

Problem Solution

Problems to Host (Hotels, BB, apartments) in the best Italian destinations:

1. 32% Of the total available rooms, remains unsold (Source Smith Travel Research Global 2016)
2. High sales and marketing costs to look for new traveller and high brokerage costs for online travel agent (OTA)
3. Wizzard time loss of numerous portals

Traveler problems:

1. Lack of Time (22 sites visited before closing a reservation)
2. Supplier confusion and dispersion
3. Offers far from traveller needs in terms of prices accommodation

Solution: Tueke changes the travel rules, traditional roles have changed and the benefits are clear to everyone. Hotels have the opportunity to avoid having empty rooms. Besides a tailor-made made offer, Travellers can save time

Business model

Tueke offers the possibility to travel better in terms of accommodation and price. Encourages travellers to move, reduce the number of unsold rooms and optimize the process of booking for both actors. Tueke will receive a commission paid by hosts for each confirmed reservation with a very competitive percentage compared to the indirect competitor's.

Competitive Advantage

Compared to the direct competitor, Tueke It is the only reality that operates in the territory of the best Italian destinations; With reference to **Indirect competitor,** Tueke Puts the traveler at the center of the sale by reversing the rules. Tueke allows the **Traveler** to find the accommodation Ideal for business or leasure, in less time at lower cost; Tueke allows the **Host** to reduce brokerage costs and Sales & Marketing by having the freedom to choose the perfect traveller, at the desired price, in the data where he needs to optimize his results. Tueke.com is a service that offers a streamlined, intuitive and fast platform

Team

Team is composed by three founders: two of them expert in tourism and hotel business, and one in charge of the technological development of the platform. **Emanuela Fornasari**, graduated in Public Relation is a professional in the Hotellerie for over 15 years, with the role of revenue team leader; She worked for several luxury hotels, including Starwood, Boscolo and Marriott. Highly analytical and financially aware, skilled in analysing customer information and market trends, predicting future requirements and developing strategic plans to drive growth; **Carol Galuzzi**, graduated in Science Political, operates in tourism for over 20 years. First in cultural tourism, then in the management of events and currently, for over 9 years, works as responsible for sales for Boscolo Hotel after the rebrand of April ' 18, Palazzo Matteotti, Autograph Collection by Marriott. Has a strong inclination to teamwork, problem solving and leadership. **Luca Prete**, part of the Digital Trasformation Team, Presidenza del Consiglio dei Ministri, graduated in Computer Science. Deployment engineer with a significant DevOps background. Independent and proactive professional, Luca is a good communicator, organizer and analyzer. Work Experience from June 2014 to February 2019 (Silicon Valley): Open Networking Foundation - ONF (<http://www.opennetworking.org>) Platform Deployments and IT management

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