

Origin



Going on your dream vacation means going through hell first.

Origin enables people to travel the world boundlessly and with ease. **This brings a \$60.4B market online.**

Looking for **inspiration** from books and apps like Instagram.

Coordination of complex schedule with airline customer service.

Booking multiple items takes weeks to finish.



Choosing between the lesser of two evils

Traditional travel agencies (> \$10k per trip)

Offline only

Telephone and email all the way at best.

Delayed results

Planning usually takes over a week!

Expensive servicing

No software tooling to empower service and boost productivity.

There has to be something better!?!



Online travel agencies

Fragmented experience

Separate platforms for hotels, flights and more. Complexity grows for multi-stop trips.

Paradox of choice

Discovery is one thing, squeezing everything into a working itinerary is a different animal altogether.

Constant time sink

Going back to the same website > 10 times before actually booking anything. You've been there.



We are tailor made for this challenge



Eli Bressert

ML, AI, & product.



Tamar van de Paal

Operations, marketing & partnerships.



Founding team from top tech and travel companies.



Our investors



Brad Klingenberg

Chief Algorithms Officer (CAO) at Daily Harvest. Was previously CAO at Stitch Fix.

John Johnson

Co-founder of BuzzFeed and owner of Harmony Hotel.

Human + AI travel curation app, personalized for every traveler

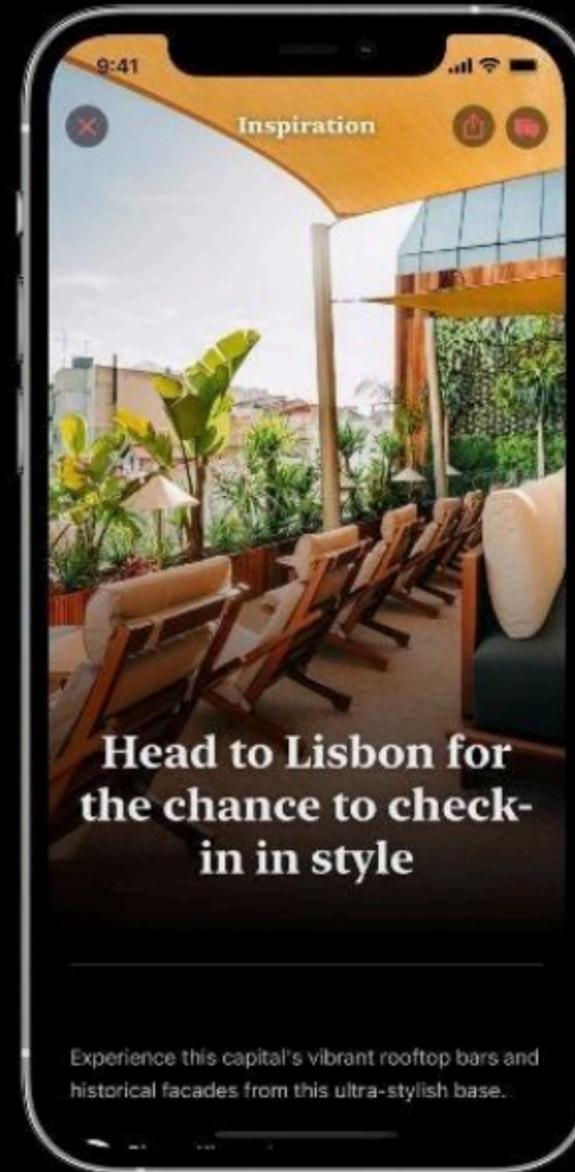
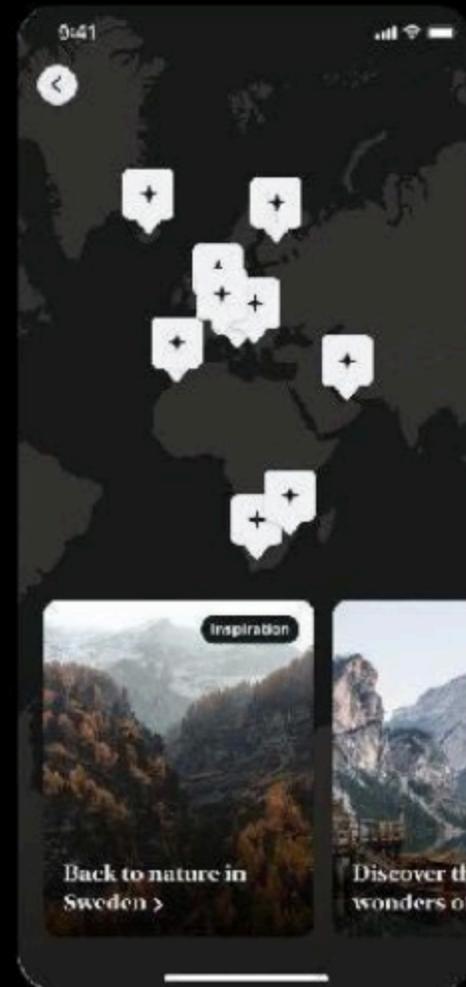
Behind the scenes Origin is providing the best personalization travel experience with ML/AI superpowered travel curators.

High-touch in a mobile product

Think of us as your personal travel EA, maximizing your travel experiences (big or small) while saving time.

You get real people helping you on all facets of your trip: ideation, planning, booking, on-trip, and post-trip.

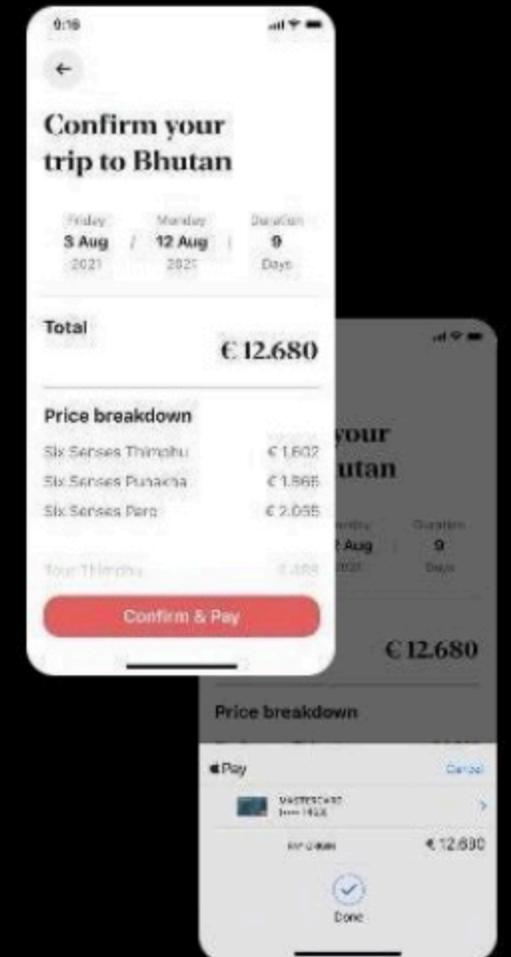
Personalized and engaging ways to discover new places



Clear expectations from service and planning



One-tap payment system



Customers that trust and ❤️ Origin

Our customers all feel **enabled** to expand their travel horizon and frequency because of the-ease-of-use with Origin.

Origin Member



D.W.

Purchased membership & trip & just got back from 1st trip.

"More often, different places, better experiences in the coolest of ways. For me, that is absolutely priceless"

Origin Member



J.R.

Converted to membership on trip purchase.

"More personalized & modern than Scott Dunn, Black Tomato. App felt refreshing & fun to use with amazing curator that went above and beyond. Price was wildly competitive!"

Origin Member



P.M.

Member since May 2021 and traveled 4x with Origin.

"Overall the fact that I didn't have to think about planning the next thing during the trip was lovely... tons of convenience and using Origin gives you so much time back during the vacay #Convenience"



100% share of travel wallet

Broad spectrum of trips leads to high LTV.



Our membership model ensures alignment between Origin & customers.



Members also use us for shorter trips, as they paid for unlimited service.



Members book multiple trips per quarter, trending towards 100% share of travel wallet.

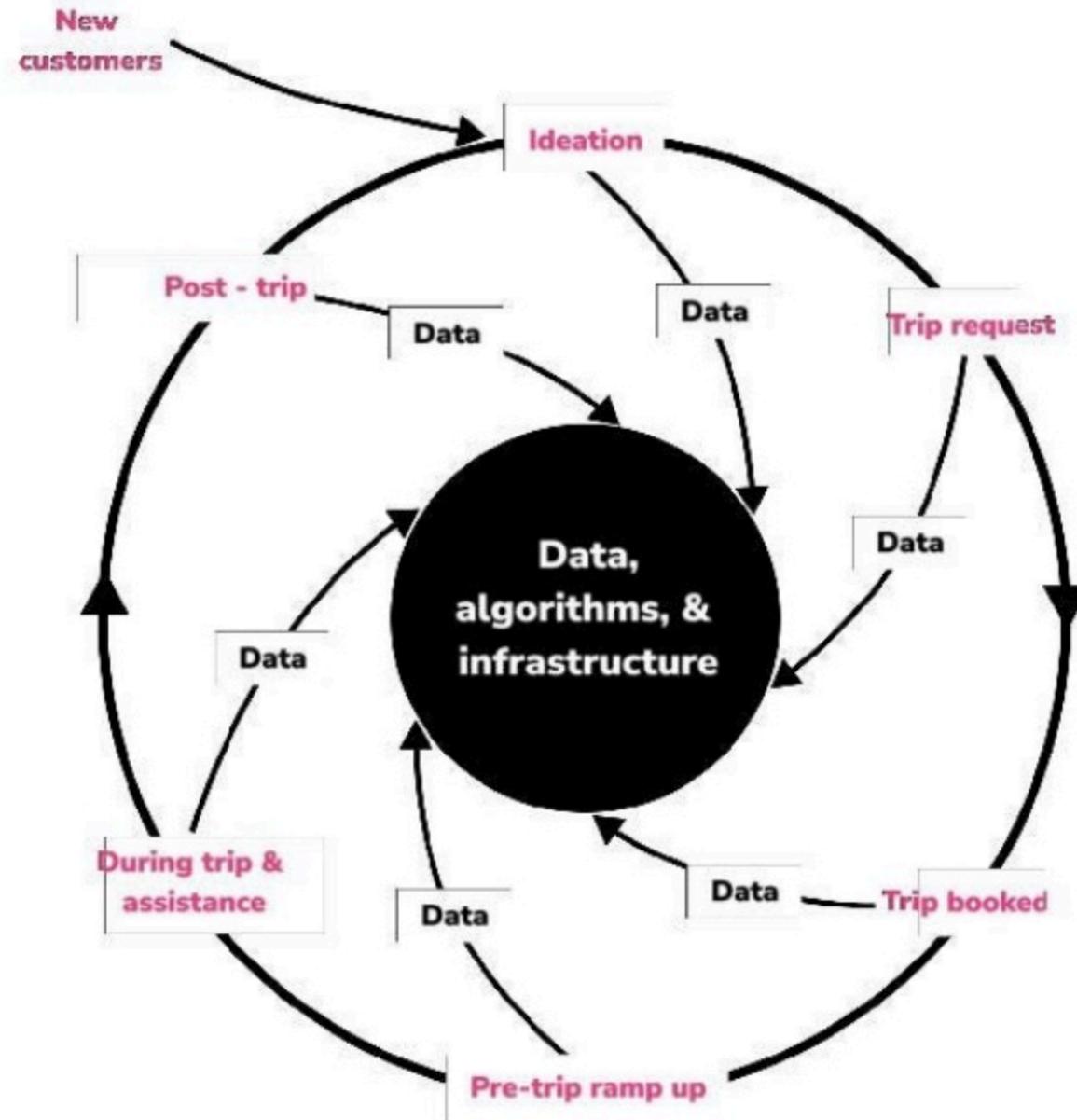


Self-propagating demand & data flywheel

Customer obsession + proprietary data & tooling = Personalised travel delight at scale

Customers love travelling with Origin, because we “get” them.

We enable them to explore, travel more, and focus on their magical trips.



Our unfair advantage

High quality & proprietary customer data.

Specialised tooling turbo-charged by powerful ML & AI.

Absolute customer obsession.



Get this sorted for me!

Consumers have a growing appetite for premium apps that solve more ambitious and demanding needs.

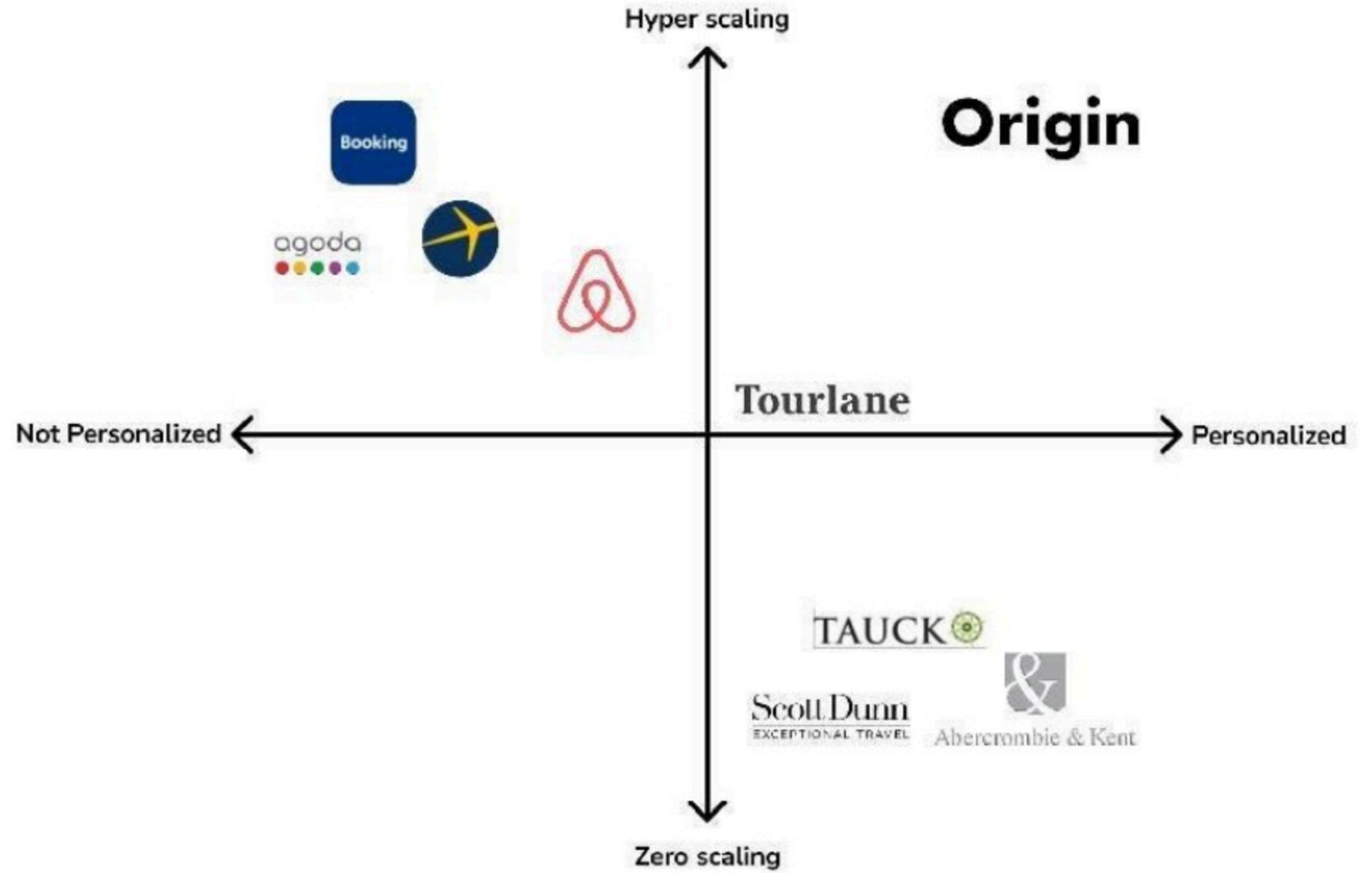
Consumers ♥ their **subscriptions**.
They also love to manage their lives on **advanced apps**.

SUPERHUMAN



Origin makes an otherwise complex travel process simple and easy via **hyper-personalization** and **scalable experts**.

We enable our members to **travel more & save time** while addressing a growing market gap.



Premium travel is a \$1T market

The premium travel vertical has the highest CAGR of 19% between 2020 and 2026. **We are bringing the \$60.4B SAM online.**

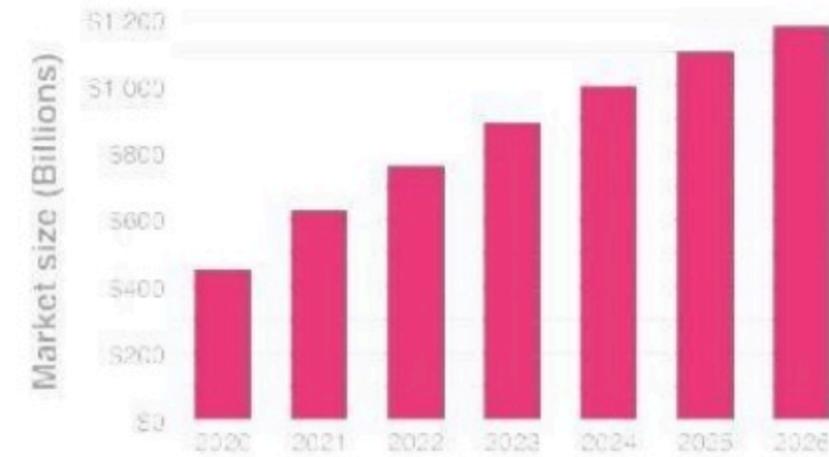


Sources: Statista, AMR

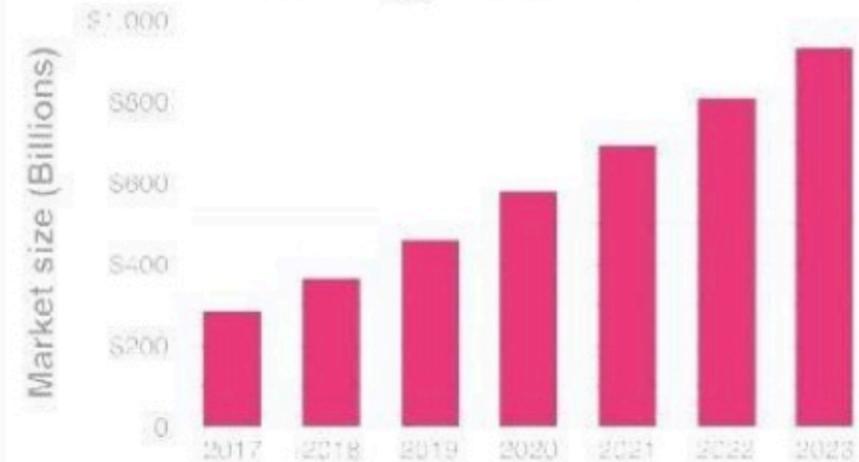
* Millennial & Gen X are the fastest growing segments in the premium travel market.

Macro trends

Premium travel market size



Mobile app market size



Sources: Statista, AMR



Scaling: We've done it before and will do it again

At Stitch Fix, Eli helped grow and scale one the most effective high-touch work forces in e-commerce.

We are applying similar techniques to scale our travel experts alongside highly scalable AI services.

Stage 1

Internal tool stack for scaling & marketplace.

Improved tech-stack with **recommendation engine** to reduce paradox of choice in decision making.

Stage 2

Highly developed internal tool stack & marketplace.

Human-in-the-loop ML + AI to superpower curators with logistics & pricing optimization, auto scheduling, & travel content generation.

Stage 3

Highly developed AI self-service + human-in-the-loop premium services.

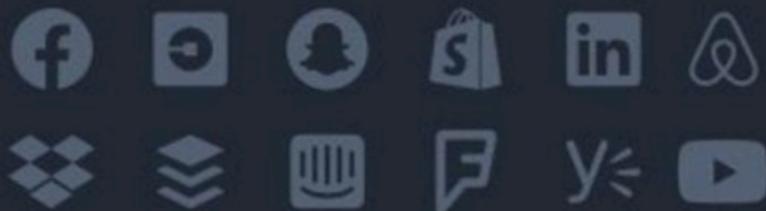
High performance AI with continual labeling from curators to serve general travel market segment.





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