



What if you could always be
in the right place
at the right time?



Introducing
WhenToGo Data Engine.



When you travel, what makes the timing right?

Here's what our users want.

- **Jordan:** “I like to travel when it’s not too hot and definitely stay away from monsoon seasons”
- **George:** “I try to save money on tickets and accommodation when traveling in off peak or low season. High season travel is unreasonably pricey, and then those crowds...”
- **Julia:** “I plan my trips around the idea of avoiding winter”
- **Tim:** “I google to find which are the most touristy months and avoid those. I don’t like to be part of the crowd”
- **Jacklyn:** “I definitely research events or cool festivals around my destination”
- **Fabio:** “I dive and I like adventure trekking, I have to research the seasons all the time. It’s really disappointing to arrive somewhere when it’s not a good time to dive or trek”



How do travelers currently figure out the best timing to travel?

We interviewed **200+ millennial travelers**. Here's how they do it.

They spend hours Googling.
Same queries over and over again.

When is the best time to visit Spain? When is a good time to kitesurf in the Caribbean? When is the touristy season in Kyoto? Best time to see the Northern Lights in Iceland? Where is the best beach time in February?

And so on...



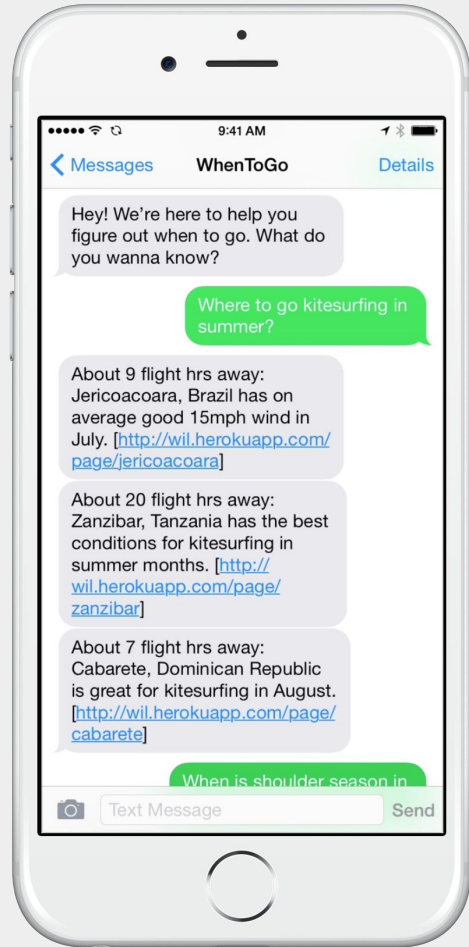
Do travel businesses help
travelers answer these
questions and get their
timing right?

No, but we do.
And with WhenToGo API
travel businesses will do too.



WhenToGo is an engine that cross-references a number of data sources and transforms disparate data into streamlined, searchable and intelligent travel insights.

Example of the engine in action - matching kitesurfing spots, seasons, conditions and travel distance via a mobile client





We process and cross-references large sets of structured and unstructured data to extract answers that are traditionally handled by highly fragmented human expertise.

WhenToGo makes accurate predictions on when to travel, gives advice on smart alternatives for seasons & destinations, detects changes in popularity and anticipates future high demand opportunities.

What kind of data? For example:

- Climate patterns, climate zones and seasonality
- Crowdedness & Tourist Density
- Peak/High/Shoulder/Low Season dynamics & arbitrage opportunities
- Flight & Accommodation cost fluctuations in seasons
- Outdoor/adventure activities & best conditions for them
- Festivals and local celebrations



Advantages

Speed & Convenience

Users get their answers as fast as Google converts currency. No more time wasted on research. All your answers in one place.

Cross-client

Our API enables other travel businesses to offer WhenToGo insights to their customers or integrate this intelligence into their business operations.

Clean, multi source data

WhenToGo processes, assesses and scrubs both structured and unstructured data to ensure data integrity. Variety of relevant sources ensures high accuracy and usability.

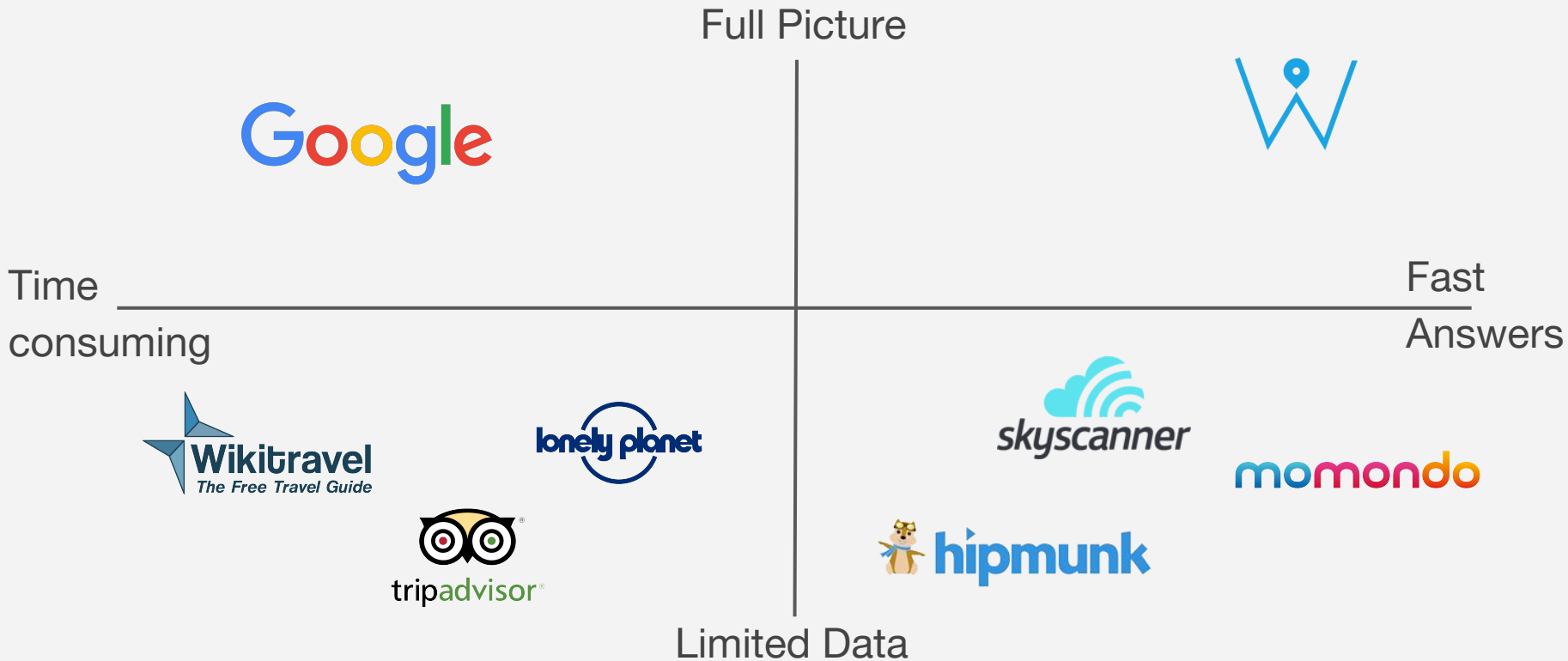
First-of-a-kind

The world has never been mapped by timing before.

Our technology creates a new layer of travel insights that's been overlooked by major travel platforms.



Market Landscape





Product & Market Validation

Signups opened March 2015, MVP in progress.

4K+ signups on beta waiting list without any marketing/advertising spend.

Conducted **200+ interviews** with target users to refine most important timing factors.

High season tourism is **unsustainable** and the demand is increasingly **exceeding capacity**. Population and travel demand are growing. By 2020 320 million international trips are expected to be made (**47% increase** from 2013) Many destinations will become **unbearable in high season** - crowds, inflated prices, traffic congestion rates, crime rates, heritage site destruction, poor service, challenges with waste management and clean water supply, etc.

With growing job flexibility and evolving tech millennials are becoming more **migratory**, more **independent** in travel planning and less constrained to traditional vacation times. With time being their only truly limited resource, **speed** and **accuracy** of search and **instant answers** will be of great value.

OTAs/MSEs are losing **\$3 trillion** in abandoned bookings **every year**. These businesses are looking for **new ways** to engage their users and provide **more powerful** travel planning capabilities.



Business Model

B2C: Free web & mobile apps for individual travelers and data widgets for publishers.

B2B: API services for Online Travel Agencies and Meta Search Engines providing instant capability to plug in WhenToGo recommendations and build more powerful search experience for their users.

B2B: Predictive data & analytics that expose future high demand opportunities and ways to decrease congestion costs for destinations.



We've known each other for 10 years, worked and traveled together for over 7 years.

This product is the result of our own discoveries on how important the timing is in travel and how little information is readily available for planning.

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