Empowering people with disabilities to explore without limits
INITIAL STORY
FIRST TRIP ON A WHEELCHAIR IN TORRES DEL PAINE, PATAGONIA
Limited accessible offer

46%

Of travelers with disabilities struggled with lack of accessibility information at destination.

Information is hard to find

500

Million people choose not to travel - because of a lack of information on accessibility.

People with disabilities want to travel!

71%

Of people with disabilities in the US have traveled at least once over the last year.
PURPOSE

Empower people with disabilities to explore the world without limits.
SOLUTION

Online Travel Marketplace to find and book:

Accessible Accommodations
Tours
Activities

www.gowheeltheworld.com
BUSINESS MODEL

20% on every transaction fee

Partnering with tour operators, and onboard travel products into gowheeltheword.com

Evaluate and organize information about accessibility

Customer service to both travelers and travel partners to guarantee a 100% accessible travel experience
TRACTION (18’-19’)

+1,000 Travelers

40 Destinations

$1M Revenues
SUPPLY PLAN
Onboarding the travel industry

CULTURAL

ADVENTURE

LEISURE

Accessibility Assessment
Accessibility Score
Ready to be Booked!

Hotel Rooms
Tours
Packages

WHEEL THE WORLD
PRESS
+350 press appearances

“Machu Picchu wheelchair accessible thanks to Wheel the World”
Insider

“... Understanding the places people with disabilities can go in the world”
SF Chronicles

“A challenge that is kickstarting the conversation on inclusive tourism”
Skift
OPPORTUNITY

1 billion
People with disabilities

2 billion
People are directly related to them

$72 billion
Is the market represented only by the US + EU

30%
Of the world will have a disability by 2050 as a consequence of aging

Source: United Nations Disability
EXECUTIVE TEAM

Arturo Gaona
CHIEF PARTNERSHIPS OFFICER
Johnson & Johnson

Camilo Navarro
CO-FOUNDER & COO
BBA & Innovation PM

Avila
Berkeley Haas

Hang Ung
CTO
MS Computer Science

Andres Villagran
CHIEF MARKETING OFFICER

Sofía Bravo
CHIEF PRODUCT

Columbia
LOOKING TO COMPLETE OUR SEED ROUND OF INVESTMENT: $1.8M
TERM SHEET ALREADY SIGNED WITH FUNDACIÓN CHILE

MAIN INVESTORS

Fundación Chile
Lead Investor (Term sheet signed)

Susan Wojcicki
CEO of Youtube

Qatar Foundation
Tech Fund

Plug and Play
Travel Fund

Sebastián Bernales
Serial Entrepreneur

$1.3M ALREADY COMMITTED WITH WORLD CLASS INVESTORS

* Last week was the last time we spoke with them when they committed their investment
FUNDING ASK $1.8M

The more inventory of destination and travel products the more revenues

40%  
Tech team

30%  
Onboarding new destinations

30%  
Customer Development

2020  
- 10 Destinations
- 700 Travelers
- $0.7M Gross Revenue

2021  
- 20 Destinations
- 3,000 Travelers
- $1.3M Gross Revenue

2022  
- 20 Destinations
- 7,000 Travelers
- $3.1M Gross Revenue

KEY INFO
- 85 Total destinations
- +2 year Runway
- 20212 Break even
Empowering people with disabilities to explore the world without limits
End goal is to generate world’s largest database of accessibility in the travel industry to allow millions of people with disabilities to travel confidently.

**WHEEL THE WORLD TECH**

<table>
<thead>
<tr>
<th>CROWDSOURCING</th>
<th>USER EXPERIENCE FOCUS</th>
<th>AUTOMATIONS AND API INTEGRATIONS</th>
<th>USER PROFILING</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONBOARDING SYSTEM</td>
<td>Platform oriented to show detailed accessibility of travel products (activities &amp; accommodations)</td>
<td>Process automations and integrations with partner’s systems to get real time prices and availability</td>
<td>Register and organise user’s accessibility needs to offer the right travel offer and allow them to book confidently</td>
</tr>
</tbody>
</table>

**WHEEL THE WORLD DATA**

<table>
<thead>
<tr>
<th>PROPRIETARY</th>
<th>RICH</th>
<th>ACCURATE</th>
<th>AUTOMATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monetizable because it’s not available anywhere else.</td>
<td>Addressing the diversity of accessibility needs.</td>
<td>Enabling end-customers to make a purchase decision with confidence.</td>
<td>Leveraging AR and AI to collect field data in a scalable way.</td>
</tr>
</tbody>
</table>

**DISTRIBUTION TO OTAs MARKETPLACES AND TRAVEL PROVIDERS**

- Booking.com
- Airbnb
- United Airlines
- LATAM Airlines
- ANA
Q1 2020 had a 100% growth compared with Q1 2019

Q1 2020 until March was expected to be +$250K until Covid19 impacted travel industry

Investment in Marketing is planned to be 4x when funding round completed and no Covid19 impact

Given the Covid19 outbreak, so far our travelers haven’t canceled trips yet, only asking to postpone them.
The plan for WTW is to become the #1 travel solution for people with accessibility needs. A Seed Round is needed and has three main action lines:

1. Develop WTW’s tech product and systems

1. Go to Market: Develop WTW supply in the 50 most important travel destinations

1. Generate a strong demand: 10,000 travelers booking at WTW, achieving $10M in annual revenues by 2022
Adjustment of the plan (COVID-19) considers achieving the same goals but extending the timeline 6-9 months

<table>
<thead>
<tr>
<th>TECH &amp; PRODUCT</th>
<th>ADJUSTMENT TO INITIAL PLAN:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tech roadmap and investment stays the same. Now tech development will have a higher level of priority for the next 6 months</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MILESTONES</th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>Same goals for the round but with a 6-9 months delay:</td>
</tr>
<tr>
<td></td>
<td><em>$10M in annual revenues by 2022</em></td>
</tr>
<tr>
<td></td>
<td><em>50 new destinations by 2022</em></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>MARKETING</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Same expenditure allocation but with a 4 months suspension and a gradual reactivation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TEAM</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Delay Marketing and Customer Service Hires until reactivation of the industry</td>
</tr>
<tr>
<td></td>
<td>Reduction in executive team salaries until reactivation of the industry</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FUNDING ASK</th>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Remains in the range of $1.5M - 2M</td>
</tr>
</tbody>
</table>
Given the COV19 outbreak, we expect this situation will impact at least Q2 in terms of travelers’ bookings. Our mitigation plan considers the following:

1. **Focus on product and tech development**
   - Product Admin
   - Integrations and API connections
   - User Experience
   - Onboarding Tools
   - Process Automations
   Full new version of WTW platform expected to be ready by Q4 2020. Launch will be done gradually from Q3 2020.

2. **Execute remote phases of onboarding**
   - Partners’ research
   - Commercial work with partners
   - Remote information gathering
   - Optimizing onboarding tools
   The plan is to continue working on destination development and postpone the onfield part of each onboarding. Plan scheduled to have a 3 - 6 months delay.

3. **Suspend Marketing Investment**
   - Suspend Google Ads, Disability expos participation, PR, and audiovisual content for 4 months and reactivate it gradually
   - Focus Marketing team in SEO and written content development

4. **Finance Control Initiatives**
   - Reduce cost expenses (office space, Freelancers, Software licenses)
   - Use government salary resource to overcome the crisis/reduce some salaries for months
   - Stock option compensation to marketing team (to be confirmed)
   - Postpone new hires
   The plan is to focus our resources into (1) and (2) and reduce burning rate 50%.

5. **Explore alternative source of revenues**
   - $150K Sponsor’s revenue secured for 2020
   - Explore new B2B revenue resources in Chile and US
PROBLEM

Poca información de accesibilidad
No hay detalle de accesibilidad
Incertidumbre
Mala experiencia
Onboarding App | Sistema de Administración | Interfaz Web | Sistema de Pago
HOW WTW SOLVES THE PROBLEM

Create your profile specifying accessibility needs

Search for destinations and choose type of product

WTW system display the travel products that satisfies accessibility needs

Online bookings + 24/7 Customer Services

63%

What type of leg mobility do you want to see in your custom feed?
Select one.

- Full Movement
- Partial Movement

Understanding users’ requirements

Reliable & specific accessibility information

Accessible experience guarantee
RECENTLY AWARDED CONTRACT WITH [company logos]
An Expedition to Understand the Places People with Disabilities can go in the World

A challenge that is kickstarting the conversation on inclusive tourism

Machu Picchu wheelchair accessible thanks to Wheel the World

From scaling Machu Picchu to ziplining in Costa Rica, Wheel the World is making adventure accessible to everyone

San Francisco Chronicle

An Expedition to Understand the Places People with Disabilities can go in the World

+350 PRESS APPEARANCES

The World is asking us to continue growing our impact and our business
ORGANIZATIONAL CHART

EXECUTIVE TEAM

Alvaro Silberstein
CEO

Key Role: Making sure the brands grows to reach more travelers

Roles:
- Marketing
- Sales Ops
- Customer Service (Travelers side)

Camilo Navarro
COO/CFO

Key Role: Make the operation grow perfect for both travelers and partners, building trust

Roles:
- Platform Ops
- Partners Ops
- Customer Service (Partners side)
- Finance

Hang Ung
CTO

Key Role: Use technologies that efficiencies the operations and providing the best online user experience

Roles:
- Platform IT
- Ecommerce
- Technology Development

Arturo Gaona
CPO

Key Role: To provide the best and various alternatives for travelers to book trips to

Roles:
- Partners onboarding (Set Up)
- Quality Assurance

MARKETPLACE TEAM

Dominique Partarrieu
UX/UI DESIGNER

Roles:
- Front end Design
- Uploading Partners
- General Graphic Design

Emilie Rodger
CONTENT STRATEGIST

Roles:
- Partner Content
- Standardization
- Partner info organization

ONBOARDING TEAM

Isabel Aguirre
PARTNERS LATAM

Roles:
- Partners
- Onboarding Set Up

Juan Pablo Pinto
OPERATION MANAGER

Roles:
- Training & Logistics for Set Up & Operation

Sofia Bravo
CUSTOMER SUCCESS MANAGER US

Roles:
- Customer Support
- Travelers & Partners

Lorena Guillen
CUSTOMER SUCCESS MANAGER LATAM

Roles:
- Customer Support
- Travelers & Partners

CUSTOMER SUCCESS

Lorena Guillen
CUSTOMER SUCCESS MANAGER LATAM

Key Role: To provide the best and various alternatives for travelers to book trips to

LOCATIONS:
- Partners
- Onboarding Set Up
- Training & Logistics for Set Up & Operation

Key Role: Making sure the brands grows to reach more travelers

Key Role: Make the operation grow perfect for both travelers and partners, building trust

Key Role: Use technologies that efficiencies the operations and providing the best online user experience

Key Role: To provide the best and various alternatives for travelers to book trips to

Key Role: Partners onboarding (Set Up)

Key Role: Quality Assurance

Key Role: Partner Content

Key Role: Standardization

Key Role: Partner info organization

Key Role: To provide the best and various alternatives for travelers to book trips to

Key Role: Customer Support

Key Role: Travelers & Partners

Key Role: Customer Support

Key Role: Travelers & Partners

Key Role: Making sure the brands grows to reach more travelers

Key Role: Make the operation grow perfect for both travelers and partners, building trust

Key Role: Use technologies that efficiencies the operations and providing the best online user experience

Key Role: To provide the best and various alternatives for travelers to book trips to

LOCATIONS:
- Partners
- Onboarding Set Up
- Training & Logistics for Set Up & Operation

Key Role: Customer Support

Key Role: Travelers & Partners
# PARTNERSHIPS

We have been part of the top global acceleration programs all over the world. Partnered with brands who allow us to grow our customer base, our inventory of travel destinations and revenues.

## TECH

<table>
<thead>
<tr>
<th>Destination Management Systems:</th>
<th>to connect with partners’ systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travelport</td>
<td></td>
</tr>
<tr>
<td>TRAVELGATE X</td>
<td></td>
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<tr>
<td>Top accelerators:</td>
<td>to be at the forefront of the industry innovations</td>
</tr>
</tbody>
</table>

## SUPPLY SIDE

<table>
<thead>
<tr>
<th>Global travel operators and hotel chains:</th>
<th>to grow faster our inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEAK</td>
<td></td>
</tr>
<tr>
<td>KATARA HOSPITALITY</td>
<td></td>
</tr>
<tr>
<td>Marriott</td>
<td></td>
</tr>
<tr>
<td>Equipment providers:</td>
<td>to have at destinations for great travel experiences</td>
</tr>
<tr>
<td>Booking.com</td>
<td></td>
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<tr>
<td>PLUG AND PLAY</td>
<td></td>
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<tr>
<td>Google Developers</td>
<td></td>
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<tr>
<td>Launchpad Accelerator</td>
<td></td>
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<tr>
<td>National tourism entities:</td>
<td>to get public support to promote their accessible offer</td>
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<tr>
<td>Joëlette</td>
<td></td>
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<tr>
<td>Ooredoo</td>
<td></td>
</tr>
<tr>
<td>Red Bull</td>
<td></td>
</tr>
<tr>
<td>LATAM AIRLINES</td>
<td></td>
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<tr>
<td>QATAR AIRWAYS</td>
<td></td>
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<tr>
<td>ANA</td>
<td></td>
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<tr>
<td>AIRBNB</td>
<td></td>
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<tr>
<td>Viator</td>
<td></td>
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<tr>
<td>Airbnb</td>
<td></td>
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<tr>
<td>Get Your Guide</td>
<td></td>
</tr>
<tr>
<td>Travel with an insider</td>
<td></td>
</tr>
</tbody>
</table>

## MARKETING

<table>
<thead>
<tr>
<th>Disability Organizations:</th>
<th>to reach customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>VMI</td>
<td></td>
</tr>
<tr>
<td>Abilities EXPO</td>
<td></td>
</tr>
<tr>
<td>facebook COMMUNITY LEADERSHIP PROGRAM</td>
<td></td>
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<tr>
<td>Colombia</td>
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<tr>
<td>ooredoo</td>
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<tr>
<td>Red Bull</td>
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<tr>
<td>Qatar</td>
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<tr>
<td>Prom pera</td>
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<tr>
<td>Chile</td>
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<tr>
<td>IOT</td>
<td></td>
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<tr>
<td>AIRBNB</td>
<td></td>
</tr>
<tr>
<td>Viator</td>
<td></td>
</tr>
</tbody>
</table>

## INTERNET SERVICES

<table>
<thead>
<tr>
<th>Airlines:</th>
<th>to complement their offer with tours</th>
</tr>
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<tbody>
<tr>
<td>LATAM AIRLINES</td>
<td></td>
</tr>
<tr>
<td>QATAR AIRWAYS</td>
<td></td>
</tr>
<tr>
<td>ANA</td>
<td></td>
</tr>
<tr>
<td>AIRBNB</td>
<td></td>
</tr>
</tbody>
</table>

(*) Logos of companies/organizations that we are already partnering with or started conversations
MARKET

The opportunity of making the travel industry inclusive for people with disabilities

1 billion
Peoples with disabilities
In the world (15%)

2 billion
People are directly related
to people with disabilities

SOM | Served Obtainable Market
People with physical disabilities travelling In US and LATAM.

SAM | Served Addressable Market
People with all disabilities traveling around the world

TAM | Total Available Market
People with all disabilities traveling around the world + Family and friends

$US 7.2 BN*
$US 34 BN*
$US 104 BN*

("27% of the entire tourism market will be made up of those with accessibility needs by 2020")

("72B being spent on travel by people with disabilities in the US and Europe annually")

(*): Calculations considered annual average expenditure in ground transportation, accommodation and activities for travellers with disabilities plus one average companion.
COMPETITION

Integrated Accessible Travel Service Solution

First to Market
Disability Focus
Unique Information
Unique Brand

User Friendly for Travelers with Disabilities

Not User Friendly for Travelers with Disabilities

Single Service Solution
VALUE PROPOSITION
Empower people with disabilities to explore the world without limits

FOR CUSTOMERS
Allow people with disabilities to find and book accessible travel products, guaranteeing accurate information. Providing premium customer service before and during their trips.

FOR PARTNERS
We allow travel partners to attend new customers they weren’t addressing before. As a consequence they generate new revenue stream and obtain a competitive advantage.
TARGET PERSONA

3 Main Customers

**SENIOR**
- AGE RANGE: 60 - 80 years old
- DESCRIPTION: Senior retired
- NATIONALITY: North American and European
- GENERAL DISABILITY: Physical impairment

**ADULT**
- AGE RANGE: 30 - 55 years old
- DESCRIPTION: Adult Employed
- NATIONALITY: North American, South American, and European
- GENERAL DISABILITY: Physical impairment

**FAMILY + KID**
- AGE RANGE: 40 - 55 years old
- DESCRIPTION: Family with a kid with disabilities
- NATIONALITY: North American and South American
- GENERAL DISABILITY: Physical and cognitive impairment
# PRODUCT ROADMAP

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
<th>2023</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRODUCTS</strong></td>
<td>Travel Packages &amp; Tours</td>
<td>Hotels Rooms</td>
<td>Scaling Hotel Rooms &amp; Tours</td>
<td>Airlines Integration</td>
<td>Cars and Cruises</td>
</tr>
<tr>
<td><strong>USER INTERFACE (UI)</strong></td>
<td>Categories &amp; search bar. Direct contact with customer service</td>
<td>Hotel section with direct booking process</td>
<td>Direct booking Hotel Rooms &amp; activities</td>
<td>Mobile App</td>
<td></td>
</tr>
<tr>
<td><strong>API &amp; SUPPLY INTERFACE</strong></td>
<td>Construction of native platform</td>
<td>GDS or Channel Managers integrations of accommodation</td>
<td>Software for tour and Hotel providers</td>
<td>Airline GDS integration and app for travelers</td>
<td>Car and cruises GDS integration and app for travelers</td>
</tr>
<tr>
<td><strong>AUTOMATION</strong></td>
<td>Scalable Platform Communications with supply and demand side.</td>
<td>Occupancy and rates for Hotels</td>
<td>Fully automated Tour Operators Ops &amp; Centralized solution for onboarding.</td>
<td>Book end to end trip: Airline, accommodation, and activities. Itinerary and 24/7 assistance in traveler app</td>
<td>Booking, itinerary, trip changes, cancellation, and refund process all automated</td>
</tr>
</tbody>
</table>

**GROWTH**

**SCALE**

Technologies being used today:

- HubSpot
- AWS
- Approve
- Stripe
- Xero
EXTENSIVE USE OF EXISTING SAAS TOOLS WILL ALLOW WTW TO GROW WHILE STAYING LEAN

2020: FOCUS ON EFFICIENT EXECUTION OF TWO KEY WORKFLOWS
ENABLING TRAVELING FOR 1BN + PEOPLE WITH DISABILITIES

Wheel the World to supply the online travel industry with accessibility information

WHEEL THE WORLD DATA

PROPRIETARY
Monetizable because it’s not available anywhere else.

RICH
Addressing the diversity of accessibility needs.

ACCURATE
Enabling end-customers to make a purchase decision with confidence.

AUTOMATED
Leveraging AR and AI to collect field data in a scalable way.

API

DISTRIBUTION TO OTAs

GET YOUR GUIDE
Booking.com
airbnb
UNITED AIRLINES
LATAM AIRLINES
ANA
ONBOARDING PARTNERS

PROCESS

- Strategic destination selection remotely using also our customer data
- Partner with local travel Accommodations and Tour Providers, also remotely.
- Gather accessibility information (Checklists and photographs) Onfield by Onboarding team
- Upload information to the platform, creating travel products ready to be booked

ONBOARDING RESOURCES NEEDED

<table>
<thead>
<tr>
<th></th>
<th>Q1&amp;2 2020</th>
<th>Q3&amp;4 2020</th>
<th>Q1&amp;2 2021</th>
<th>Q3&amp;4 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>N DESTINATIONS</td>
<td>10</td>
<td>15</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>TOTAL COST</td>
<td>100k</td>
<td>146K</td>
<td>180K</td>
<td>180K</td>
</tr>
</tbody>
</table>
Hi Wheel the World.

We are finally home after an experience incredibly amazing. The beauty of Easter Island, plus the full inclusion of my son Martin. Thank you for all and please continue with your wonderful project.

FRANCISCO

It was my mom’s dream to visit Machu Picchu, and it became true thanks to your help. Thanks to all the Wheel the World team for all the support. I hope we have the opportunity to go in another trip with you.

PATRICIA

Hi Wheel the World.

We are finally home after an experience incredibly amazing. The beauty of Easter Island, plus the full inclusion of my son Martin. Thank you for all and please continue with your wonderful project.

FRANCISCO

I had a magazine saved since 2000 where someone with MS did skydiving. Thanks to Wheel the World my dream become true! Thanks to your company I have done several activities with adrenaline rush that I would never thought possible. I’m still flying!

KARINA

Five years of many changes. I never thought I’d be able to achieve so many things. One of them, to go to Torres del Paine, Patagonia. Thanks to Wheel the World, this place is enabled so everyone can explore it! 😁❤️❤️

FRANCES
EXIT STRATEGY

TREND ANALYSIS

“Smart and savvy travel brands are already investing in accessible hospitality design, travel apps, and partnerships with inclusive online platforms and personalities to meet the wide spectrum of demands.”

“Inclusivity has become a major buzzword in every business category today, and providing travel to consumers regardless of ability, sexual orientation, religion and race is more relevant than ever.”**

All of Tech Travel players will need to adapt their services as population ages.

POTENTIAL ACQUISITION

Meet a market of $106BN by offering over 4,500 accessible products specially made for disabled people, and validated by over 360,000 customers*.

** WHY? **

Growing market; world demographic indicators show a growing, 30% of world’s population will have a disability, due to aging by 2030.

** HOW? **

Merging all WTW activities, travel packages and accommodations (and its features; information and photos about accessibility, as well as specific filters) with the platforms of the major tourism players on the market.

(*) Calculations considered Wheel the World’s projections by 2022, according to the financial statement and investment round plans.

(**) According to a study by WGCN on trends in the tourism market.