

VOOYAGO



Sarajevo · Tallinn

The AI-powered travel ecosystem that turns inspiration into a planned, bookable and managed journey - all in one place.



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THE ASK

€200K

DILUTIVE CAPITAL
12-month plan



+ €100K targeted non-dilutive funding.

Accelerate product integrations, creator-led go-to-market, international launch and growth, and scale operational capacity over the following 12 months.

MARKET OPPORTUNITY

TAM

~\$2.0T

Global tourism export revenues (2024); 1.4B international arrivals.

SAM

~€2.0B

Young, digitally native independent travelers in Germany, France and the UK.

SOM

~€100–150M

Regional beachhead: ~16.4M population. Working bottom-up estimate.

THE PROBLEM



Travel is still fragmented.

Travelers manage inspiration, planning, booking, documents, maps, payments and in-trip services across different platforms.



From travel intelligence to action.

AI is changing discovery and planning. The next opportunity is to turn personalized travel intelligence into a journey people can book, manage and experience.



Validate locally, then expand.

Start in Bosnia & Herzegovina, Croatia, Serbia, Slovenia and Montenegro to validate distribution, engagement and unit economics before scaling into Western Europe.

THE SOLUTION



One persistent journey.

Discovery, AI trip planning, booking, itinerary, trip documents and in-trip services integrated in one product.



Connect inspiration to booking.

Social media has inspiration, OTAs have booking, and AI assistants have conversation. Vooyago connects them into an actionable journey.



Intelligence + transactions.

Persistent trip context, integrated supply, creator distribution and multiple travel services in one product.

BUSINESS MODEL



Travel services

Accommodation & travel bookings; activities, transfers, eSIM and payments; selected advertising and partnerships.



Creator-led

Creators inspire via their social reach. Vooyago makes trips bookable; creators share the value they generate.



~10% target

Blended monetization on captured travel spend and services. No consumer subscription for the core journey.

NOTEWORTHY MILESTONES

- Beta** Closed beta launched on web and native iOS.
- RateHawk** Hotel booking integration live; core trip-planning infrastructure operational.
- BAS26** Selected for BAS Sarajevo 2026. Creator-led go-to-market and integration roadmap in place.
- Company** Estonian company established.
- Q4 2026** Public launch targeted. Ecosystem and integrations will continue to expand.
- Q1 2027** Target: 10,000 users and ~200 creators by end-Q1 2027.

KEY PERFORMANCE INDICATORS

KPIs	Year 1	Year 2	Year 3
ARR run-rate	€1M	€4M	€10M
Active travelers	10K	40K	100K
Employees	5	10	15
Active creators	200	750	2,000

FROM
IDEAS
TO REAL
PRODUCTS
AT SCALE.