

LOLA.COM

Company Overview Q1 2019



CORPORATE TRAVEL SAAS

Lola.com makes managing corporate travel easy, fast and agile. We provide your company with the visibility and control you need, while giving your travelers the amazing experience they want.

PRODUCT

FINANCE & OPERATIONS

- Control
- Visibility

The screenshot shows the Lola web interface. At the top, there's a navigation bar with 'lola' and 'LOLA APP'. Below it, there's a dashboard with several cards showing metrics like 'BOOKING RATE', 'REVENUE', and 'CANCELLATION'. A table below the dashboard lists bookings with columns for 'BOOKING ID', 'DEPARTMENT', 'TYPE', 'BOOKING DATE', and 'PRICE'. A notification banner at the bottom reads 'Hi, Mike.' and 'Krista Pappas just booked a hotel in East Point, GA. To learn more about this booking, [view in Lola Works](#).'

BOOKING ID	DEPARTMENT	TYPE	BOOKING DATE	PRICE
1	Product	Hotel	3/1/18	\$5,900
2	Engineering	Hotel	3/1/18	\$2,500
3	Engineering	Flight	4/26/18	305.23
4	Executive	Hotel	3/29/18	\$2,574
5	Executive	Hotel	3/15/18	\$2,185
6	Executive	Flight	4/26/18	\$845.2
7	Product	Hotel	6/7/18	\$3,185
8	Travel Services	Hotel	3/1/18	\$17584

EXECUTIVE ASSISTANTS

- Save time
- Peace of mind

The screenshot shows the Lola mobile app interface. It displays a list of flight options with columns for 'AIRLINE', 'FARE', and 'STATUS'. A chat conversation is overlaid on the right side, showing messages from 'Yves', 'Sandra', 'Lauren', and 'Rylan'. The chat messages include 'Thank you!', 'Good evening Mike, I'll do...', 'Thanks, Wayne - you rock!', 'Awesome, Always happy to hel...', 'Departure Gate Update for U...', 'Rylan You heard', 'Rylan Hey Mike! Happy Friday! I wa...', 'Lauren You betcha - see you there!', and 'Sweet! I'm looking forward to...'

BUSINESS TRAVELERS

- 24/7 support
- Save time

The screenshot shows the Lola mobile app interface. It displays a list of flight options with columns for 'AIRLINE', 'FARE', and 'STATUS'. Below the list, there are travel recommendations for 'London', 'Boston', and 'Jersey City', each with a photo and a brief description. The recommendations include details like 'Sun 11:00 - Mon 11:00 + 1 Flight' and 'TRAVELER: MICHAEL V'.

BUSINESS MODEL

- **Combination of SaaS and Transactional revenue**
- **Go to Market via inside sales & partner reselling**
- **Long term GM of 70%+ (SaaS business)**
- **More growth leverage via product than anyone else**

MARKET SIZE

- **\$1.3 Trillion spent on business travel worldwide**
- **600K US Companies with 20-500 employees**
 - **Primarily using consumer sites today**
- **\$6B TAM in US alone at \$10k annual rev / cust**

WHY LOLA.COM SUCCEEDS

- Team - built KAYAK and HubSpot
- Product - most beautiful, easiest to onboard and use
- Partnerships - work with industry

TEAM

- **Mike Volpe, CEO (HubSpot)**
- **Paul English, CTO (KAYAK)**
- **Krista Pappas, SVP Biz Dev (Farecast --> MSFT)**
- **Jeanne Hopkins, CMO (Ipswitch, HubSpot)**
- **Ryan Ball, VP Sales (CarGurus, HubSpot)**

MARKET ACTIVITY

- **\$8 Billion SAP acquisition of Concur (2014)**
- **\$154m round for TripActions at \$1B valuation (2018)**
- **\$44m round for TravelPerk (2018)**
- **AMEX GBT / Lola.com Commercial Partnership (2018)**

AMEX GBT DEAL

- GBT is the largest b2b travel agency with \$45B in annual travel bookings
- GBT re-sells Lola.com to their customers and prospects
- 5 year mutually exclusive partnership

GBT is the absolute best possible partner for this market.
Partnership creates sustainable competitive advantage.

PRODUCT VISION

Easiest way to book and manage travel

Core Principles

- **Extreme ease of use**
- **Known for speed**
- **Gorgeous user interface and brand**
- **Collaboration**

HIGHEST RATED PRODUCT

G2Crowd Ratings:

- Lola.com 4.8 stars
- TravelPerk 4.7 stars
- TripActions 4.6 stars
- Concur 4.0 stars

★★★★★ November 19, 2018 [in](#) [t](#) [f](#) [G+](#) [+](#)

"If You Do Any Business Travel, Get Lola"

★★★★★ December 6, 2018 [in](#) [t](#) [f](#) [G+](#) [+](#)

"Lola: The Best Way To Travel For Business"

★★★★★ November 13, 2018 [in](#) [t](#) [f](#) [G+](#) [+](#)

"Beautifully Designed Product, Even Better Support "

★★★★★ October 19, 2018 [in](#) [t](#) [f](#) [G+](#) [+](#)

"A great corporate travel solution"

★★★★★ October 25, 2018 [in](#) [t](#) [f](#) [G+](#) [+](#)

"Booking travel just got a whole lot easier"

★★★★★ October 16, 2018 [in](#) [t](#) [f](#) [G+](#) [+](#)

"Incredible Customer Service"

★★★★★ November 14, 2018 [in](#) [t](#) [f](#) [G](#)

"Been booking travel for years - this is the easiest it's ever been."

PRODUCT-LED CUST SUCCESS

We had zero onboarding / acct mgmt team, but in Q4 saw our product leading to great customer success:

- **XX% of customers have booked travel**
- **Of the customers who booked, they do so fast**
 - **XX% in <15 days**
 - **XX% in <60 days**
- **XX% were booking multiple times a week in Q4**

LONG TERM PRODUCT VISION

COMPETITION

PROGRESS IN LAST 6 MONTHS

1. Hired Mike Volpe as CEO
2. Implemented Subscription Pricing
3. Hired Jeanne Hopkins as CMO
4. Hired Ryan Ball as VP Sales
5. Signed AMEX GBT commercial partnership
6. Closed X companies on subscription
7. Reached \$X subscription ARR
8. Passed \$X rev run rate (w/ transactional rev)