

BYHOURS

**The most  
innovative  
solution in  
the hospitality  
industry.**

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# Pay Per Use



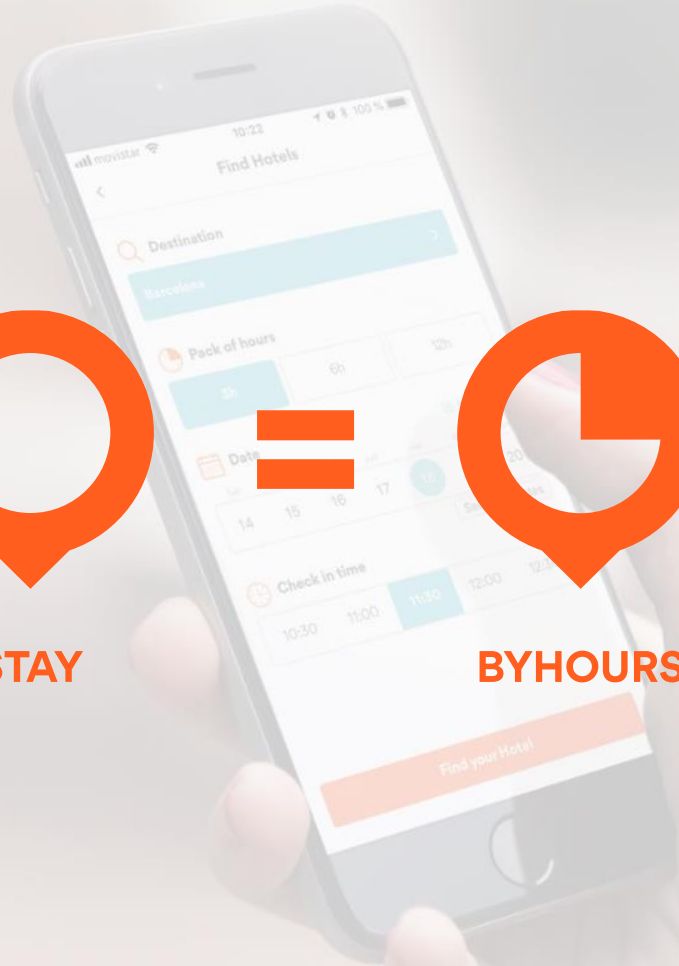
MICRO



STAY



BYHOURS



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# Win — Win

## CUSTOMER

- Pay-per-use
- 24/7 check-in

80% Customers demand more flexibility

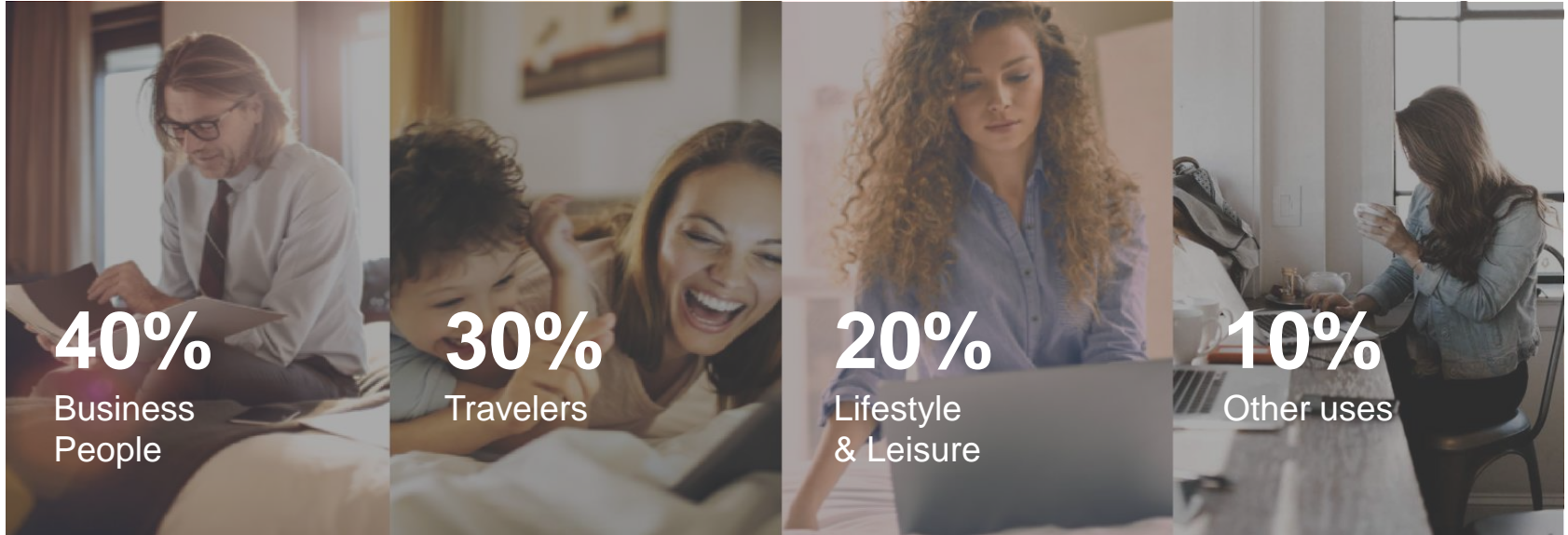
## HOTEL

- Additional revenues
- New product to new customers

€250k Potential extra revenue per Hotel

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# Who books Microstays?



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# Market fit



01

## Supply

+3,000 Hotels  
+25 Countries



02

## Demand

+1M Hours sold  
+200,000 Users

CAC 6 euros  
AOV 12 euros  
LTV 45 euros



03

## Business Model

Hotel comission  
+ Booking Fee

26% margin

GR July 2018  
380,000 euros



04

## Technology

+2M invested  
Scalable

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# What's next

18 months plan

Profitability European  
markets

Consolidate Latin America  
and middle East

Launch USA

48 FTE

Microstays are expanding worldwide