

# Our inspiration

“the perfect search engine is something that understands exactly what you mean and gives you back exactly what you want.”

Larry Page  
Founder and CEO  
Google



# SoLoMo

"It's not 'social,' it's person. It's not 'location,' it's the entire context," noting that it's important to factor in why someone is where they are and what they want to accomplish there, rather than just focusing on a single piece of data like location. "It's not 'mobile,' it's just device-agnostic — whichever device they have near them when they want to find out what they want to find out."

- Jenny Wise, Forrester Analyst



# World's finest semantic travel search engine



Try our travel search engine...



5 star hotels in singapore with free wifi near orchard road

Sea facing room in phuket with private pool

Honeymoon hotels with free wifi, airport transfers and spa

Boutique hotels in bangkok

Villas in barcelona under 500 \$

We believe

Today's search engines **were**  
**not designed for travelers**



# Relevance Plays a key Role in today's mobile environment

- Each traveler has a unique purpose, and therefore search needs to be semantic
- In the growing smart-phone and mobile world with little screen space and data price and speed issues, search relevance is even more important, or the first thing to solve
- The mobile traveler expects relevant results, relevant shopping experience ( with intuitive signals as inputs ), relevant outcomes, all very quickly.. In the small space and time...



# It's not 'location,' it's the entire context

- Context is a function of trail. Can you be with the user on the trail?
- Can we learn from the trail -- which eventually across devices/channels is becoming big data!
- Are we sensing and responding to those needs by reorienting in real-time our business to service the travelers needs.
- The traveler expects the content to be in front of him, using all signals available to be used before presenting the results and supplier needs the power to do it

**We use **time, space and context** to recommend the right offers and the right suggestions to the user during trip planning/choice/buying process**



We believe

Being mobile is  
being **where the user is**



# "It's not 'mobile,' it's just device-agnostic

- How do you be [where the user is](#) ?
- How does a scuba diving resort be present at an article or a blog on Scuba Diving ?  
Make a private offer and let the user collect or buy the offer ?
- How does an airline be present at an article of a forthcoming event on a sector where they are flying low ? Make a private offer and let the user collect or buy the offer ?
- How does a supplier on there website not just sell a room or a flight but also sell a host of ancillaries and offer the user a complete experience and increase there wallet share of the trip



We believe

Being social is about who do you socialize  
with and do you believe that and as and  
when you need



# It's not 'social,' it's the person you can trust/friend

- Social means who you connect with, who is an expert and at the time when you need it
- For all [travel professionals](#) we are creating a simple model to contribute and earn with your knowledge
- How do you use this expertise to be relevant to the consumer when he needs ?
- We are creating [collaborative market places](#), where users can communicate with experts and create their trips and then be able to buy them online

