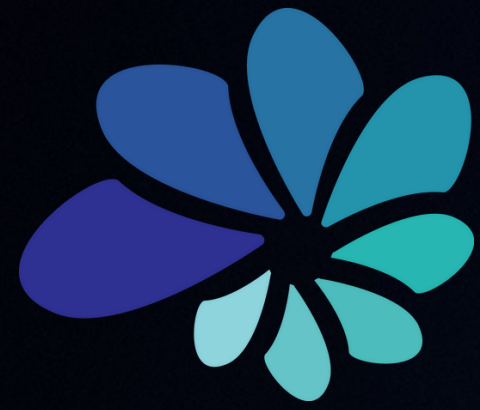




DEBENAPS
INNOVATIVE
HOTEL TECHNOLOGY

PITCH DECK

Discover the revolutionary power of
Debenaps' AI and Pricing

www.debenaps.fr

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75116 PARIS



A DISRUPTIVE PLATFORM LIKE NO OTHER!

A **fully operational digital platform** that's transforming hotel distribution:

- Hoteliers regain control over their pricing and offer strategies
- Hoteliers are able to reduce costs thanks to the innovation introduced
- Guests and hoteliers become true partners, both in the choice of services and in pricing
- Investors take a share in proprietary technology (algorithm + market database)





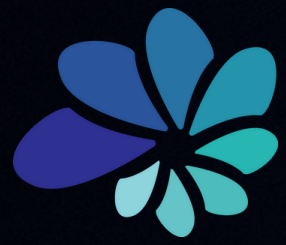
OUR COMPETITIVE ADVANTAGE - WHY DEBENAPS SURPASSES TRADITIONAL OTAS

VALUE PROPOSITION FOR HOTELIERS

- ◆ **Revenue Optimization:** Dynamic pricing algorithms and strategic positioning informed by competitive data.
- ◆ **Security & Automation:** Blockchain ensures automatic execution devoid of human intervention.
- ◆ **Real-Time Management:** Planning is dynamically optimized through intelligent inventory management.
- ◆ **Competitive Commission:** A maximum of 10% compared to 15-25% of conventional OTAs.

DISTINCTIVE CHARACTERISTICS

- Customized packages (seminars & groups)
- Algorithmic degression (automated price reduction)
- Total control (100% adaptable)



CUSTOMER EXPERIENCE AND ADOPTION - A PRODUCT ENGINEERED FOR ORGANIC GROWTH

ENHANCED CUSTOMER EXPERIENCE = CONVERSION RATE

- ◆ **Total Transparency:** Equitable pricing: uniform rates for all customers (for identical services) + real-time visibility of discounts. -> **Enhances trust and minimizes cart abandonment.**
- ◆ **AI Innovation:** Conversational reservations through ChatGPT, Claude, and other AI technologies -> **First-mover advantage in AI integration within the travel industry**
- ◆ **Enhanced User Experience:** Intuitive interface + one-click functionalities + comprehensive equipment details -> **Reduced booking time leads to improved conversion.**

Barriers to Adoption: Minimal

- ✓ Prompt resolution (hoteliers)
- ✓ User-friendly customer interface
- ✓ Compelling rationale for the sales team

Virality Potential

- Equitable pricing fosters word-of-mouth promotion
- Artificial intelligence facilitates sharing and recommendations
- Simplicity diminishes acquisition barriers



OUR TECHNOLOGY

A complete marketplace, built around 4 key pillars: :



INITIALIZATION PRICE

An algorithm assists hoteliers in defining their market prices.



BOOKING PRICE (PRICE FOR ALL)

A viral, intuitive pricing model is used as an alternative to yield management: the higher the occupancy rate, the lower the price for everyone.



MANAGING SPACE

An algorithm manages the room spaces: visual layout, selection of locations, choice of services (e.g. separate beds, baby pack, etc.).



MONETIZATION

Each hotelier receives payments directly from their customers, minus Debenaps' commission. Our financial partner guarantees security and transparency, and provides a tool for managing these transactions.

Guests, hoteliers, and the platform all collaborate!





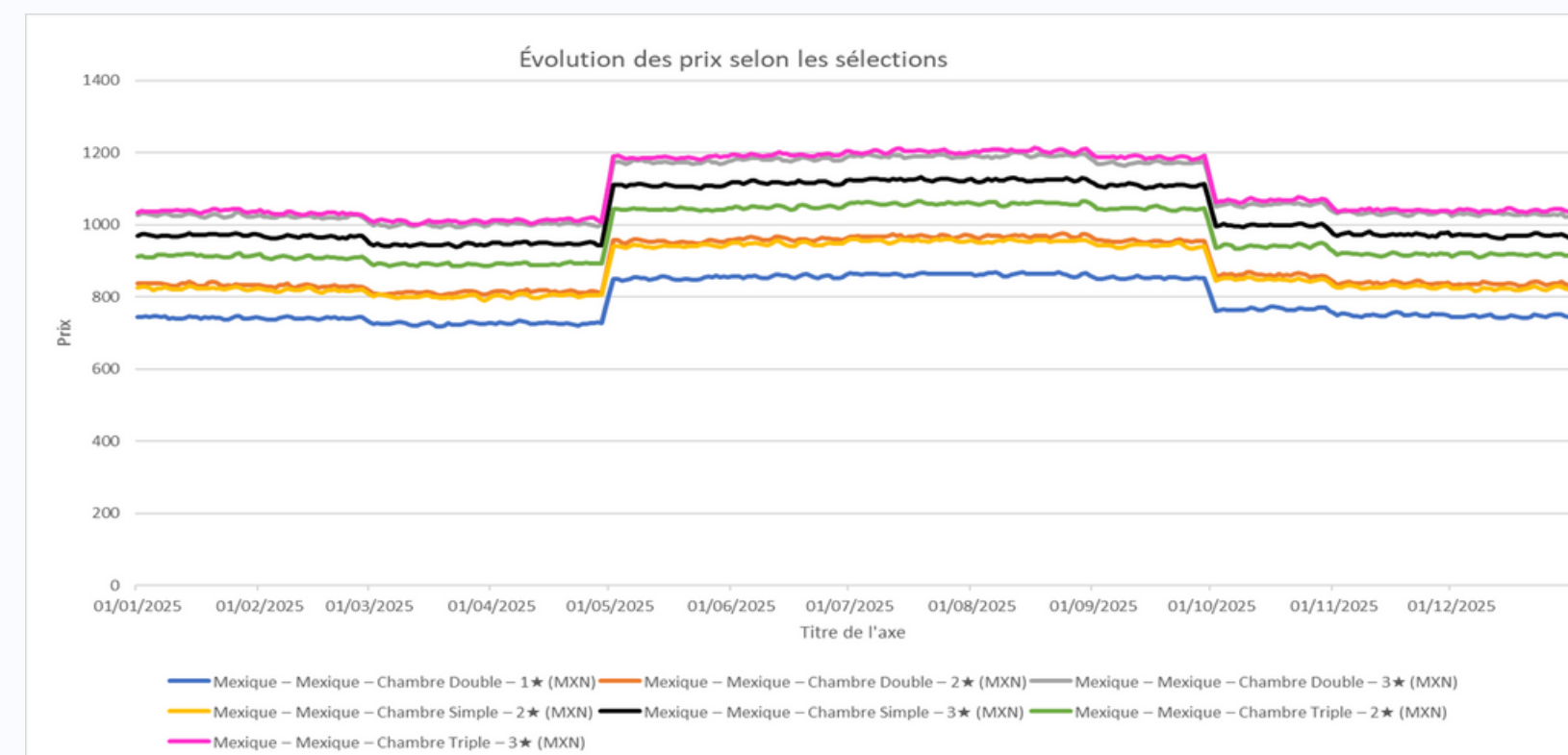
OUR INNOVATIVE INFRASTRUCTURE

- A proprietary and scalable framework
- In-house designed and developed algorithms
- An architecture conducive to expansion such as coworking, seminars, etc...
- A database containing **tens of millions of data points that have already been collected and analyzed.**
- A system integrating artificial intelligence (price initialization) and blockchain technology (traceability, automated management of spaces, and price reductions)

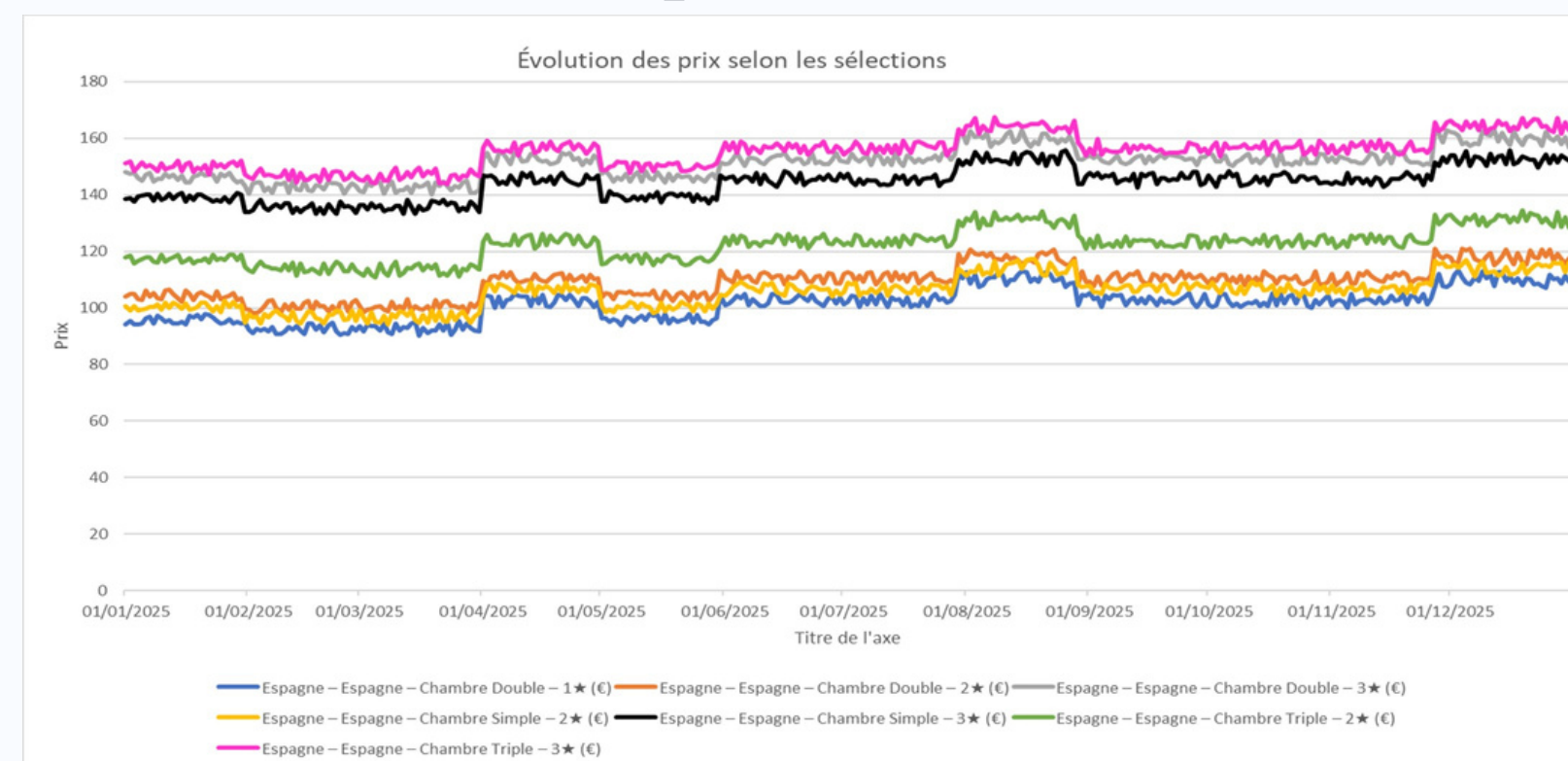
Pricing data extracted from two countries:



Mexico



Spain





OUR BUSINESS MODEL

A CLEAR AND EFFECTIVE MODEL



SIMPLE AND TRANSPARENT MONETIZATION

- Commission on reservations significantly lower than OTAs (e.g. Booking, Expedia...), with no hidden fees
- Natural incentive for performance, not for dependence



ZERO FIXED COSTS FOR THE HOTELIER

- There is no subscription, no commitment or no installation fees
- The platform is easy to adopt even for small establishments
- The hotelier uses the platform in a tailored way



A NATURALLY SCALABLE MODEL

- White-label deployment for hotel chains and brands
- Open to sector-specific extensions such as coworking, seminars, and short-term rentals



YIELD VS DEBEN

YIELD MANAGEMENT *EACH FOR THEMSELVES*

Used by most on the market

- Each to their own price
- Each to their own contract (right to one night) within a specialized market = a small number of choices but in large quantities

Individual anonymization

OR

DEBEN *ALL FOR ONE*

Designed by Debenaps

- The same price for all
- Each with their own key (a location) within a market offering a variety of choices = a large number of options in smaller quantities, but flexible and adjustable at any time.

Individual personalization

At a time when everyone claims their own way of being, Debenaps offers an alternative applicable to the hotel market, as well as many other markets!

Our two closest competitors are Mews for the introduction of the use of space and Booking.com for the leading position in the market. Debenaps introduces a new pricing model which is not being used currently on the market, a model which renders all other models inadequate for the current needs.



OUR MARKETING STRATEGY

- **Hotel acquisition**

partner network, direct outreach, hotel trade exhibitions and support from an external sales network

- **Traveler acquisition**

Search Engine Advertising/Search Engine Optimization, influencers and partnerships

Objective: MCP integration → direct booking through AI (ChatGPT, Claude, Grok, etc.)

- **Community Involvement**

Traveler → sharing hotel promotions and discounts

Hotelier → revenue generation and popularity





OUR FUNDING ASK



PLATFORM OPTIMIZATION

Platform improvements for clients and hotels

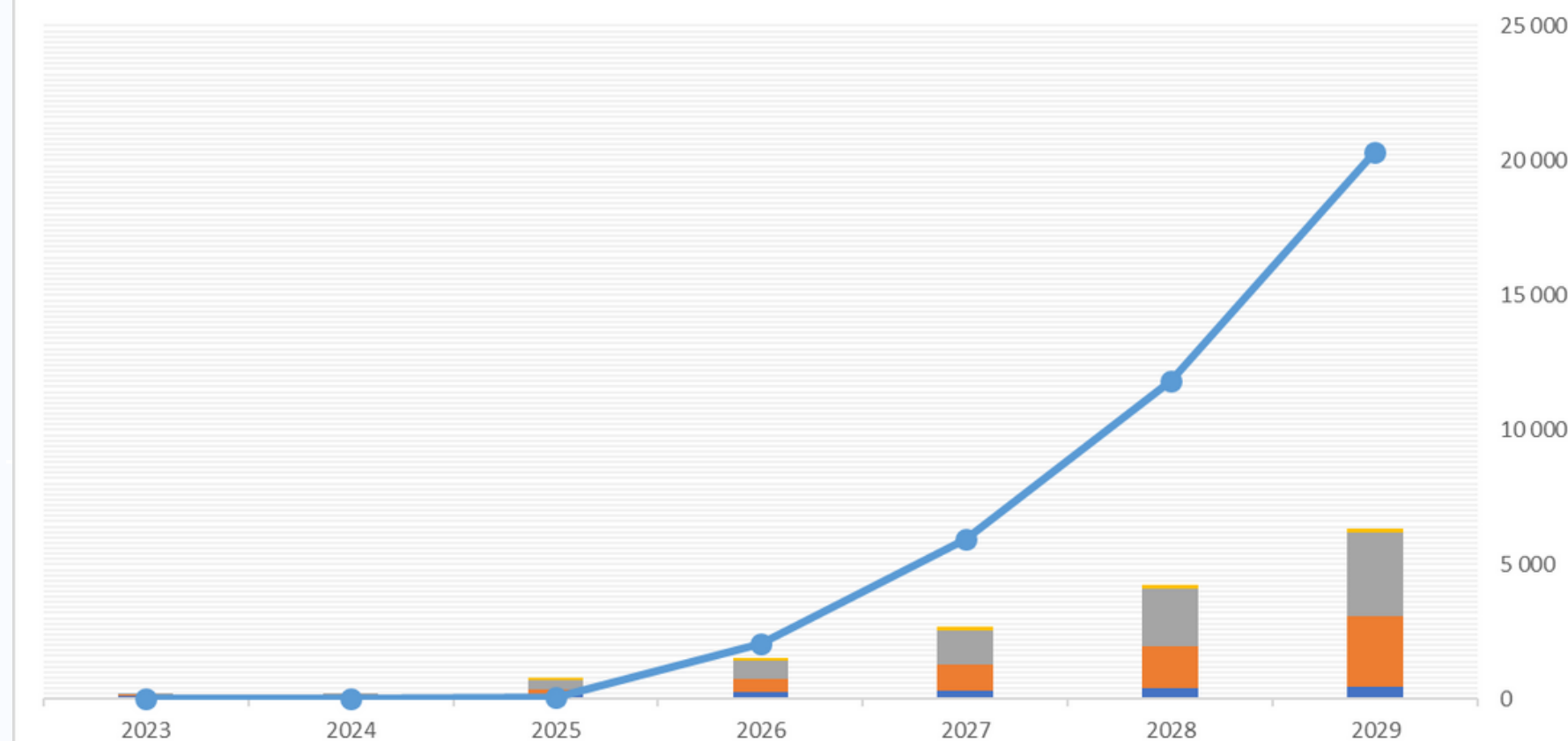
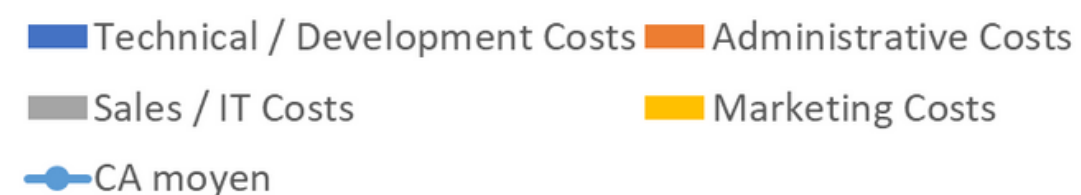


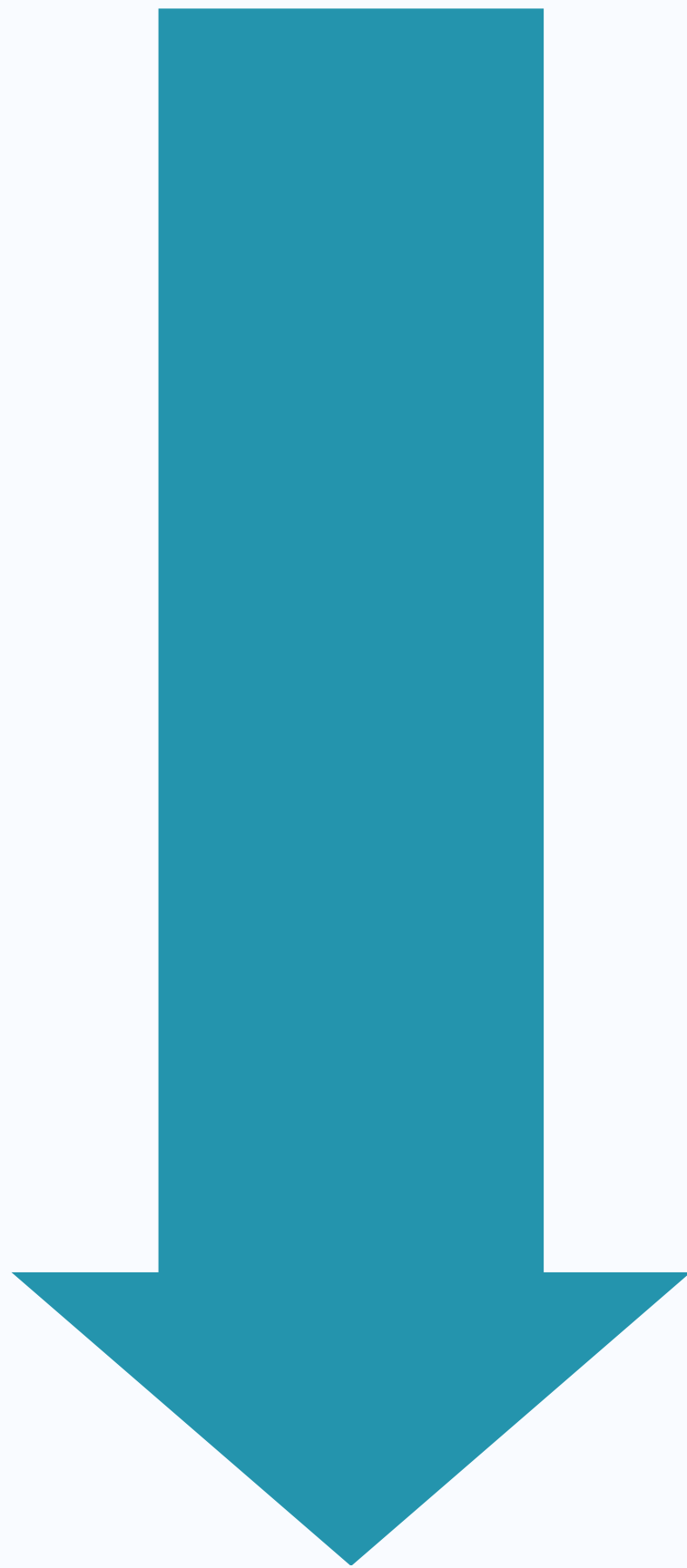
COMMERCIALIZATION

- Expansion of hotel testing
- Partenariats
- Media and email campaign
- MCP server for conversational AI

Amount Requested : €k 1.900

Operation cost vs revenue (in €K)





2024: *MVP launched – first active hotel*

2025: *Initial commercial launch, both nationally and internationally, through strategic partners.*

2026: *Customer network of 60 hotels*

2027: *Development of white labels in collaboration with major international hotel chains and the introduction of our own offerings to partners.*

Debenaps' objective is to secure 10% of the 1 to 3-star hotel market, with a particular focus on Europe.



OUR TEAM

PhD in Mathematics
Economics & ex-CEO of
multinationals

**Alain
FRANCHI**

Conceptor of
Algorithms,
CEO & Co-Founder

Hotel Management
Expert

**Elisabeth
FRANCHI**

Co-Founder

Former Bank Executive

**Jean-Luc
COLONNA D'ISTRIA**

Chairman &
Co-Founder

Audrey OGOR

Project Management, Marketing,
User Experience & Administrative
Director

**Charles-Louis
FRANCHI**

Algorithms & Data

**Jean-Michel
CLODION**

Back-end & Front-end Developer



WHY INVEST IN DEBENAPS?

The potential of hotel commissions is based on real market prices and volumes (Debenaps database).

Development and operational costs are controlled:

- The platform is operational and used by a hotel.
- Platform users (guests and hoteliers) do "the work":
 - They are the ones updating prices and offers.
 - They are the ones marketing their offers.

The platform is capable of covering related markets such as seminars, coworking, etc.

Debenaps offers several videos illustrating its key differences to all available platforms.

[Introduction to Platform](#) | [Theory of Spaces](#) | [Pricing Methodology](#).





DEBENAPS = 2 INTERCONNECTED INTERFACES

Public Interface (debenaps.com):
reservation of overnight stays by customers



Private interface (debenaps.com/hotelspace):
management of the offerings by hoteliers

