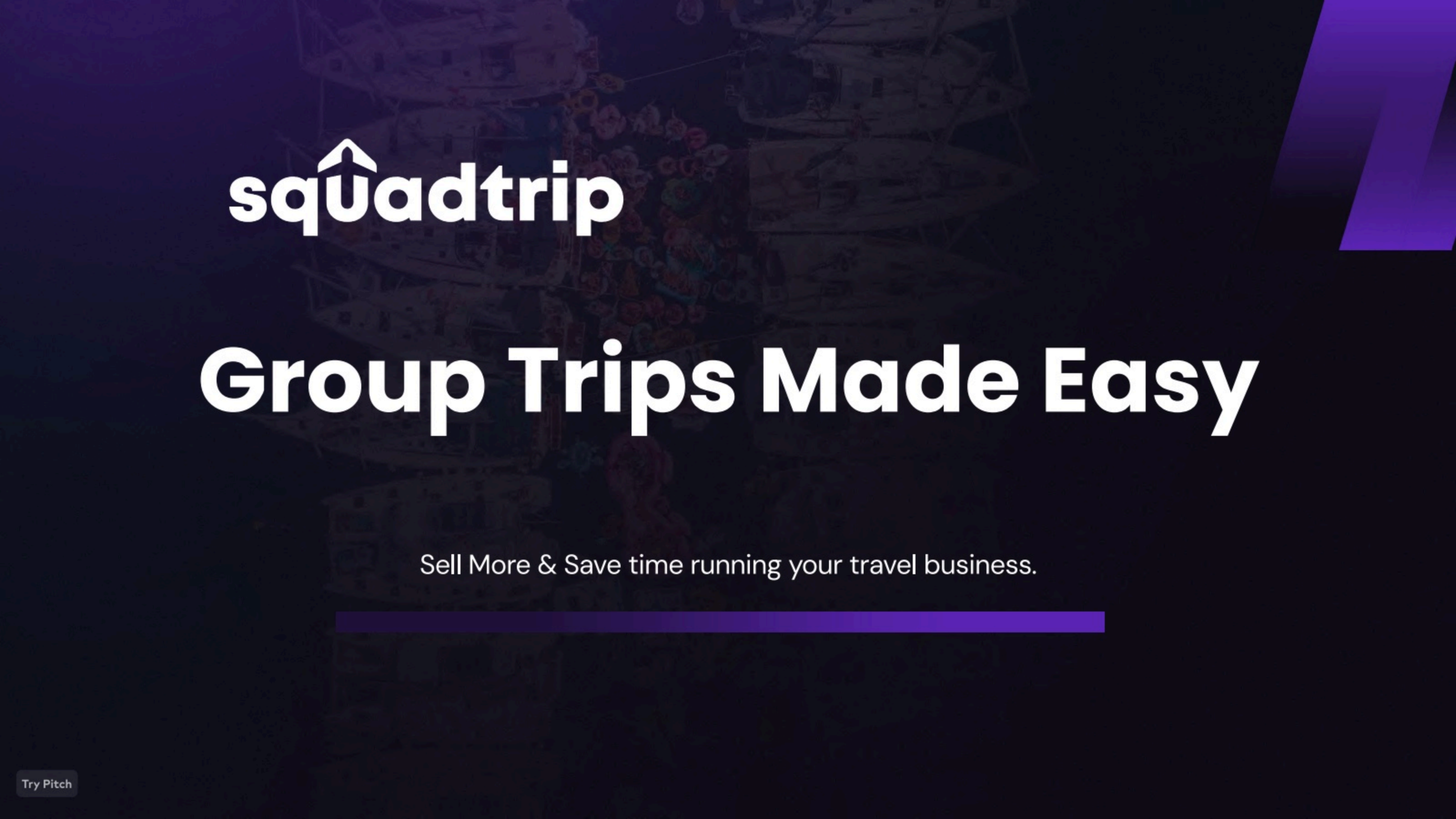
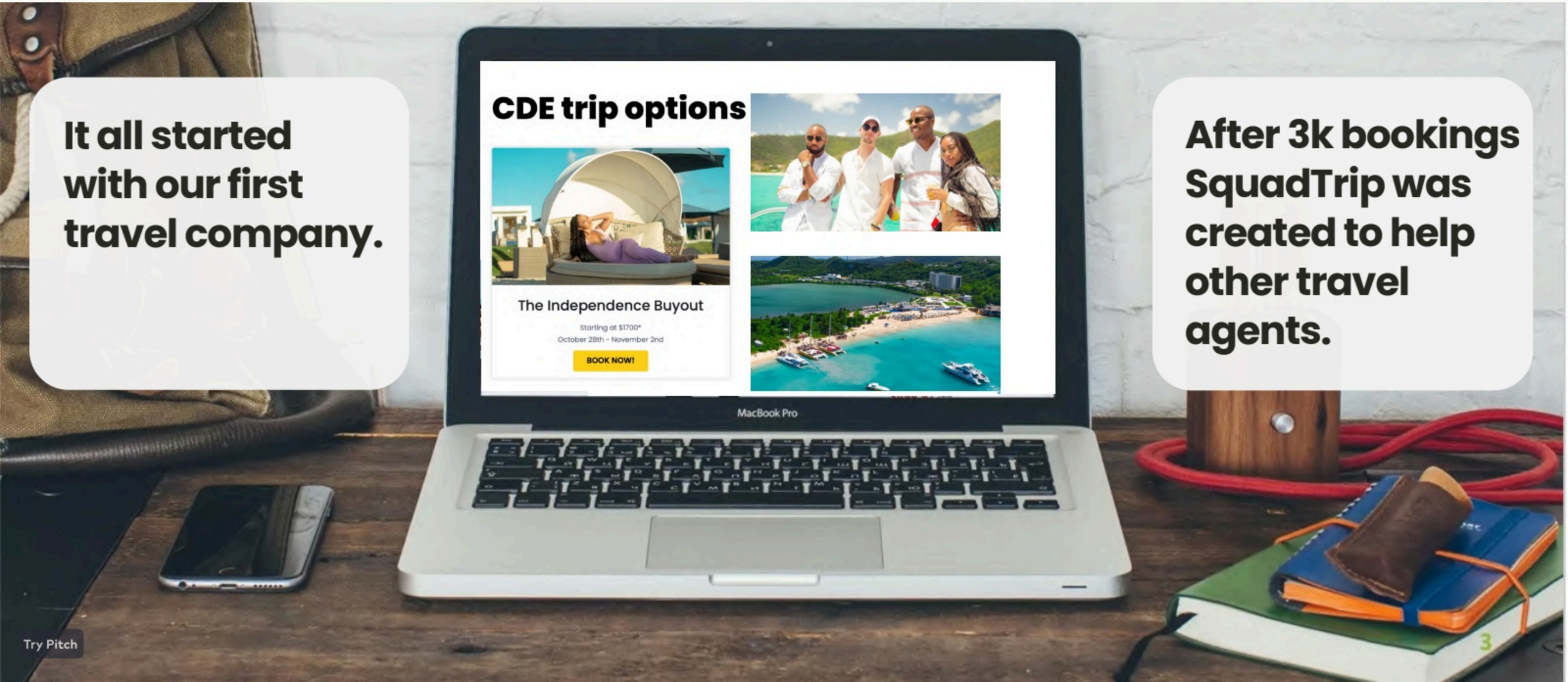

squadtrip
Group Trips Made Easy
Sell More & Save time running your travel business.
Try Pitch

Store #1: CDE Antigua

Circa 2017



It all started with our first travel company.

After 3k bookings SquadTrip was created to help other travel agents.

Try Pitch

squadtrip

Problem

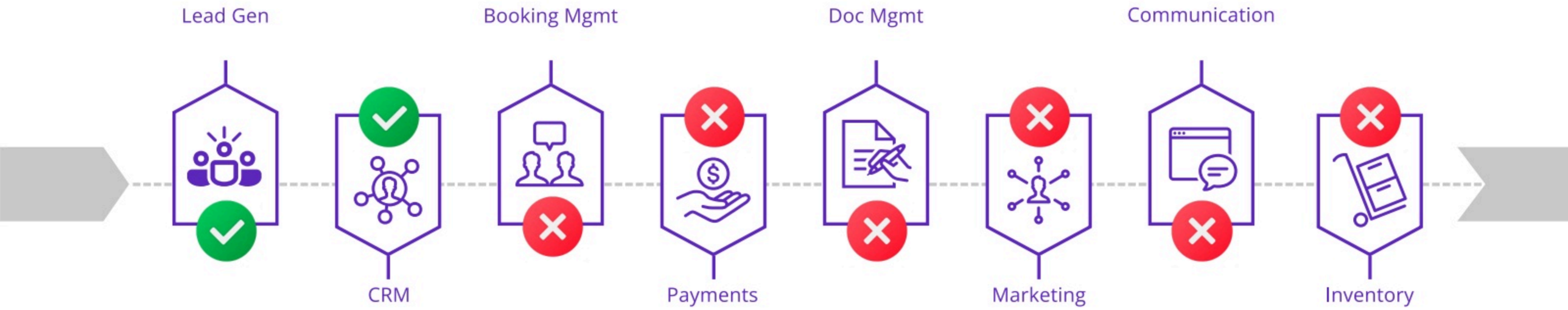
85,000 Travel agencies are losing out on $26 billion revenue each year

Try Pitch

squadtrip

Meet Stephanie, Owner of KT Travels & More

Manual work-streams cost her **$500k in untapped revenue** & **500hrs in annual labor costs.**



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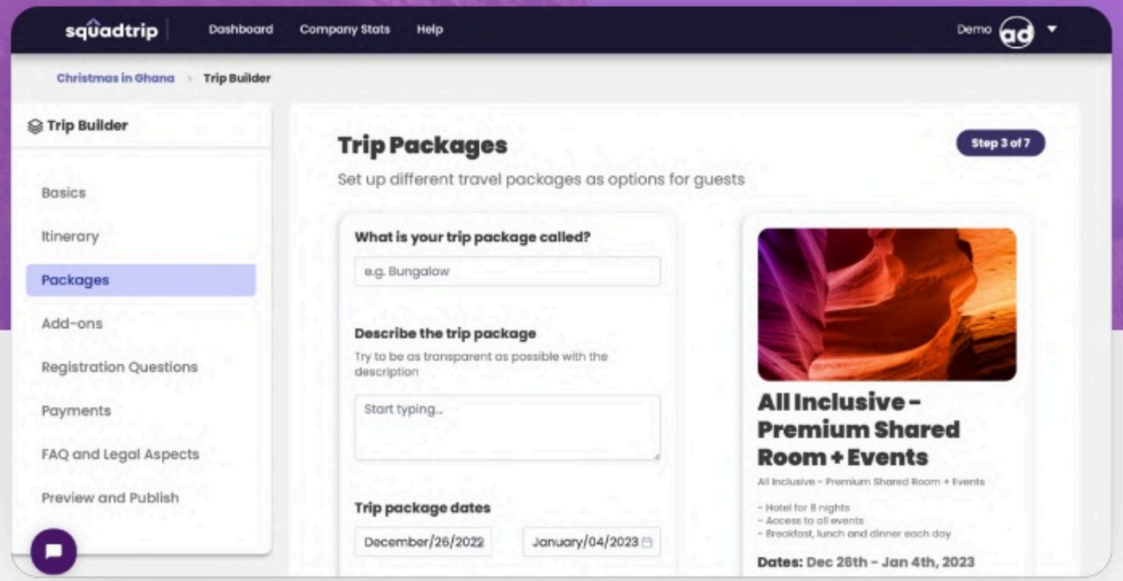
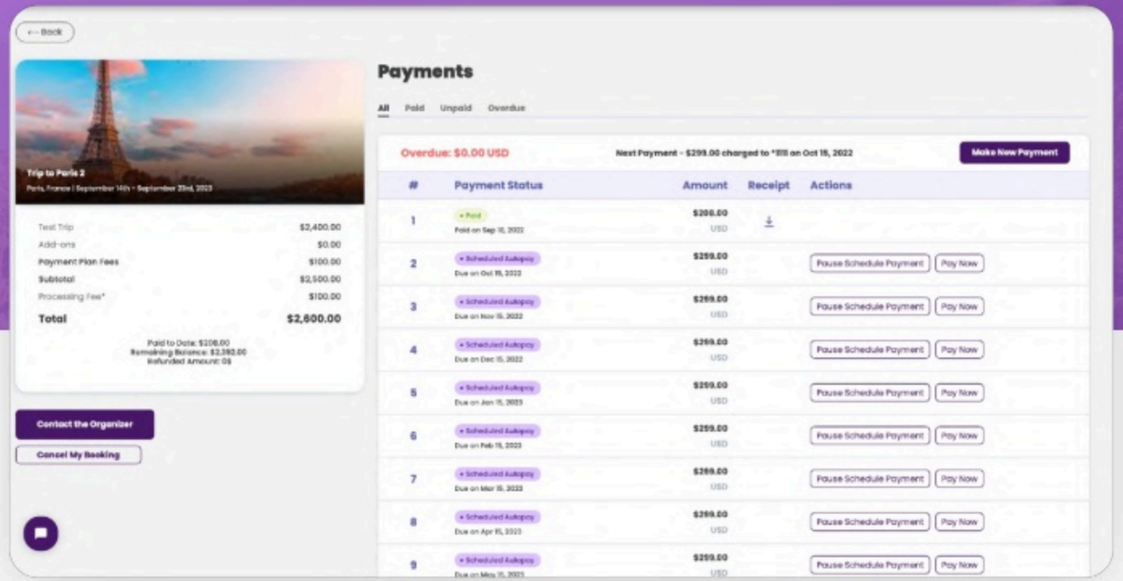
Our Solution

The all in one travel sales platform

Travel Agent Portal



Traveler Portal



Lead Gen

Booking Mgmt

Doc Mgmt

Communication

Try Pitch

Serving mid-market travel agencies, today.

AMEX
Travel

Chase Travel Rewards

LARGE SCALE
FESTIVALS

Target Customer

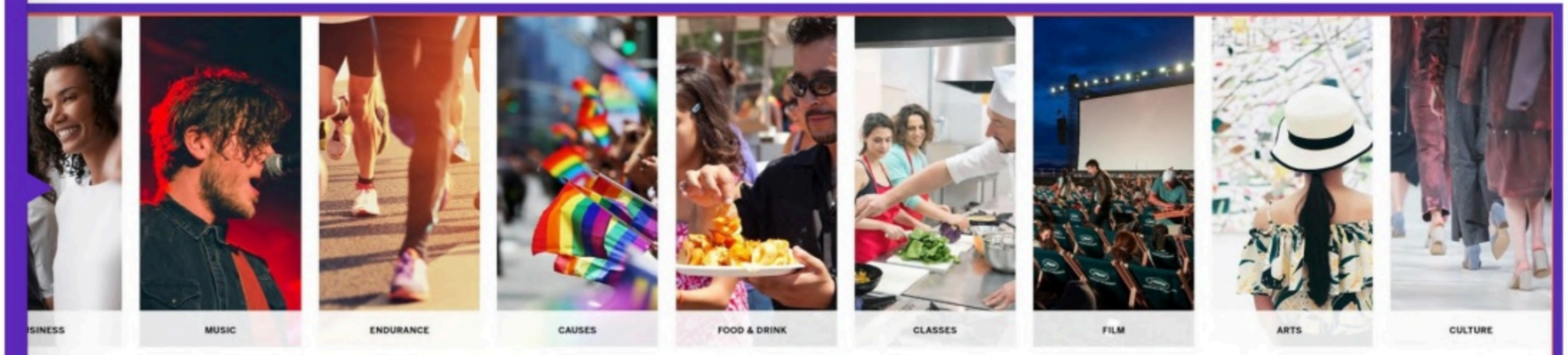
10k SMB Travel agencies

X

$10,000 avg ACV

$100M rev

Market Opportunity



squadtrip

SAM

$3.8 Billion

Consumer trips

BACHELORETTE TRIPS

SMALL PERSONAL GATHERINGS

BIRTHDAY TRIPS

Market Size
$3.8 Billion

Try Pitch

Go to market

All-in-one solution geared towards Travel Agents

#1 Partnerships

with travel consortia

#2 Inbound Content Marketing

#3 Referral Program

Earn 1 free month of SquadTrip Premium for each referral using SquadTrip Premium.

Ideal Customer - link

- Travel Agents serving US customers with under $10 million in annual sales.
- Part of a travel consortia

Why

Existing book of business

Underserved niche

Willing to pay a subscription fee

CAC: Cost to build software, referral program and pay the founders ~$100k/mo

ACV: $2k - $20k per customer, scalable. 85,000 in the USA

Try Pitch

Traction

$2,400,000 GMV

$82K

ARR

65

paying subscribers (+50% MoM)

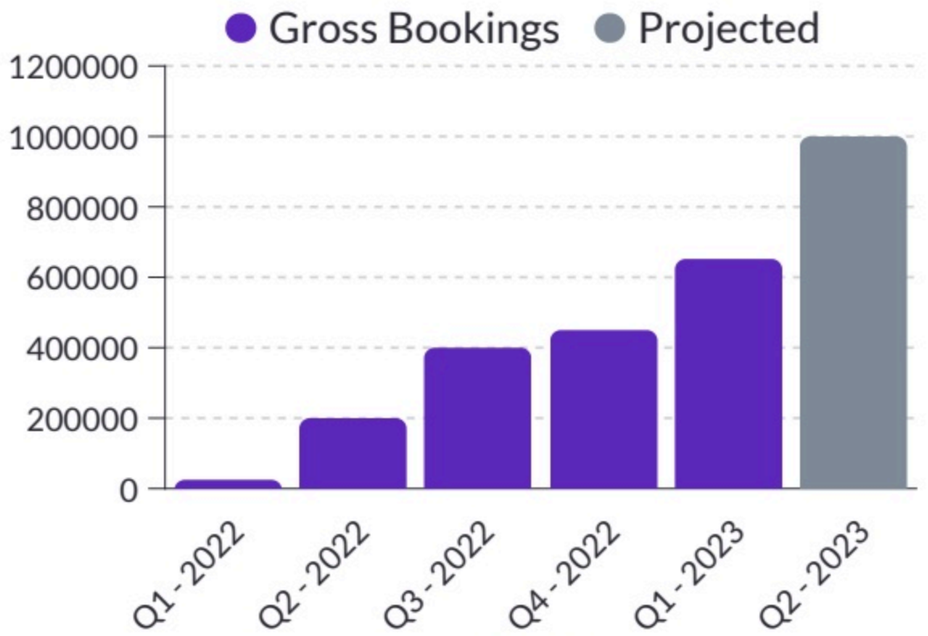
127

travel agencies generating revenue on free product

~$700k

in future billable transactions (+25% MoM)

Backed By Techstars, Forum Ventures & Atento Capital



GMV

Try Pitch

Business Model

Squadtrip makes money through subscriptions & from variable platform transaction fees

$2k - $20k
Avg ACV

Basic	Premium	Pro
Free	$69	$299
Booking Hub 1 seat ($30 per additional person per month	Booking Hub Customized styling Marketing Hub* 2 users ($30 per additional person per month)	Booking Hub Website Hub* CRM Hub* Sales Hub* Marketing Hub* Communication Hub* Integration Hub* 5 users ($20 per additional person per month)
3% transaction fee	2% transaction fee	1% transaction fee

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Competitive Landscape

	Squad Trip	WeTravel	Travefy	Group Collect	Youli	Travel Joy
Booking Hub	✓	✓		✓	✓	
Website templates	✓					
CRM	✓		✓			✓
Communication	✓	✓		✓	✓	✓
Sales Hub	✓		✓			✓

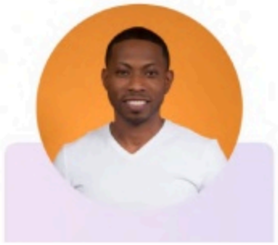
Differentiators: For Travel Agencies - UX/UI & Ease of use - All in one solution

Try Pitch

Squad

Our squad has decades of experience in travel, SaaS and travel

Tripadvisor · TRAVEL + NOIRE · SHARK TANK · shopify · techstars_ · BLAVITY · accenture



Darrien Watson
CEO
SaaS Product Leader

Stevon Judd
CTO
Engineer /
Tech Architect

Donovan Brown
Head of Growth Marketing

Dean Watkins
Head of Sales

Megan Fenner
Product / Customer Success

Charles Engelen
Product Designer

Abdul Basit
Developer

Salman Tariq
Lead Developer

Maia Benson
Advisor: ex-Shopify, Growth

Maksim Magao
Advisor: Co-leads Auction w/ $500M for TripAdvisor.

Run by multi-time startup founders with 20+ years combined experience in Travel and SaaS software, plus over 3,000 trips and $5 million in travel sales before launching SquadTrip.

Try Pitch

Fundraising

$1.5MM pre-seed round - CLOSED!

Investors include Atento Capital, Techstars, Forum Ventures

$1.5MM Investment

- 46% Team and Product Dev.
- 40% Marketing and BD/Sales
- 14% Operations

Unlocks

$2.5 MM Revenue

and

18 months of runway in 2024

Milestones

User Growth: 600 paying subscribers

Product: Launch CRM, Email features, build referral tracker.

Key Hires: Product development

Try Pitch

SquadTrip Corporation

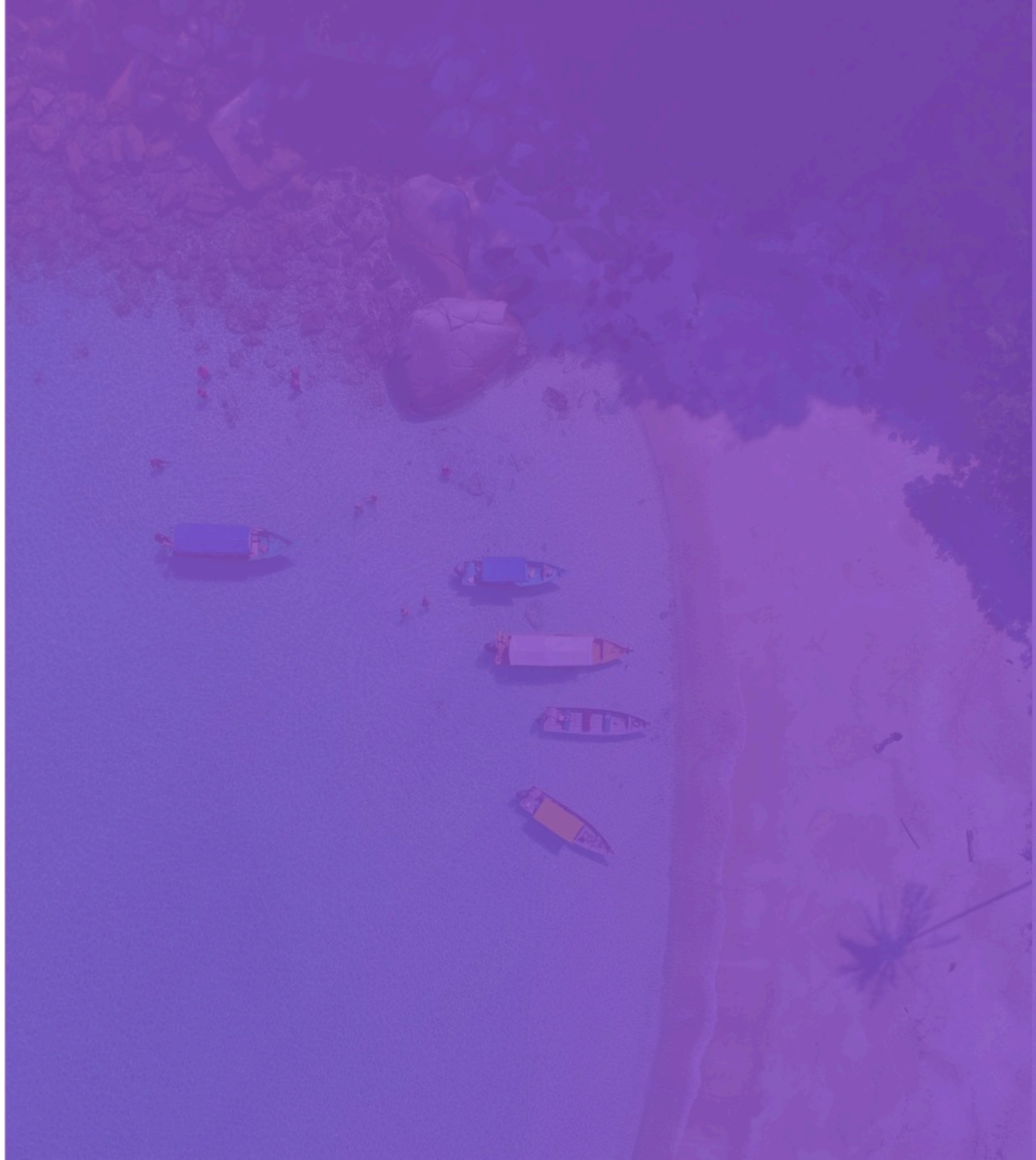
E: darrien@squadtrip.com

W: squadtrip.com

Book a call: click here

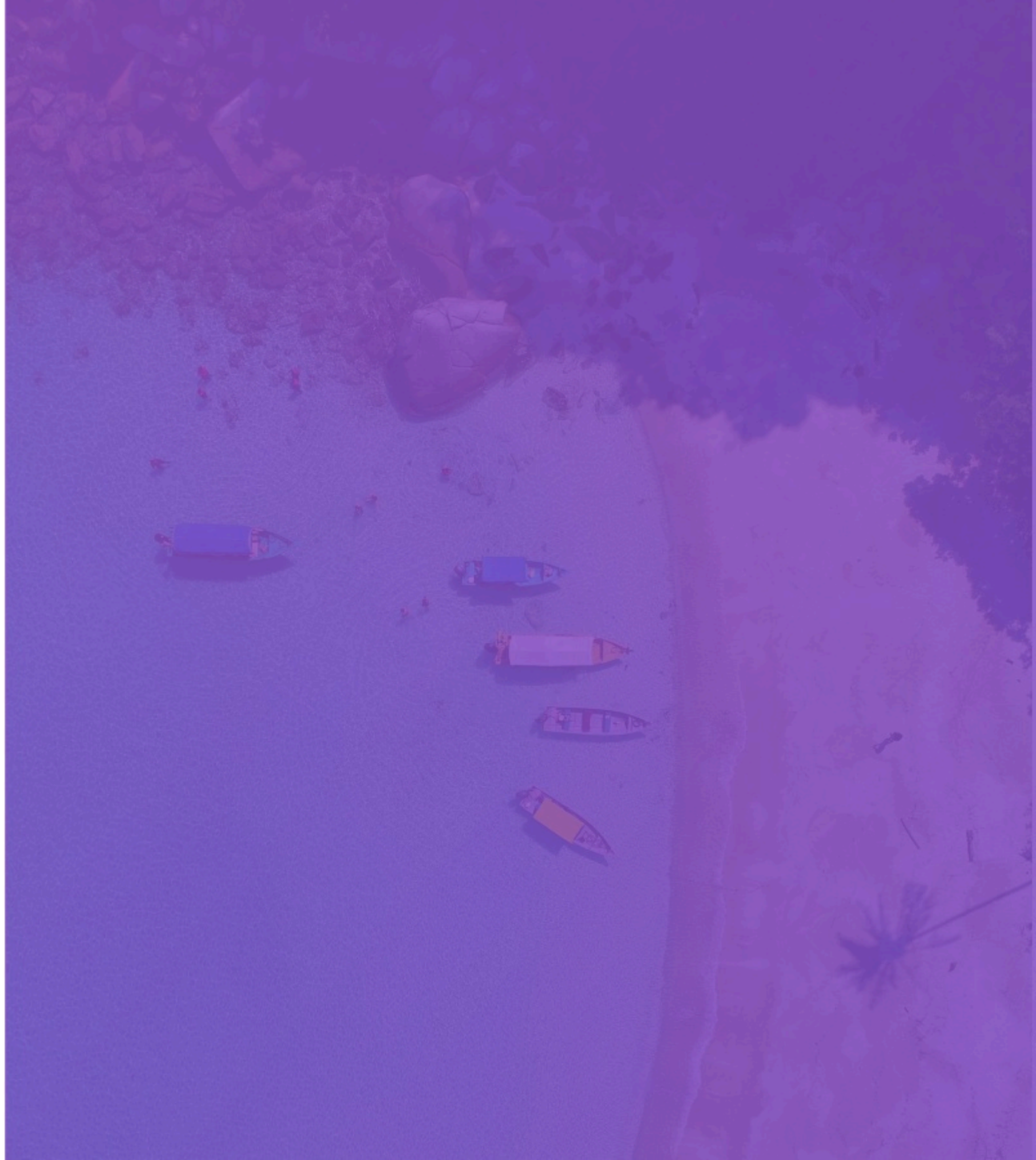
Demo: click here

Press: click here



Try Pitch

Appendix



Try Pitch

Hiring Roadmap

Content Manager

Q5

We'll bring on a content manager to support our GTM efforts across channel partnerships, sales, marketing and product teams.

Customer Success

This squad member will be responsible for ensuring customers are successful and translating the keys to success to product and marketing.

Q3

Customer Support

Q4

The customer support squad member will join as we begin to rapidly scale and will ensure growth is smooth.

Immediate Hires

2 Founders, 2 Devs,1 QA, 1 Product Manager 1 Designer, (all under contract), 1 BDR

Q1

Q2

Community Engagement Manager

This squad member will facilitate engagement among travel agents and support channel partnership efforts.

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