

Boatsandgo

welcome on board

The problem

Companies

- › Find more costumers.
- › Enlarge off seasonal customer's flow.
- › Expand on new targets.
- › Increase competitiveness.





The need

Users

- › Save time and money choosing the better solution.
- › Have a tool to simplify the vacations planning task.

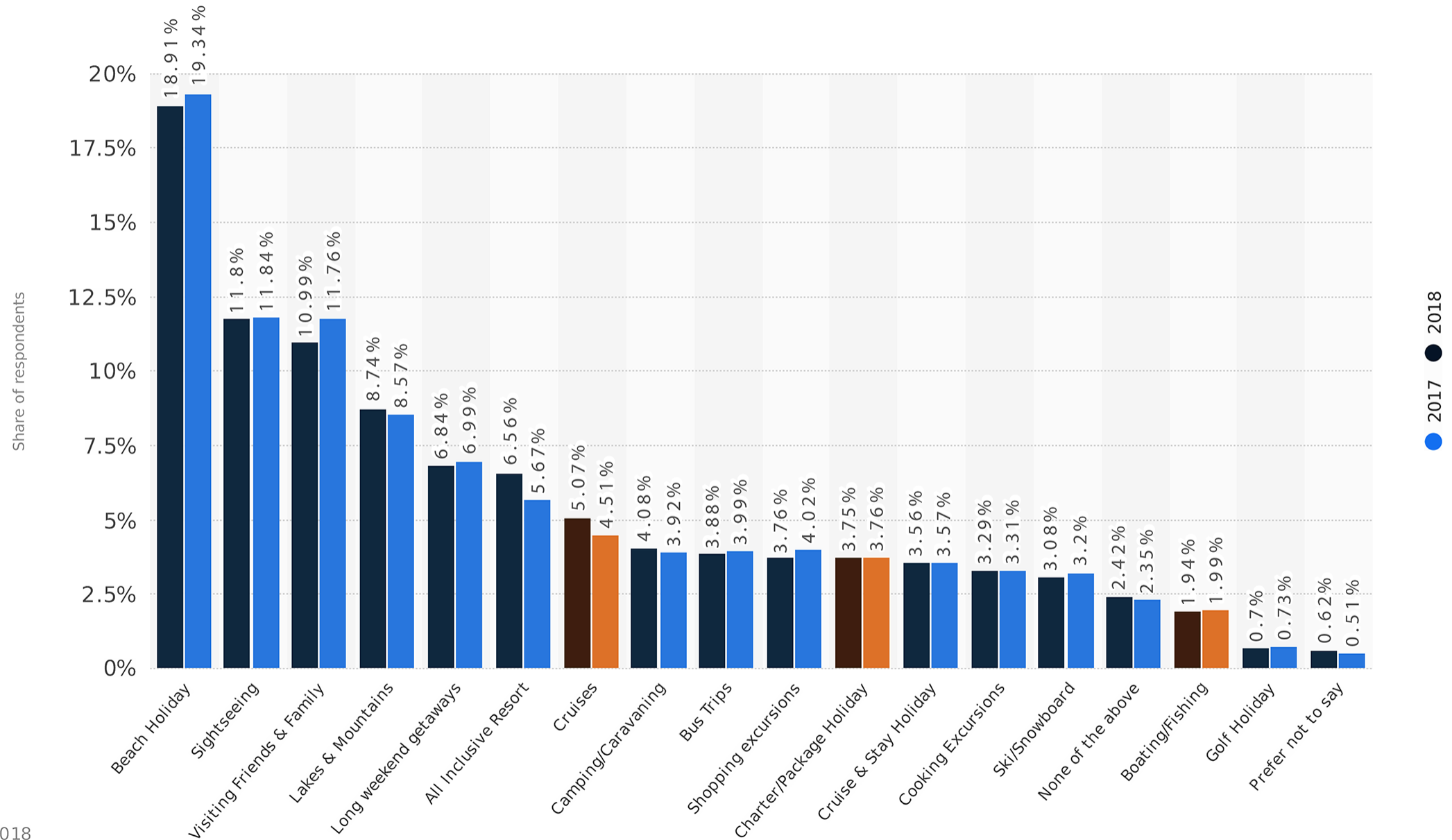
The solution

Boatsandgo

Boatsandgo is an innovative Italian startup which aggregates and **compares nautical and boating offers** available online.



Distribution of vacation types people from Italy usually go on



The benefits

- › Open up the platform for **new users**, customers that for first time approach to the nautical services and don't have a clear opinion or orientation towards the existing offers.
- › Easing the valuation process for hesitant or uncertain costumers suggesting locations and **low season** deals.
- › Supply the companies with a quick effective tool for **market analysis and overview**.
- › Offer a **brand-new effective distribution** channel on the nautical digital market.
- › Redirecting the users immediately, without a registration process, will **simplify the purchase** after the comparing task.

The product



The platform, **web site and app mobile**, is based on data metasearch and will aggregate and compare the offers from the major online suppliers for charter boats, rental boats and boat sharing companies. The algorithm uses **AI and machine learning** technologies to provide the best user experience.



The comparator has a central **search engine** with filters that allow the users to narrow their search on their needs and desires.



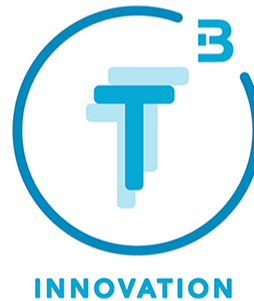
The system will **redirect the users** directly on their chosen offer on the supplier's web site to finalize the purchase.

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Thank you
for your attention