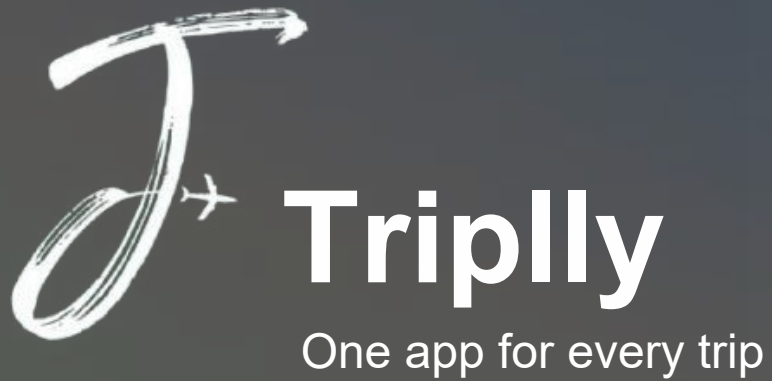




The trip OS for group travel

Triply is an end-to-end group travel platform that enables travellers to discover and manage complete trip experiences while helping travel operators host, sell and operate trips efficiently.

THE PROBLEM

Group travel still runs on broken tools

The pain is visible on both sides of every trip.

FOR TRAVELLERS

01 Trip information is scattered

Plans, tickets, expenses, locations and photos live across multiple apps and screenshots.

02 Trust and privacy break down

Public groups expose phone numbers, while important details quickly get buried in chat.

03 There is no live trip visibility

No single view shows people, payments, documents, updates and trip activity together.

FOR TRAVEL OPERATORS

04 Leads leak across different channels

Instagram, WhatsApp, calls and referrals are followed up and tracked manually.

05 The same questions are answered repeatedly

Itinerary, inclusions, pickup, refunds, weather and packing queries consume time every day.

06 Every new trip adds more manual work

More trips create more groups, spreadsheets and dependency on operational headcount.

07 Post-trip relationships are lost

Photos, reviews and customer history rarely convert into meaningful repeat travel.

THE RESULT

Travellers lose clarity and trust. Operators lose leads, time and scale.

The workflow becomes more fragile — and more expensive — with every new trip.

THE SOLUTION

Triply turns broken workflows into one Trip OS

One shared workspace for travellers. One operating system for travel operators.

ONE WORKSPACE FOR TRAVELLERS

01 Bring the complete trip into one workspace

All itinerary, day-wise plans, group chat, polls, expenses, tickets, photos, alerts and reminders.

02 Make group travel private and controlled

Hidden phone numbers, display-name joins and group/admin controls protect public-trip travellers.

03 Coordinate the live trip from one view

Live locations, payments, Travel Vault documents, alerts, photos and JourneyPath stay connected.

ONE OPERATING SYSTEM FOR OPERATORS

04 Publish trips and capture demand in one place

Show dates, pricing, itinerary, inclusions, meeting point and media; travellers discover and request to join.

05 Keep enquiries and answers tied to the trip

Structured trip details and private query threads reduce repeated answers and missed follow-ups.

06 Run every trip end to end from one system

Manage travellers, payments, announcements, documents, alerts and live trip activity without extra sheets.

07 Turn every completed trip into repeat demand

Reviews, memories, traveller history and repeat invitations keep the relationship inside Triply.

THE OUTCOME

Travellers gain clarity and trust. Operators gain conversion and operating leverage.

One connected trip graph improves every journey — and strengthens the next one.

Product

One connected platform for travellers and travel operators across the complete trip lifecycle.

Trip Hub

ACTIVE

Day 1 · Rishikesh

Ram Jhula · café · river walk

₹8,420

Group
spend

12

Photos
shared

Live locations

4 travellers currently sharing

Alert

Pickup moved to 6:30 AM

Travel Vault

Tickets · IDs · hotel notes

JourneyPath

245 km route summary

For travellers

Plan, coordinate and experience every trip in one place.

AI itinerary

Draft and edit day-wise plans

Expenses & UPI OCR

Split costs and parse receipts

Live location sharing

Track each other during the trip

Travel Vault

Store tickets, IDs and booking notes

Alerts & reminders

Keep important updates visible

Photos & JourneyPath

Save memories and route summaries

For travel operators

Publish, convert and manage every trip end to end.

Publish trips

Pricing, batches, itinerary, inclusions and media

Manage enquiries

Organised 1:1 conversations before booking

Run groups

Travellers, announcements, documents and payments

Coordinate the trip

Updates, activity and post-trip engagement

Performance dashboard

Conversion, occupancy, revenue and reviews · Roadmap

One shared trip space for travellers. One operating layer for travel operators.

MARKET OPPORTUNITY

Online travel is a \$600B+ global market

India is already digital at scale — with meaningful room to deepen adoption.

GLOBAL ONLINE TRAVEL

\$622.6B

2025 market size



\$1.44T

by 2034 • 9.75% CAGR

INDIA

\$41.5B

gross travel bookings in 2024

56% online

≈ \$23.2B online • +11% YoY bookings

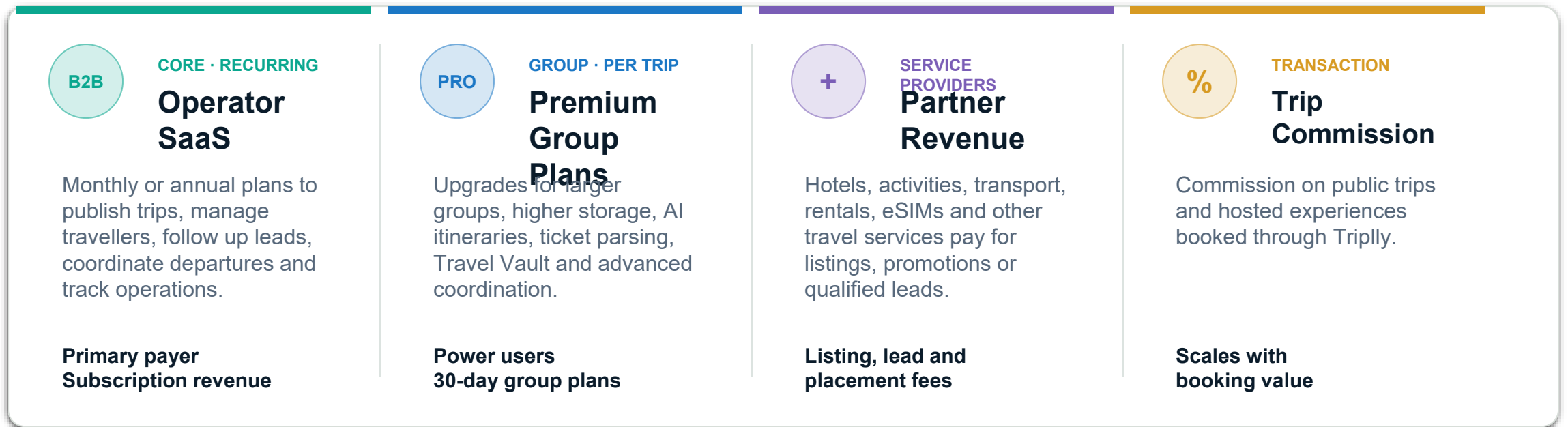
The next platform opportunity is beyond booking:

Own the trip experience before, during and after travel.

BUSINESS MODEL

Recurring first. Marketplace upside follows.

A hybrid model: SaaS and premium plans monetise the trip workflow; commissions and partnerships monetise the wider trip economy.



MONETISATION SEQUENCE

Free trip utility → Operator + group plans → Partner revenue + trip commissions

Each completed trip strengthens retention, operator value and future marketplace revenue.

GO-TO-MARKET

Start narrow. Win the group. Compound every trip.

A capital-efficient wedge connects Delhi/NCR traveller demand with operator supply.

01

Seed group demand

Campus ambassadors seed real college, hostel and friend-group trips.

Invite links bring the whole group — not just one install.

Creator-led public trips bring trusted communities.

Acquire a group in one conversion

02

Win operator supply

Founder-led outreach targets Delhi/NCR weekend-trip operators.

Set up the first trip and run live pilots end to end.

Prove activation, time saved and willingness to pay.

Convert operators into the paying side

03

Compound organically

SEO trip pages, itineraries, stories and operator pages create organic discovery.

Every trip drives: Invite → Use → Relive → Repeat.

Paid acquisition starts only after retention works.

Prove repeatability before paid scale

BEACHHEAD

Delhi/NCR weekend group trips

Himachal · Uttarakhand · Rajasthan · Goa — social decisions, repeat routes and immediate coordination pain.

BUILT-IN REFERRAL FLYWHEEL

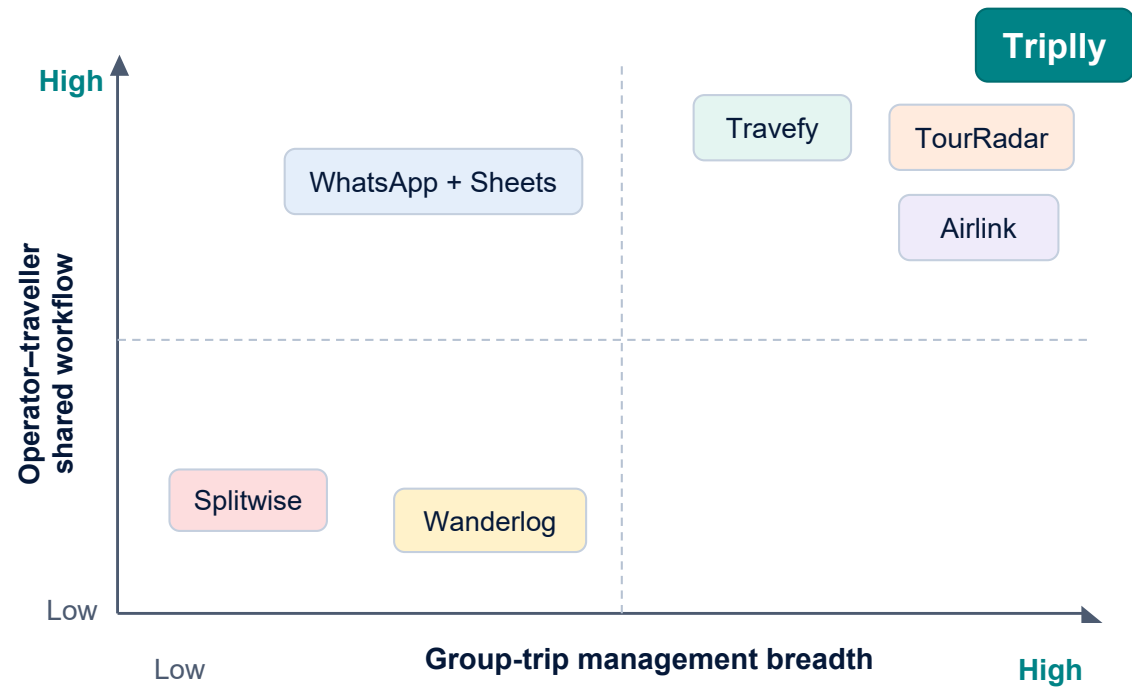
Invite → Use → Relive → Repeat

Trip links acquire the group; expenses, alerts, photos and history bring them back.

Competitive Landscape

Most solutions solve one part of travel. Triplly connects operator workflows and traveller coordination in one shared platform.

Market positioning



Positioning reflects product scope, not company maturity or market share.

Capability comparison (1 = weak, 5 = strong)

	Triplly	Wanderlog	Travefy	TourRadar
Traveller collaboration & on-trip utilities	5	4	3	2
Operator workflow depth	3	1	5	5
Private + hosted trip flexibility	4	2	2	5
Shared operator + traveller experience	5	1	3	2



Why Triplly is differentiated

- Wanderlog is strong for traveller planning, but weak on operator workflows.
- Travefy is strong for operator CRM, but limited as a shared group-trip experience.
- TourRadar and Airlink are strong for discovery and booking, but less focused on the full trip lifecycle.

The operating layer for group travel—helping travellers experience every trip together and enabling operators to manage, engage and retain them from discovery to post-trip.

Raising ₹1 Cr to prove repeatable growth.

Focused capital to convert a live product into validated operator revenue, stronger retention and a scalable acquisition engine.

RAISING

₹1 Cr

STAGE

Pre-seed

TARGET RUNWAY

12–15 months

PLANNED USE OF FUNDS

40%

Product & Engineering

Activation funnel, iOS, operator workflows, analytics and platform reliability.

35%

Operator Onboarding & Growth

10–20 operator pilots, traveller acquisition, referrals, content and community.

15%

Cloud, Operations & Support

Infrastructure, monitoring, data security, support and operational readiness.

10%

Compliance & Buffer

Contracts, payments, statutory compliance and execution contingency.

THIS ROUND MUST PROVE

01 Strong activation

02 10–20 operator pilots

03 First recurring revenue

04 Repeatable acquisition

FOUNDING TEAM

Two founders. Complementary execution.

Product and engineering depth paired with customer discovery, community building and operator growth.



Deepak Kumar

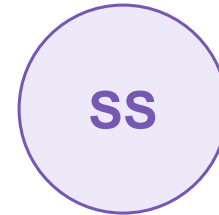
FOUNDER · PRODUCT & TECHNOLOGY

Software Engineer, Microsoft
Ex-Amazon · Ex-Paytm · DTU

Built and shipped Triply's live Android MVP across app workflows, backend, AI and infrastructure.

Focus: product vision, platform architecture and end-to-end execution.

linkedin.com/in/itsmedekay



Shruti Sharma

CO-FOUNDER · CUSTOMER & GROWTH

Software engineering experience
Amazon · Arcesium

Leads customer discovery, brand, traveller community and travel-operator onboarding.

Focus: turning field feedback into product priorities and go-to-market execution.

linkedin.com/in/shrutiprakash75

WHY THIS TEAM

Product depth to build. Customer proximity to win travellers and operators.