HOTEL SYNC

SERIES A — $10M ROUND

The All-in-One OS For Independent Hotels

HotelSync replaces a dozen fragmented tools with a single, AI-powered platform for independent hotels, hotel groups, and short-term rentals.

$3M	$780M	98%	4
ARR	GMV Processed	Retention Rate	Regions

THE PROBLEM

An Industry Bleeding Margin Every Day

Hotels rely on disconnected systems and manual payment flows, leading to revenue leakage, operational inefficiency, and a fragmented guest experience.

Legacy Systems
80% of hotels still run on outdated, disconnected on-premise software that can't scale.

Broken Payment Flows
Hotels rely on disconnected payment flows across OTAs, virtual cards, and direct bookings.

Manual Processes
Post-COVID workforce shortages make manual operations unsustainable for independent properties.

THE SOLUTION

One Unified OS

HotelSync replaces fragmented hotel software with a single, AI-powered OS for independent hotels, hotel groups, and short-term rentals.

Channel Manager
Real-time sync across 200+ OTAs — eliminating overbookings and rate parity issues.

Property Management System
End-to-end operations from check-in to housekeeping, invoicing, and reporting.

Centralized Payment System
Automates and unifies payments across all channels, reducing failures, fraud, and revenue leakage.

Multi-layer Data & Personalization
Guest profiles, behavioral analytics, and personalized communication at scale.

MARKET OPPORTUNITY

$1.7 Trillion Market — Growing & Untapped

78% of hotels plan to increase technology investments by 2028. The shift from legacy to cloud is accelerating.

700K	320K
Hotels & Resorts Globally	Independent Hotels

TAM	SAM	SOM
$5B	$1.5B	$180M
Global hospitality SaaS	Independent properties in target markets	Reachable ARR within next 60 months

TRACTION

Proven Product-Market Fit

Fueled by a dual revenue engine: recurring SaaS subscriptions and a take-rate on payments processed through the platform.

$3M	$780M	98%
ARR — on track to $5M in 5 months	GMV Processed	Customer Retention
8:1	**~900**	**37,000**
LTV / CAC Ratio	Paying Customers	Accommodation Units

Revenue Growth (ARR)

OUR PLAYBOOK

Build. Replicate. Scale.

We run a proven GTM playbook in markets underserved by legacy players. After dominating the Balkans, we replicated it in LATAM. DACH is live and winning. The US is next.

Balkans ✓
PROVEN
Market leader. The blueprint for everything that follows.

LATAM ✓
REPLICATED
Colombia playbook live and converting.

DACH ▶
LIVE
Launched Feb '26. Already displacing legacy incumbents in their home market.

US ▷
NEXT
Largest independent-hotel market. Funded by this round.

$1M GTM CAMPAIGN

$1M	$500K	$500K
Total GTM Campaign	Deployed	Deploying

Advertising · Referrals · Trade Fairs · Cold Outreach

Engine validated. Doubling down.

THE RESULTS

$1.5M → $3M ARR in 150 Days

Deploying the first $500K of our GTM campaign nearly doubled our run-rate — clear proof the engine compounds.

$1.5M	$3M	~2x
ARR Before	ARR Today	Growth in 150 Days
$2.7M	**$780M**	**98%**
Total Raised to Date	GMV Processed	Customer Retention

We've proven the engine on $500K. $10M lets us run it at full scale — across DACH, LATAM, and into the US.

THE PROBLEM

Hotels Run on Chaos. We Replace It.

❌ Fragmented Reality

✅ HotelSync

Fragmentation increases costs, kills efficiency, and breaks the guest experience.
5–10 tools per hotel. No system owns the full guest journey.

BUSINESS MODEL

Dual Revenue Engine

Two compounding revenue streams: recurring SaaS subscriptions plus a take-rate on payments. Every hotel we add grows both.

SaaS Subscription
Recurring monthly revenue for access to the all-in-one HotelSync OS — averaging $6 per unit per month.

Payments Take-Rate
A percentage fee on the $780M+ GMV processed through our embedded payments solution. In rollout — set to become a fast-growing share of revenue.

Go-to-Market

Direct Sales	75%
Partnerships & Referrals	25%

Unit Economics

Avg Price	$6/unit/month
LTV	$19,740
CAC	$2,350
LTV/CAC	8:1
Referral Commission	12.5%
Reseller Partnership	Up to 50% revenue share

COMPETITIVE POSITIONING

Why We Win

No single competitor offers a true all-in-one solution at a price point accessible to independent properties.

True All-in-One
PMS + Channel Manager + Payments + Revenue Tools in a single platform.

Price Leadership
Up to 80% cheaper than incumbents.

Speed to Value
Go live in hours, not months. No hardware, no complex setup.

VISION & ROADMAP

The Path to $50M ARR

A clear, multi-stage plan: scale our proven engine in DACH and the US to $20M ARR near-term, then consolidate the market on the way to $50M ARR by 2028.

Sept 2026
1,000 customers
Expansion into US

Oct 2026
5,000 customers
DACH market positioning

Oct 2028
10,000 customers
Global presence, $50M ARR target — with fully automated back-office

AI Revenue Assistant
Automated pricing optimization, demand forecasting, and competitive intelligence.

No back-office hotels by 2028
All back-office tasks will be automated with AI and HotelSync tech.

TEAM

Built by Industry Insiders

DJ
Djordje Jevtic
Co-Founder & CEO
15 years in hospitality tech. Deep domain expertise in hotel distribution, revenue management, and property operations.

IM
Ilija Milovic
Co-Founder & CTO
15 years in software development. Led engineering teams building scalable cloud platforms and enterprise integrations.

+28 team members
Across Sales, Engineering, Customer Support, and Finance
In Colombia, US and Serbia

FUNDING

$2.7M Raised → $3M ARR

Capital-efficient growth to date. Now raising a $10M Series A to scale our proven, high-traction model.

PRE-SEED	SEED & SEED+	SERIES A
$110K	$2.6M	$10M
Closed	Closed	Current Round

Backed by

Silicon Gardens · Presto VC · Startup Wise Guys · Digital Serbia Initiative · TS Ventures

USE OF FUNDS $10M Series A

Scaling a Proven Playbook

Capital deployed in priority order — GTM first, market entry second, acquisitions third. We're also raising smart money: investors who bring operational experience to help us scale to $30M ARR.

P1 = HIGHEST PRIORITY · P4 = LOWEST PRIORITY

Capital Allocation

P1 · P2 · P3 · P4

P1 Double Down on GTM TOP PRIORITY
Scale our proven $1M GTM engine across DACH and LATAM where the playbook is already converting.

P2 US Market Entry
Run the same playbook in the world's largest independent-hotel market.

P3 Strategic Acquisitions
Acquire incumbent regional players to accelerate market consolidation.

P4 Business Development & Talent
Hire industry veterans with deep rolodexes and build out a middle-management layer.

Operational Experience

01 **Advisory Board**
Company-building expertise to scale from $3M to $30M ARR.

02 **Middle Management**
Guidance on hiring and structuring the next leadership layer.

03 **Strategic Direction**
Help choosing the right next steps at each inflection point.

Interested in HotelSync?

We're raising a $10M Series A to scale a proven playbook into the US and dominate the DACH market.

Check Reviews

Schedule a Call

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