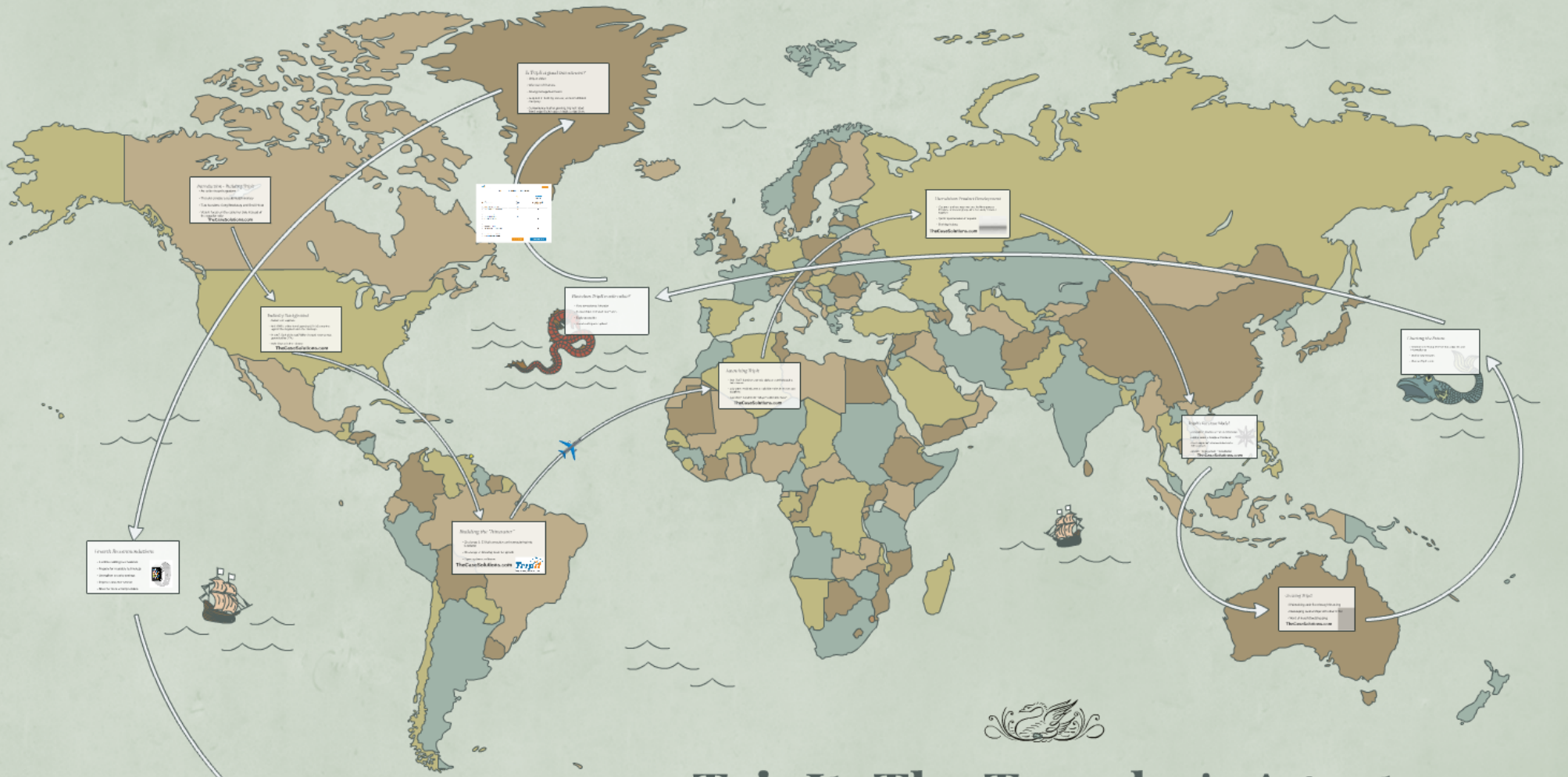


TripIt: The Traveler's Agent
TheCaseSolutions.com



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Introduction - Building TripIt

- An online travel organizer
- The site creates a customized itinerary
- Two founders: Greg Brockway and Scott Hintz
- Vision: focus on the customer side instead of the supplier side

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Industry Background

- Network of suppliers
- Mid 1990's: online travel agencies (OTAs) competed against the suppliers and other start-ups.
- In 2007, 51% of the \$267 billion in travel revenue was generated by OTAs
- Hybridization in the industry.

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Building the "Itinerator"

- Challenge 1: E-Mail extraction and restructuring into database
- Challenge 2: Allowing room for growth
- Open systems software

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Launching TripIt

- April 2007: launched a private alpha site and released a beta version
- July 2007: enabled users to build itineraries from over 140 suppliers
- Late 2007: transition to "indispensable home base"

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User-driven Product Development

- Customer profiles: road warriors, highly organized travelers, and small groups who frequently traveled together
- Quick implementation of requests
- Evolving features

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TripIt's Revenue Model

- Competition revenue earned on ticket sales
- Similar model to Google or Facebook
- Used simple performance indicators to follow growth
- Growth > Engagement > Monetization



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Growing TriplIt

- Maintaining cash flow through financing
- Developing partnerships with other OTAs
- Word of mouth/Bootstrapping

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