

# CONVERT YOUR STAY

START-UP X-RAY

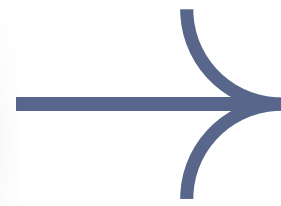
*Turning unbooked nights into unforgettable stays.*



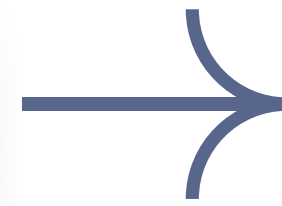
# THE PROBLEM



**10M+ STR  
properties**



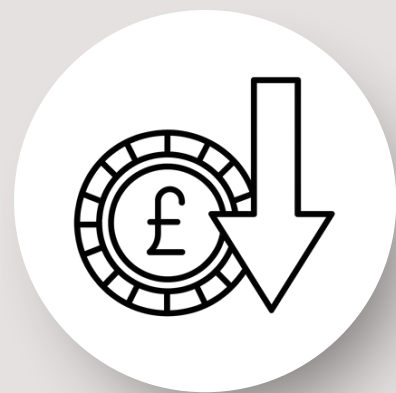
**35–45% nights  
unbooked**



**Billions in  
silent waste**

# WHY IT MATTERS

LOST  
REVENUE



LOST  
LOYALTY



LOST  
LOCAL  
LIFE



**EMPTY NIGHTS QUIETLY ERODE PROFIT, TRUST, AND BRAND LOYALTY.**

# THE SOLUTION

A strategic layer that enhances your existing model, without touching paid bookings

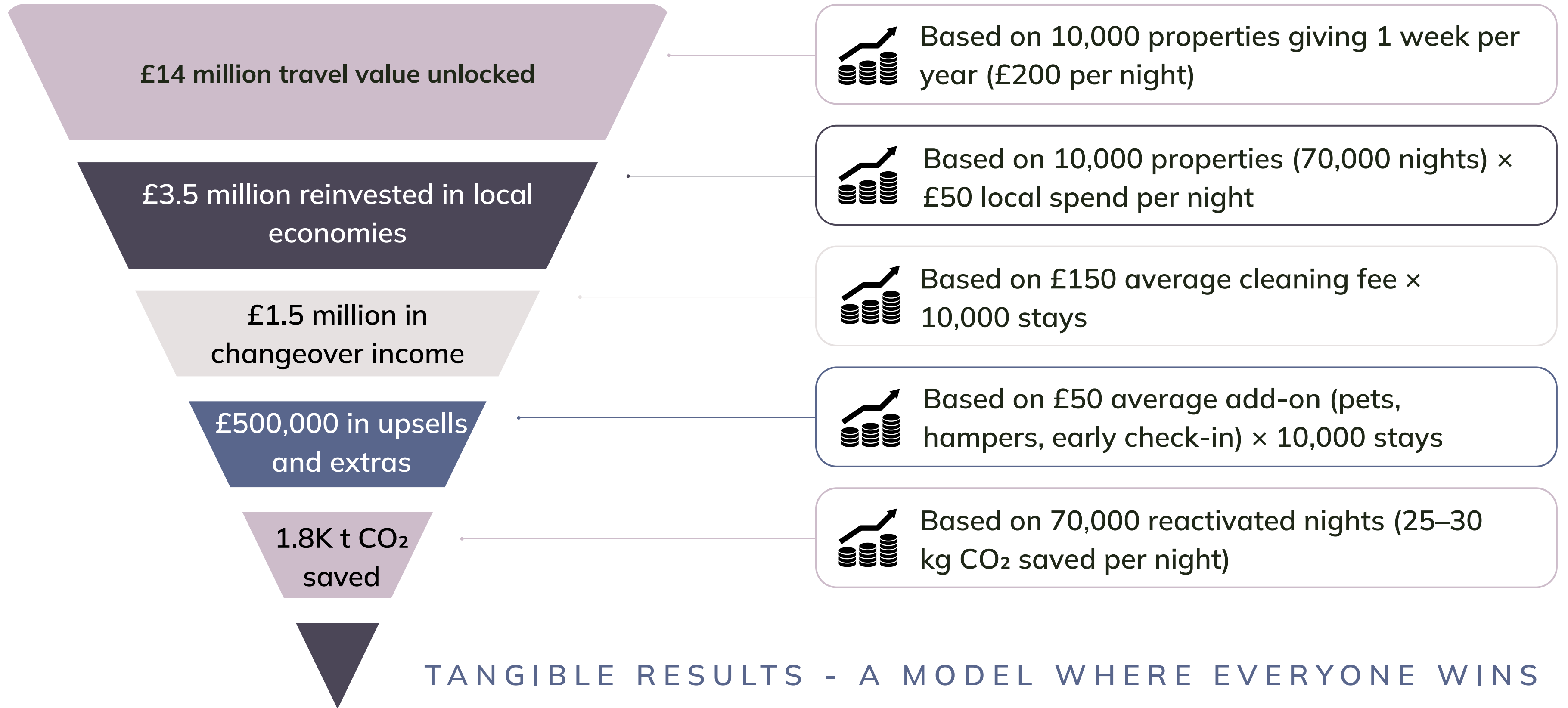
## FEATURES

- EARN THROUGH MARKETING & UPSELLS
- CHANGEOVERS COVERED, DAMAGE PROTECTION INCLUDED
- ZERO ADMIN WITH ICAL SYNC
- OWNERS CONTROL WHICH NIGHTS QUALIFY

ACTIVATING WHAT'S IDLE - NOT REPLACING WHAT WORKS



# COMMERCIAL & SOCIAL IMPACT



TANGIBLE RESULTS - A MODEL WHERE EVERYONE WINS

# WHY US . . . WHY NOW?

## BUILT WITH PURPOSE. BACKED BY EXPERIENCE



FOUNDER-  
MARKET FIT



CLINICAL  
WELLBEING  
LENS



£100M+ STR  
EXPERTISE



£2B+ TRAVEL  
SWAP  
ECONOMY



AWARD-  
WINNING  
INNOVATION