BookOffice

Smart Self-Booking Service For Businesses
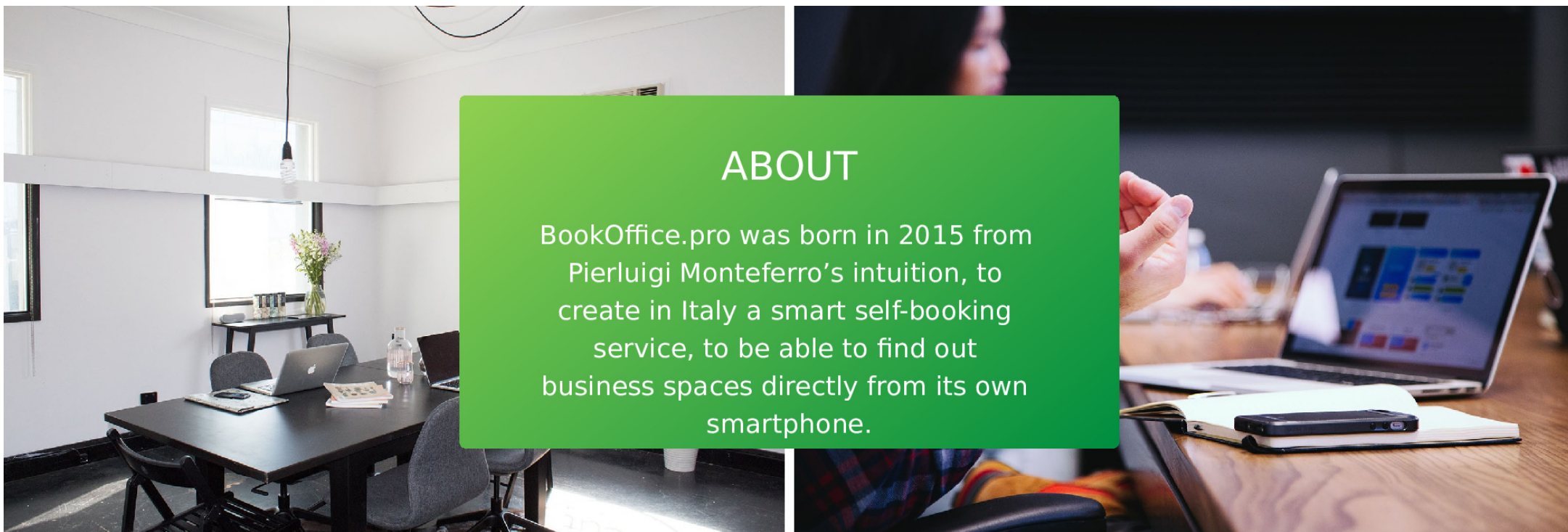
ABOUT

BookOffice.pro was born in 2015 from Pierluigi Monteferro's intuition, to create in Italy a smart self-booking service, to be able to find out business spaces directly from its own smartphone.

Realtime Availability

Book With One-Click

Bookoffice has already anticipated market trends regarding physical and digital integration between business travellers, business centres, business hotels, medical centres and trade organizations, sectors receiving huge investments. It validated a unique model on the global market in the field of shared -business centres.
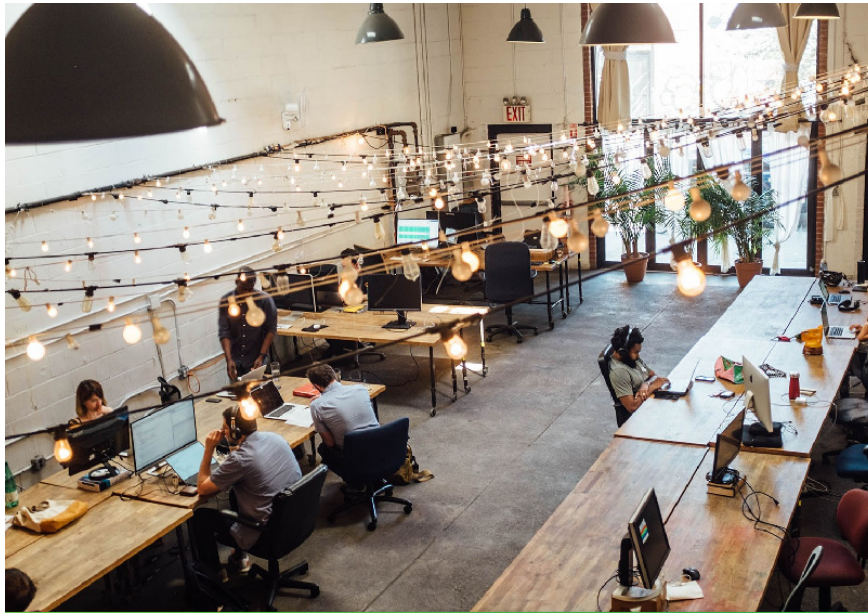
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Book Office Pro

the first self-booking system for business offices

Such great an achievement, allows users to keep track of the budget for:

→ **Business Travelers**

→ **Business hotels**

→ **Brands and big hotel chains**

→ **Medical Centers**

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High Speed
Scalabili
ty

Users Side

- Most up-to-date listing-techniques on the web

- Enables you to be listed among the first Google search engine pages

- Create a continuous streaming of users, with zero cost and ready to book

Property side

- Possibility to receive bookings smoothly and in short time

- An atmosphere of satisfaction will promptly decide to subscribe

Brand side

- Possibility to see, monitor and contact back users of the net

- Ameliorate marketing expenses

- Acquire data impossible to acquire otherwise

- Evident high repercussion on sectors scarcely exploited

500
Business Centers

The target to get 500 business centres affiliated.

20.000
Business Hotels

The business hotels already present in the platform and use the booking system

12.000
Fair Per Year

Medical centres and fair organizations have an offer of 12.000 fair per year

★ ★ ★ ★ ★

Goals Achieved

Clarity, speed and multilingual assistance.

High visibility thanks to advertising campaigns created with Google AdWords. BookOffice will create ad-hoc "Pay-Per-Click advertising campaigns, acquiring various strategic keywords
There is the 90% probability that when doing a research on Google, with typing the name of the structure, BookOffice related page link will always be higher in position than the official website.

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Investment round will aim at growth in Italy

— Three major cities will be targeted
— Team consolidation in these three cities
— Preparation to international expansion
— A dedicated call centre will be deployed

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The requested capital of 100k will permit:

— Business Consolidation in terms of metrics
— Expansion in 10 cities
— Customer care fortification

The underwriting of capital increase will allow:

— Business Consolidation in terms of metrics amelioratic
— Expansion in 30 small-medium cities in Italy
— Enlargement of marketing and customer care teams

High Speed Scalability Model

Low Execution Costs

Why To Invest?

Market and scalability

→ **Freshness And Uniqueness Of The Project**

→ **High Speed Scalability Model by the experts**

→ **Low Execution Costs**

→ **Mightiness of reaching global scale**

→ **Biggest, Widespread Business Market**

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Why
BookOffice.Pro

Attractive For AI Market Players

Indispensable Platform For Users

01 EXECUTION

Our team jumped the gun compared to competitors in the market, gaining a technical competitive advantage in the creation and validation of a model of platform indispensable for users and attractive for al market players that will invest in this direction for the next years.

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Easy Online Booking of Business Space

New and Unexplored Market

02 Metrics measurements with continuous growth

Google Positioning, zero costs for clients' acquisition

03 Protagonists of the revolution

The **BookOffice** project is ambitious, participation means writing its own name in the protagonists' list of a real economic and social revolution.

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Market Analysis and
Competitors

The Big Players

Big players in the field are moving toward the integration of physical and digital with big amounts of marketing budget.

(around 150 billion euros; only considering the first 300)

Independent properties will invest around 50 billion euros in digital marketing in the next 3 years

Institutions already allocated funds and are encouraging digitalization with tax incentives.

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Ahead of Competitors

Working ahead of competitors, **BookOffice** created an integration model appealing to each of the players.
BookOffice eliminate the physical barriers that up-to-now didn't permit the online booking.

Targeting People Of Every Age

There is a huge increase in booking (especially of events and co-working) in the age segment 18-35 years

The segment of 35+ years people, is protagonist in the booking of smart business facilities

According to Google, the 70 % of people looking on the internet for medical centres, co-working spaces and events structures, finish the booking in one day.

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> *The key to success for enterprises will be the intermediation of services. Whom will success in incorporating offline in online, clicks and services, quality and speed, costs and time optimization, will gain competitive advantage.*

According to Google, there are a couple of BookOffice competitors, but none of them has the same business models; often times they offer users simple telephone and email contacts, not updated and give feedbacks not in a short time.
Moreover, if present on the internet, they are
not well listed and rank badly in Google search.

The Team

Pier Luigi Monteferro
CEO & Founder

Giacomo Monteferro
Co-founder, Project Management Director

Vito Ramirez
Chief Technology Officer

Davide Mazzotta
Chief Marketing Officer

Gabriella Pappadà
Events Management

Cesaria Colazzo
Asia and Middle East coordinator.

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