



Federica Saba - CEO
federica.saba@babaiola.com
+39 340 210 5129

Company description

Babaiola is a Social Travel service exclusively for the LGBTQIA+ community, offering personalized recommendations for clubs, events, accommodations, and vegan restaurants worldwide. The platform includes curated activities like guided tours and yoga, fostering connections within the global LGBTQIA+ community. Emphasizing inclusivity and sustainability, Babaiola provides a unique and meaningful travel experience, shaping a future of inclusive and exciting travel for the LGBTQIA+ community.

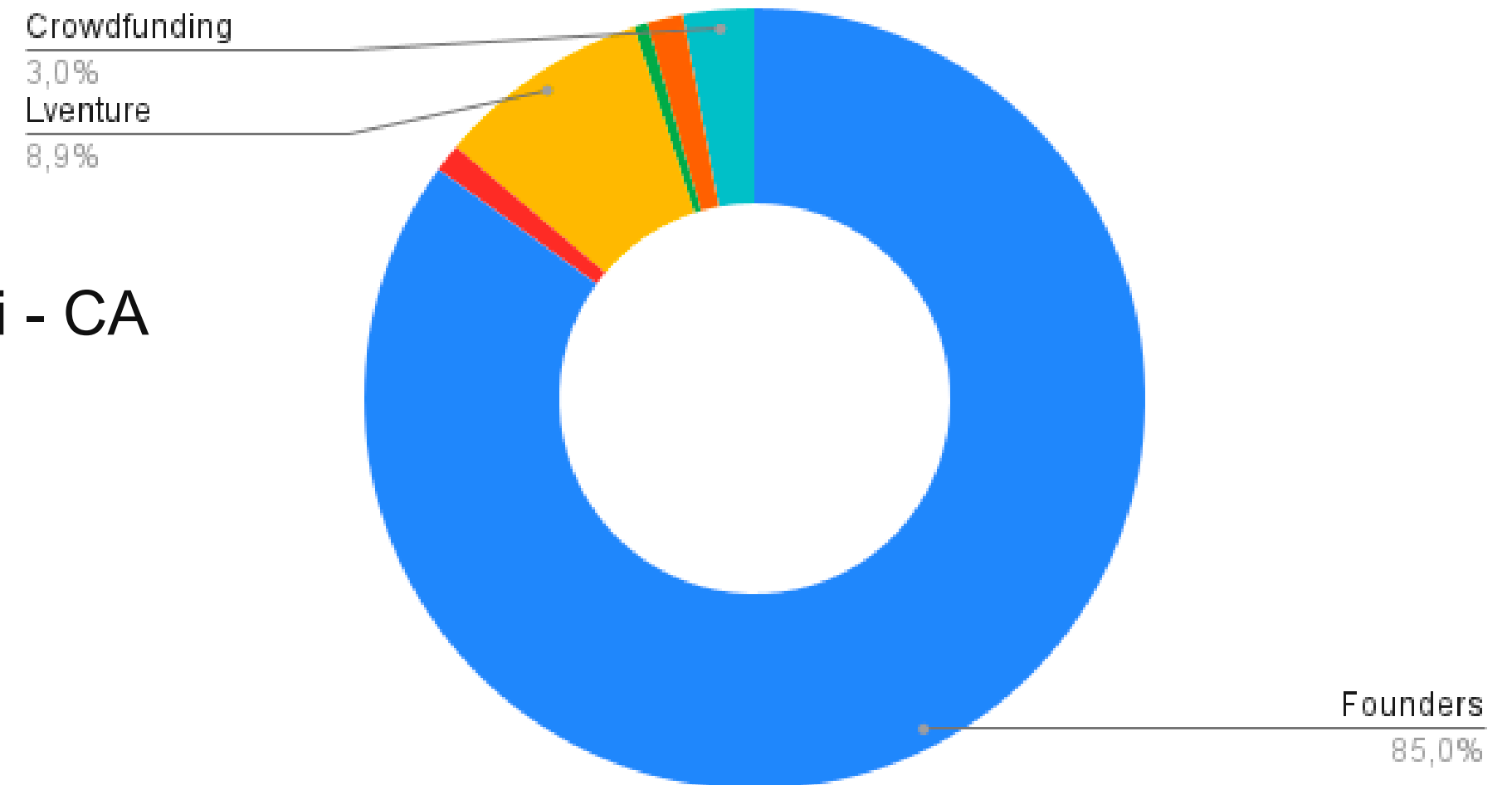
Company Structure

Babaiola SRL

Office: Via S. Giorgio, 12, 09124 Cagliari - CA

P.IVA: 02648590905

web site: <https://babaiola.com>



Team



Federica Saba

CEO & Founder



Enrico Garia CTO

CTO & Founder



Nicola Usala

Advisor & Board member

Team



Matteo Angioni

Responsabile Marketing
Comunicazione



Veronica Giorgi

Full Stack Developer



Martina Pilloni

Consulente

Problems

- **Limited Availability of Welcoming Places:** Lack of information about friendly and inclusive venues, events, and places for the LGBTQIA+ community.
- **Difficulty in Connection:** Challenge in establishing meaningful connections and relationships in less inclusive or unwelcoming environments.
- **Stereotyped Experiences:** Search for authentic experiences beyond common tourist stereotypes, aiming for more personal and meaningful interactions.

Problems

- **Non-Personalized Services:** The absence of services providing personalized advice, catering to the specific interests of each individual within the LGBTQIA+ community.
- **Unsafe Environments:** Difficulty in finding safe and welcoming spaces where community members can explore, connect, and share experiences without concerns.

Solution

Babaiola is committed to overcoming the challenges faced by the LGBTQIA+ community, actively collaborating with the community. With a special focus on welcoming places, community connections, authentic experiences, and personalized recommendations, the app strives to promote a safe and inclusive environment.

This means that Babaiola works to ensure that the platform provides a space where community members can feel secure in sharing experiences, exploring places, and connecting without fear of discrimination or judgment.

Mission

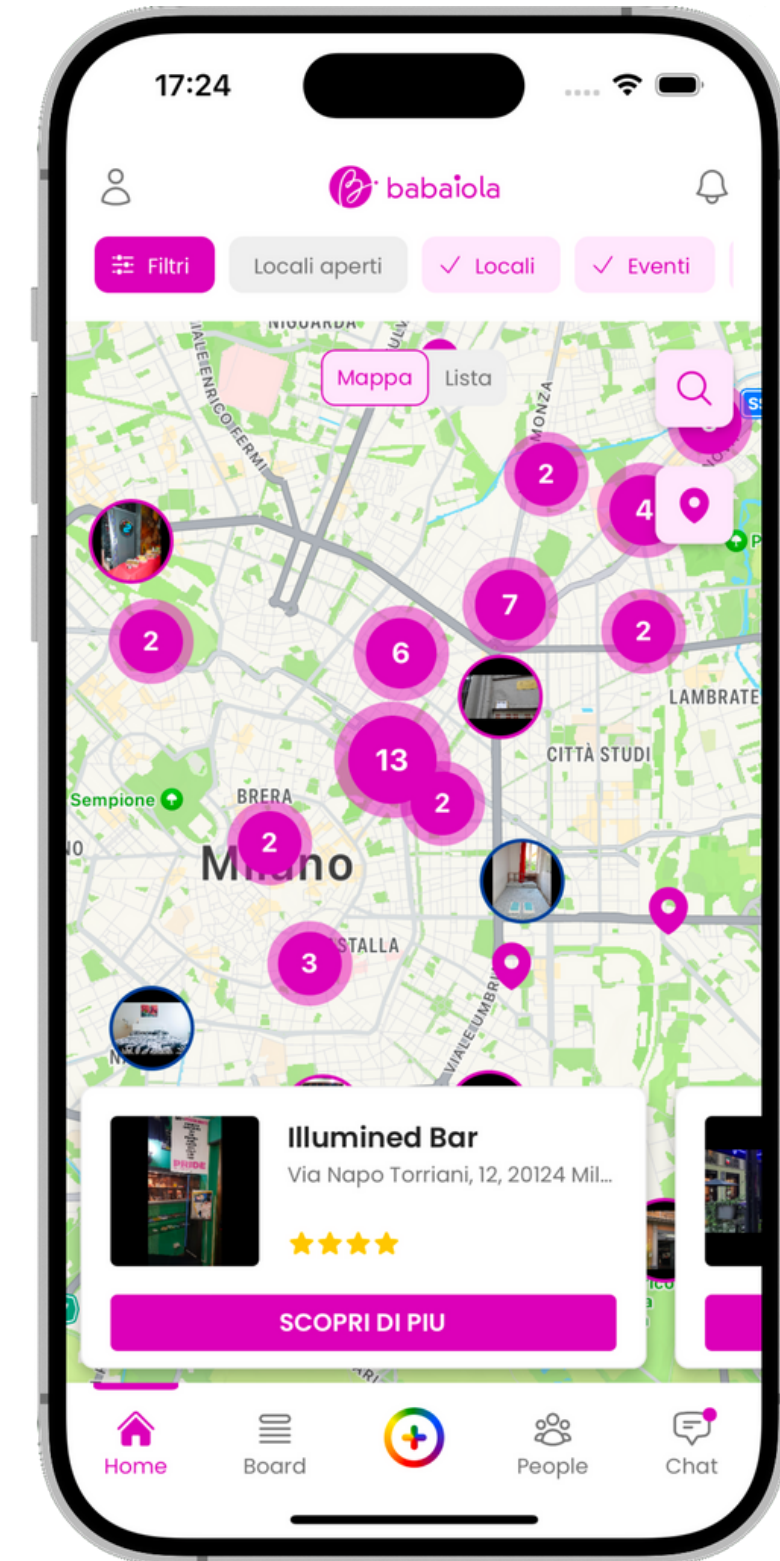
Promote a safe and inclusive environment is at the core of Babaiola's mission, contributing to a positive and fulfilling experience for the LGBTQIA+ community.



How it works

The home page is designed for the search of:

- clubs, events, accommodations, outing groups, vegan restaurants - to consult in two distinct modes: map or list.
- There is an advanced filtering system to conduct targeted searches within each of the categories listed above.
- The cards below display more details about places and points of interest.



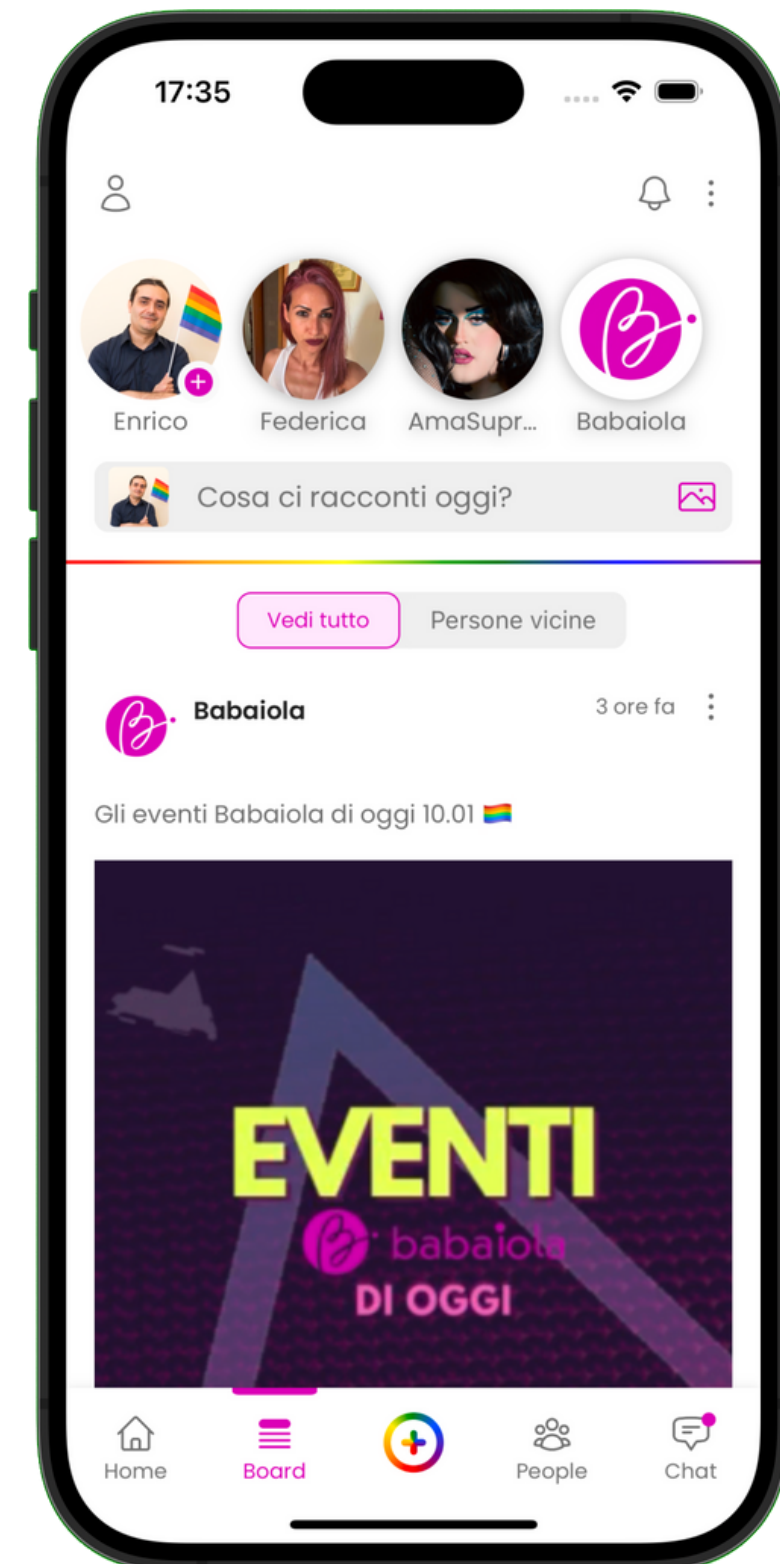
How it works

The Board is a virtual diary where you can see what others are doing and share your own experiences.

Scrolling through it, you immerse yourself in the stories and thoughts of users.

Additionally, event organizers use this space to promote their activities, providing users with the opportunity to discover and participate in new experiences.

In summary, **the feed is an open window into the lives of others, sharing, interacting, and discovering what is meaningful within the LGBTQIA+ community.**

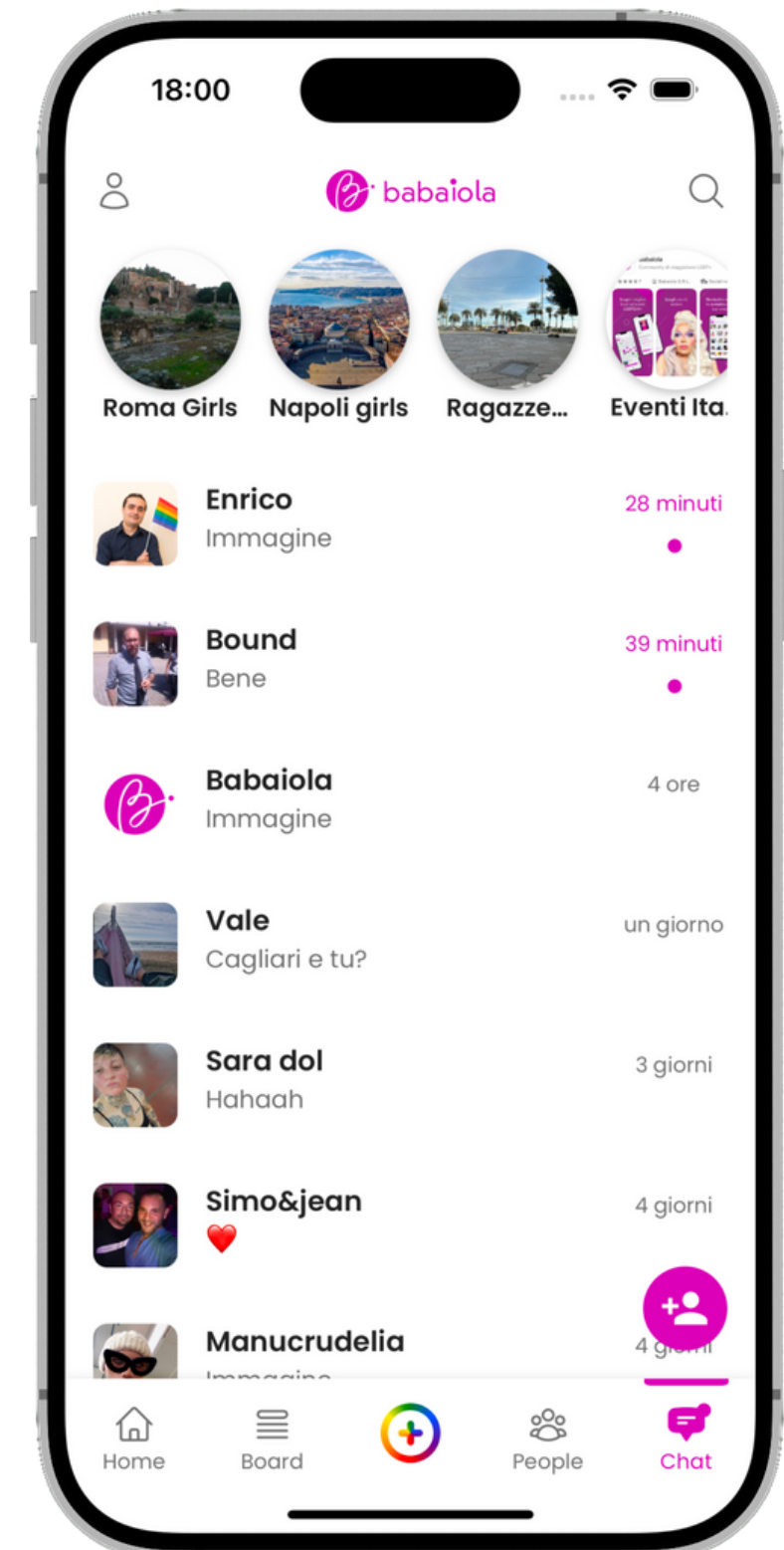
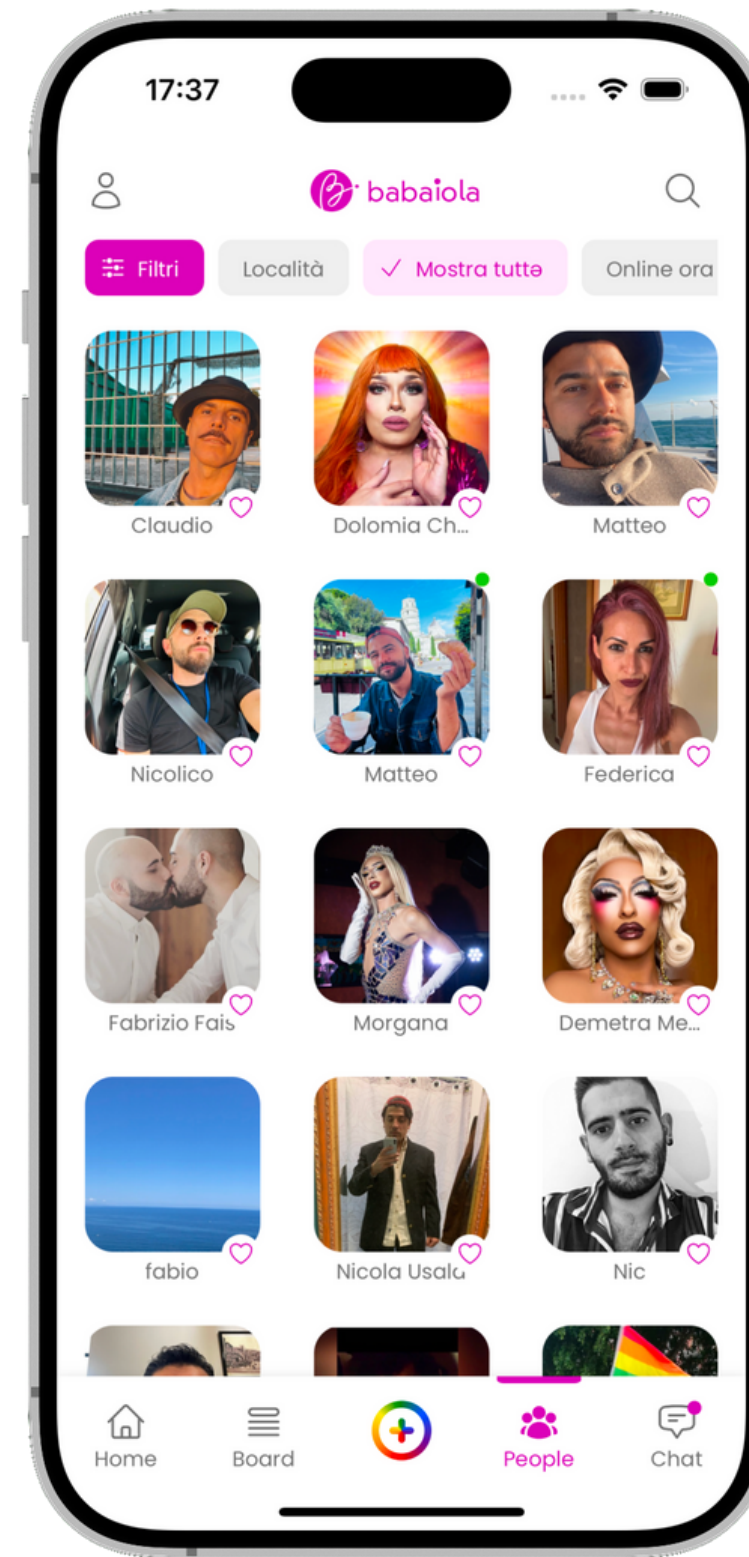


How it works

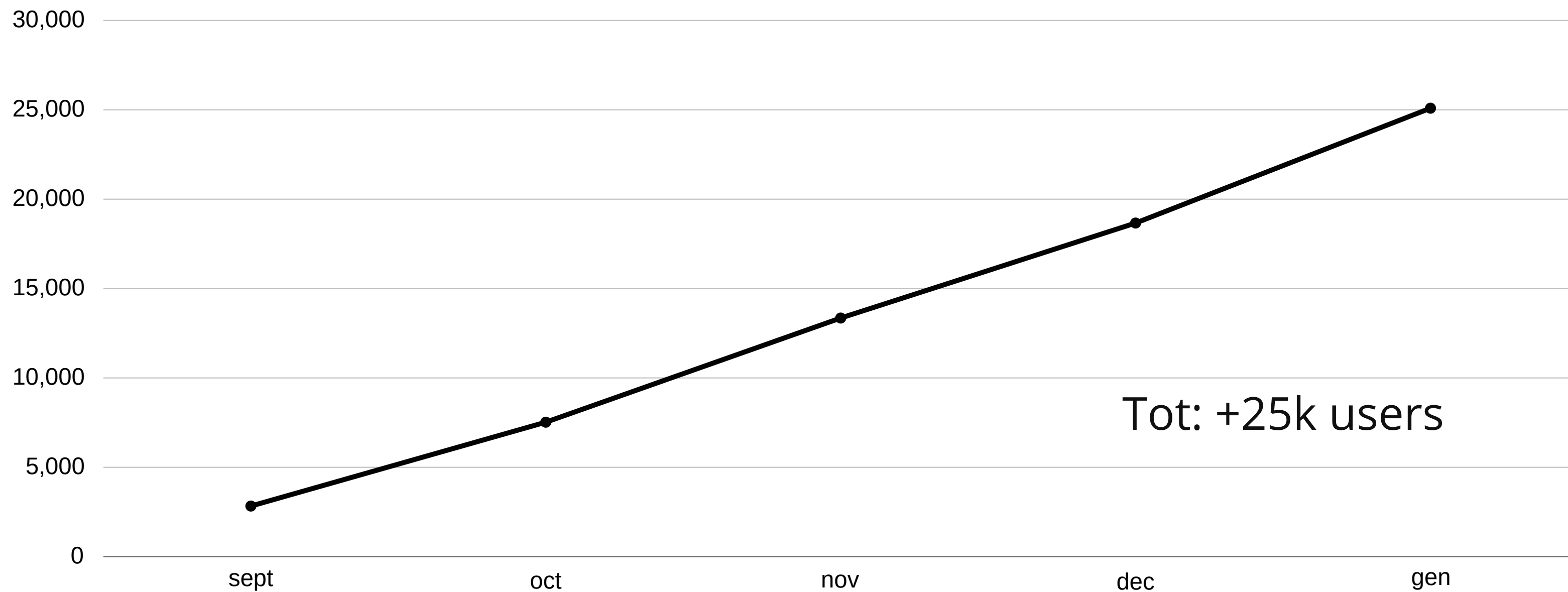
Thanks to the "People" and "Chat" sections, people can connect with each other:

In the "People" section, it's possible to see individuals nearby in order of proximity and filter them based on personal preferences.

The "Chat" feature allows for both individual and group conversations, enabling the creation of group chats as well.



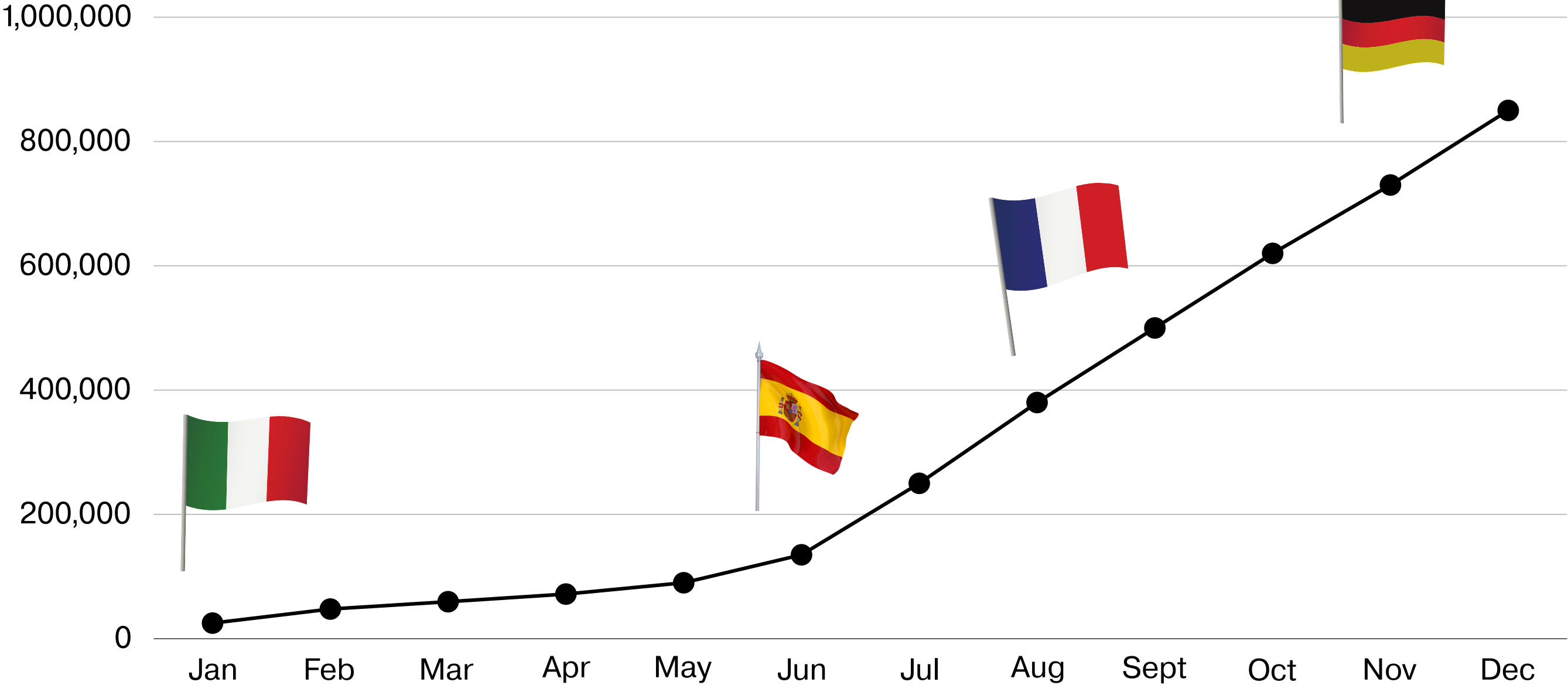
Community growth



User stats

- **Monthly Active Users (MAU):** 18k
- **Average Time Spent on the App:** 39 mins
- **Interactions and Engagement:** 1025 actions per user
- **Retention Rate:** 60%

Users acquisition trend



850k registered users

Target user - Persona

Person:

Aged 22 - 36

Takes 3-4 holidays per year

76% live in cities or metropolitan areas

80% have a high level of education

Earns more than €30,000

Spends 38% more on travel

Target users

IT potential market

7.7M people

2,7 **"Billions of revenue"** (2022)

DINK double income no kids

Increased spending capacity for leisure time

Spending 38% more than the budget on travel



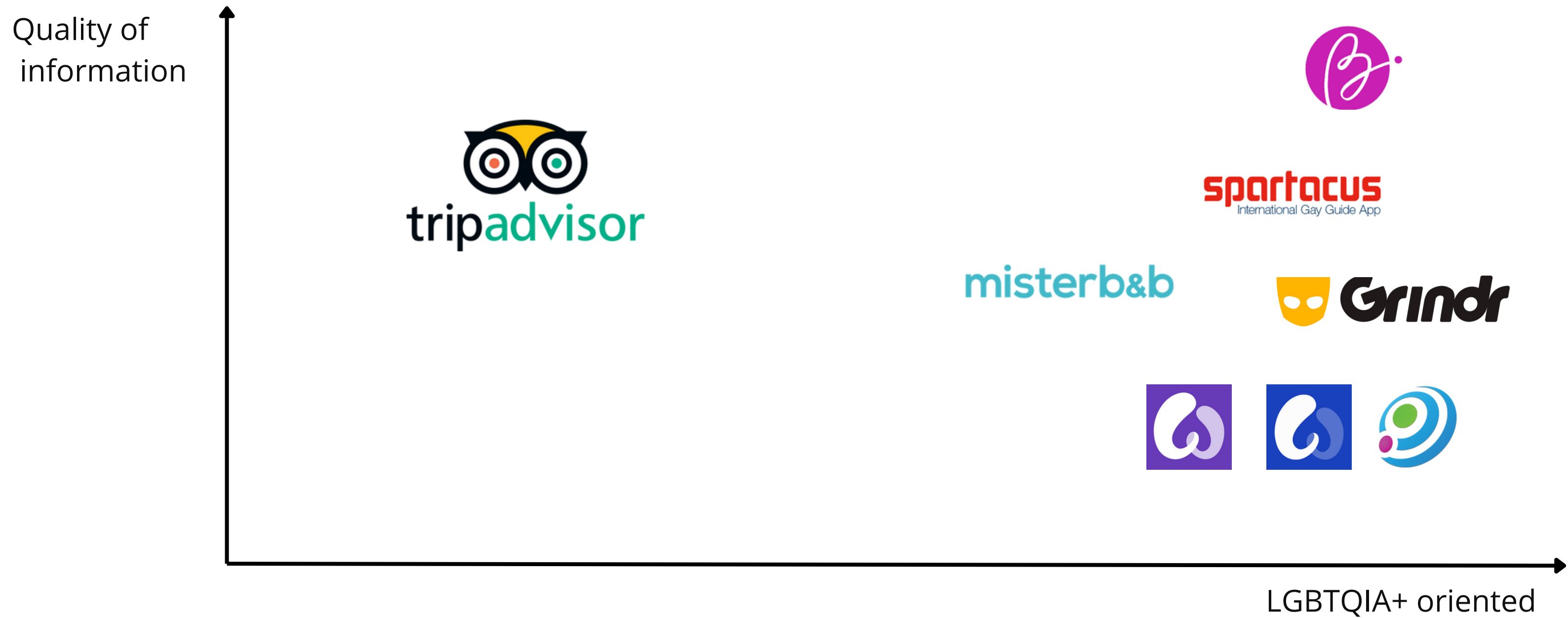
Market Size



2022 LGBT EU Travel Market

€64M

Competitors



Business model

- B2C** Tickets for events sold within the app
Promotion/advertising of events, venues, and other activities outside the LGBTQIA+ circuit
- B2B** Fee for accommodations listed on the app and website
Consultancy services for hospitality establishments regarding LGBTQIA+ inclusivity
Paid premium version of the application
- B2B2C** Partnership with Booking.com

Agreements

Events more than 150 per week

Hotels and b&b: more than 200

adv clubs: 200 activities



Investors and funds



Conti Adriano

Baldisserra Pacchetti Alessandro

Achievements

Acceleration program participation



Prizes



Media partners





Federica Saba - CEO
federica.saba@babaiola.com
+39 340 210 5129