



# Starsleep <sup>z z</sup>

Cozy nights under the stars





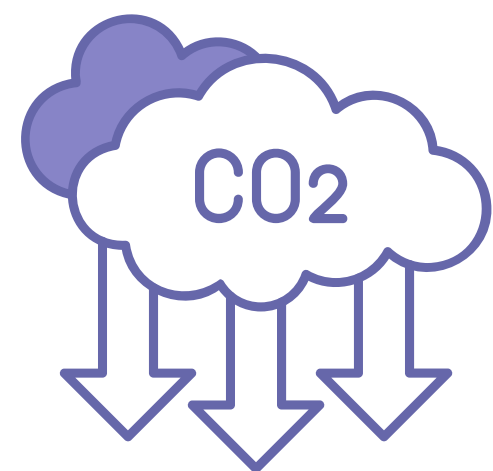


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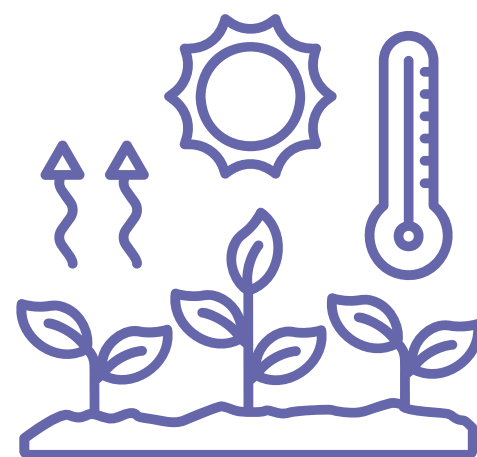
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# The problem

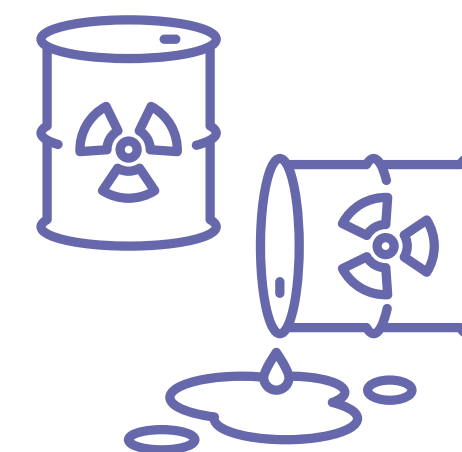
Mass-Tourism affects:



**Climate  
CO2 emissions**



**Soil Errossion**



**Waste Polution**



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**76%**  
**of global  
tourist want  
nature**

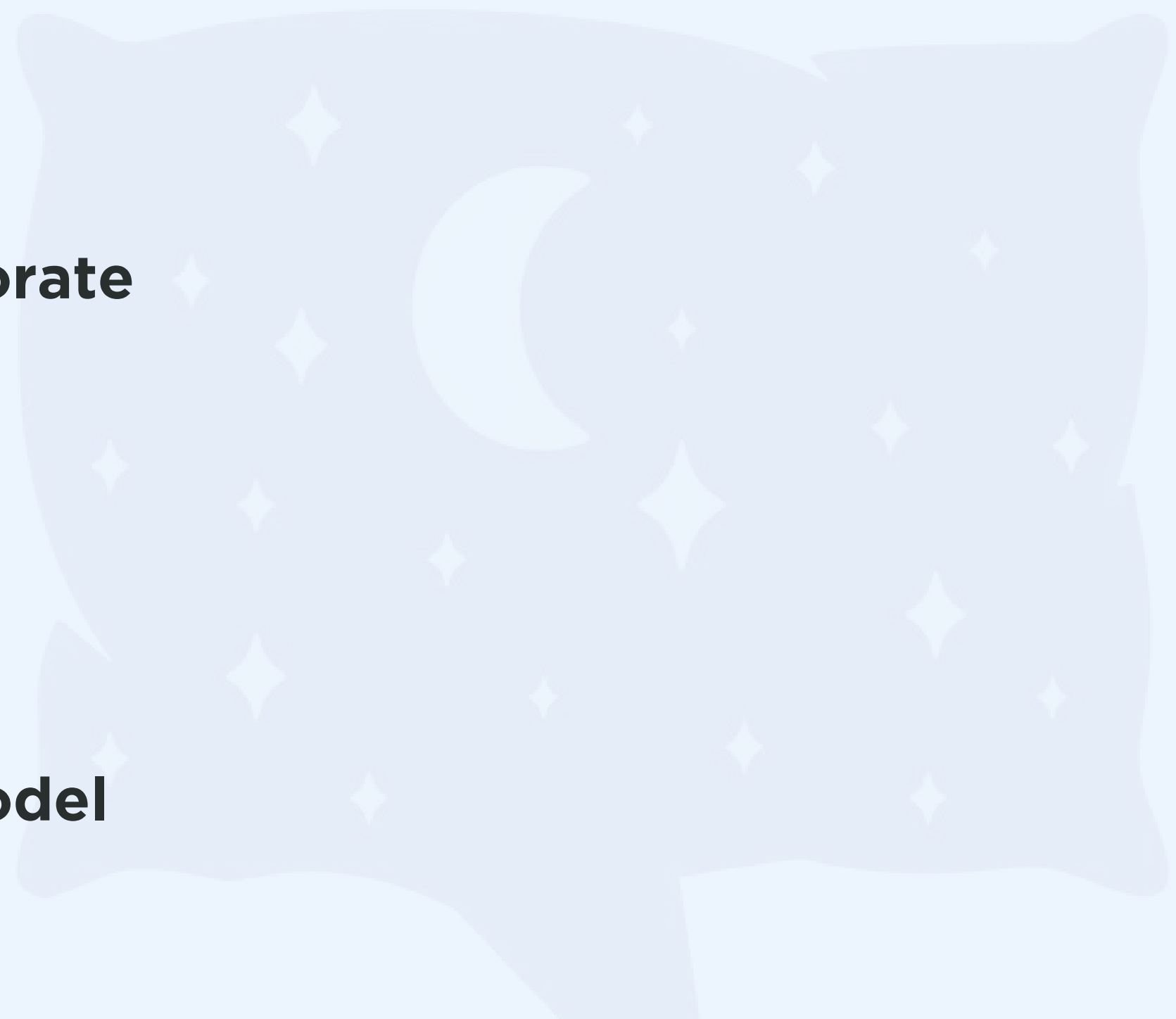
**\$185B**  
**Ecotourism  
market globally**  
**Growing 15.2% p.a. 'til 2030**



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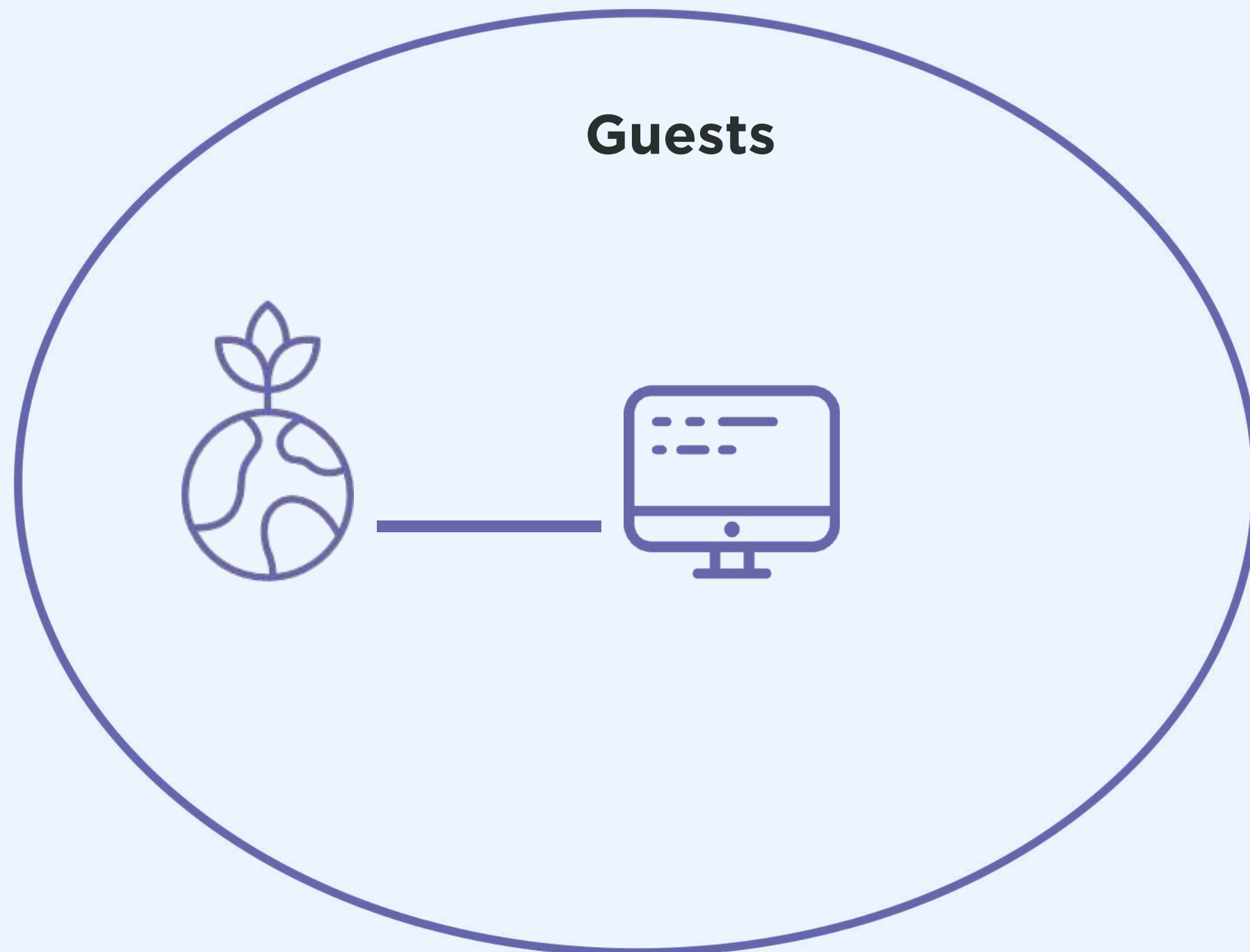
# An Eco-experience in the Sustainable Tourism Market

- ✓ **Leaves the environment untouched**
- ✓ **Enables local communities to collaborate**
- ✓ **Educates people about Eco-tourism**
- ✓ **Utilizes unused resources e.g. fields**
- ✓ **Creates an accessible economy model for all in the Tourism Market!**



# What is Starsleep?

An Eco-Experience.



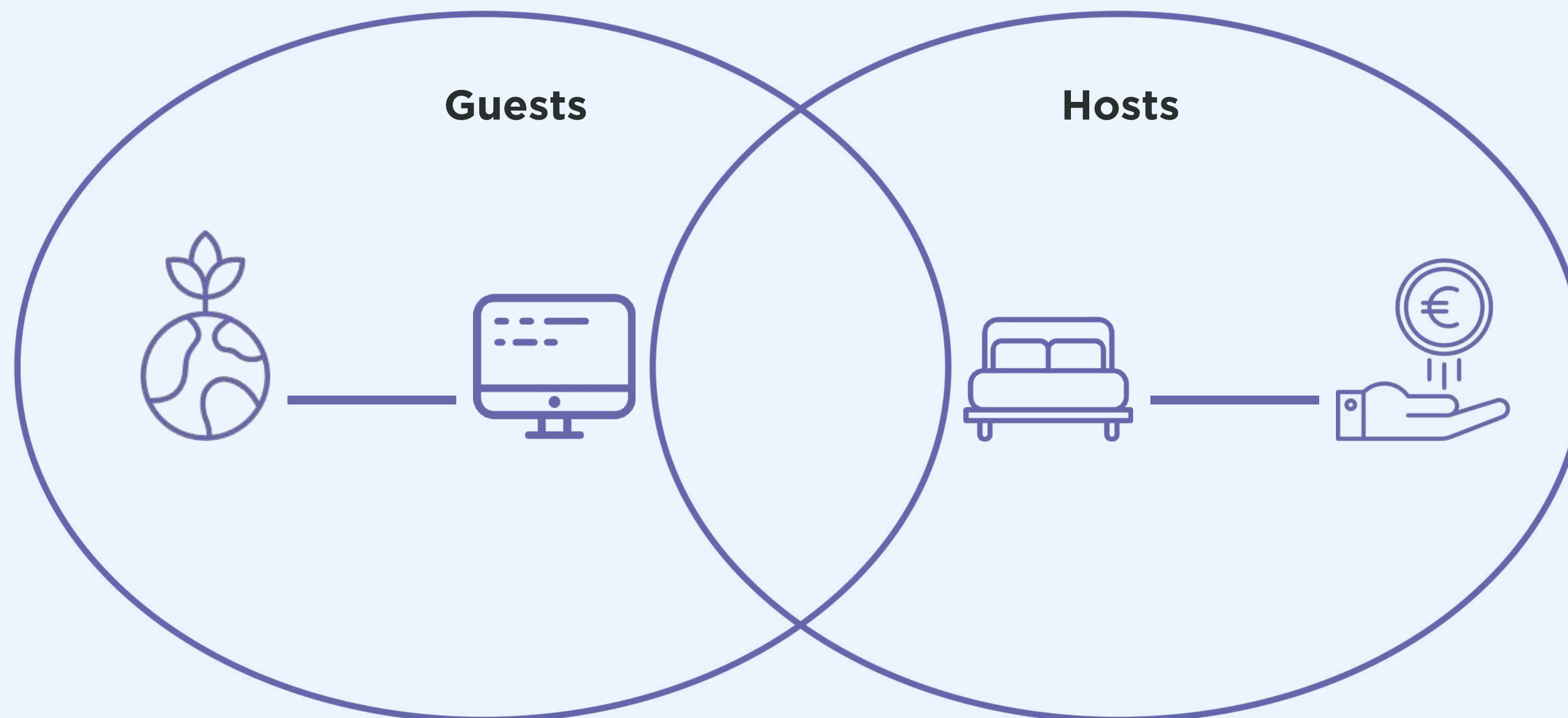


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# What is Starsleep?

An Eco-Experience. An Opportunity.



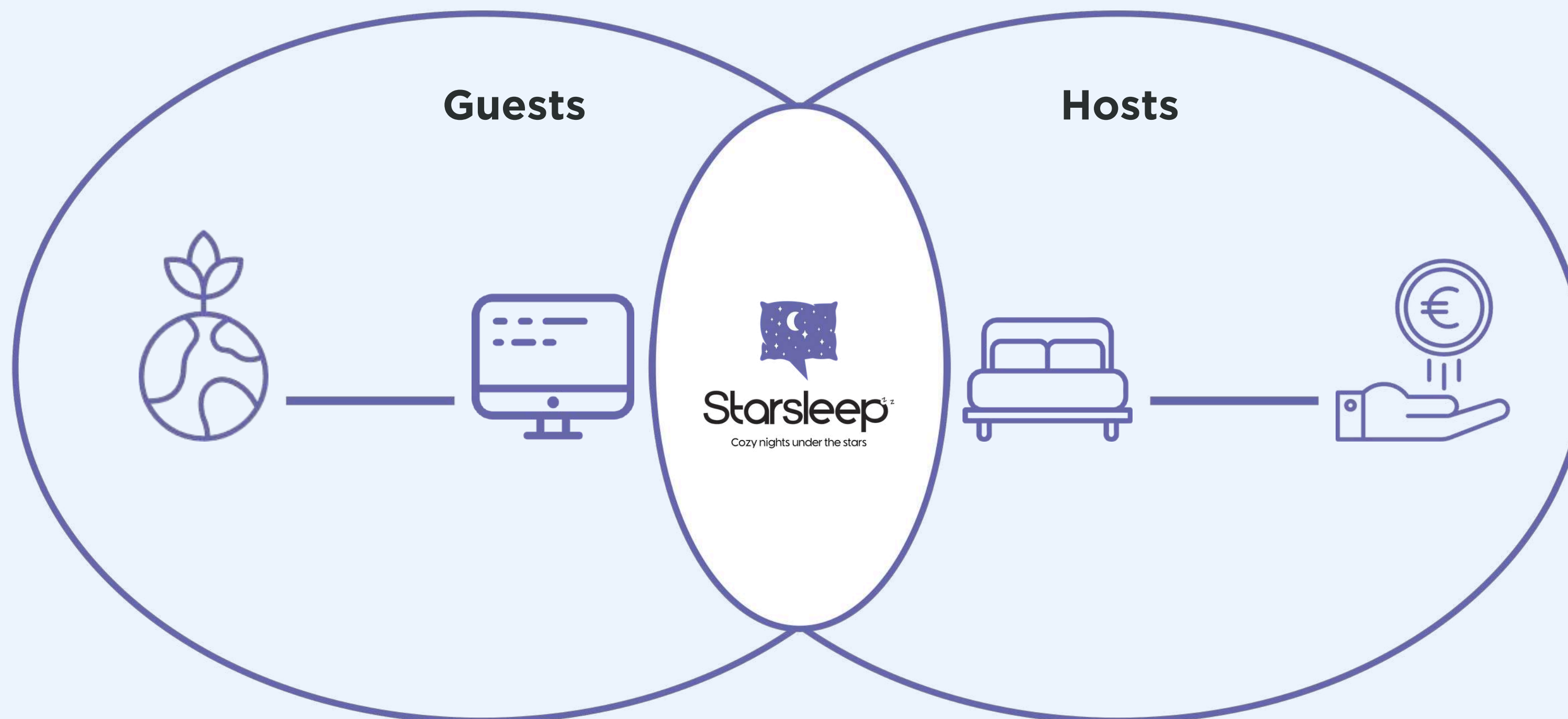


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# What is Starsleep?

**An Eco-Experience. An Opportunity. An Online Digital Platform.**



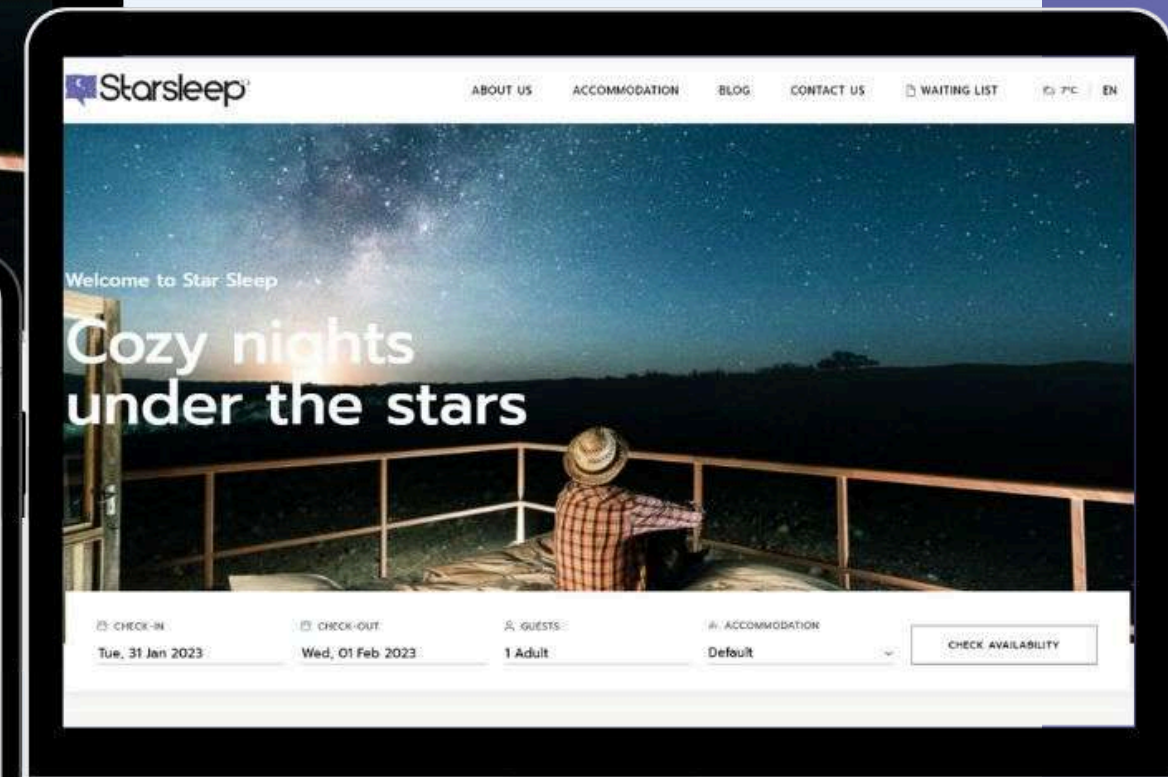
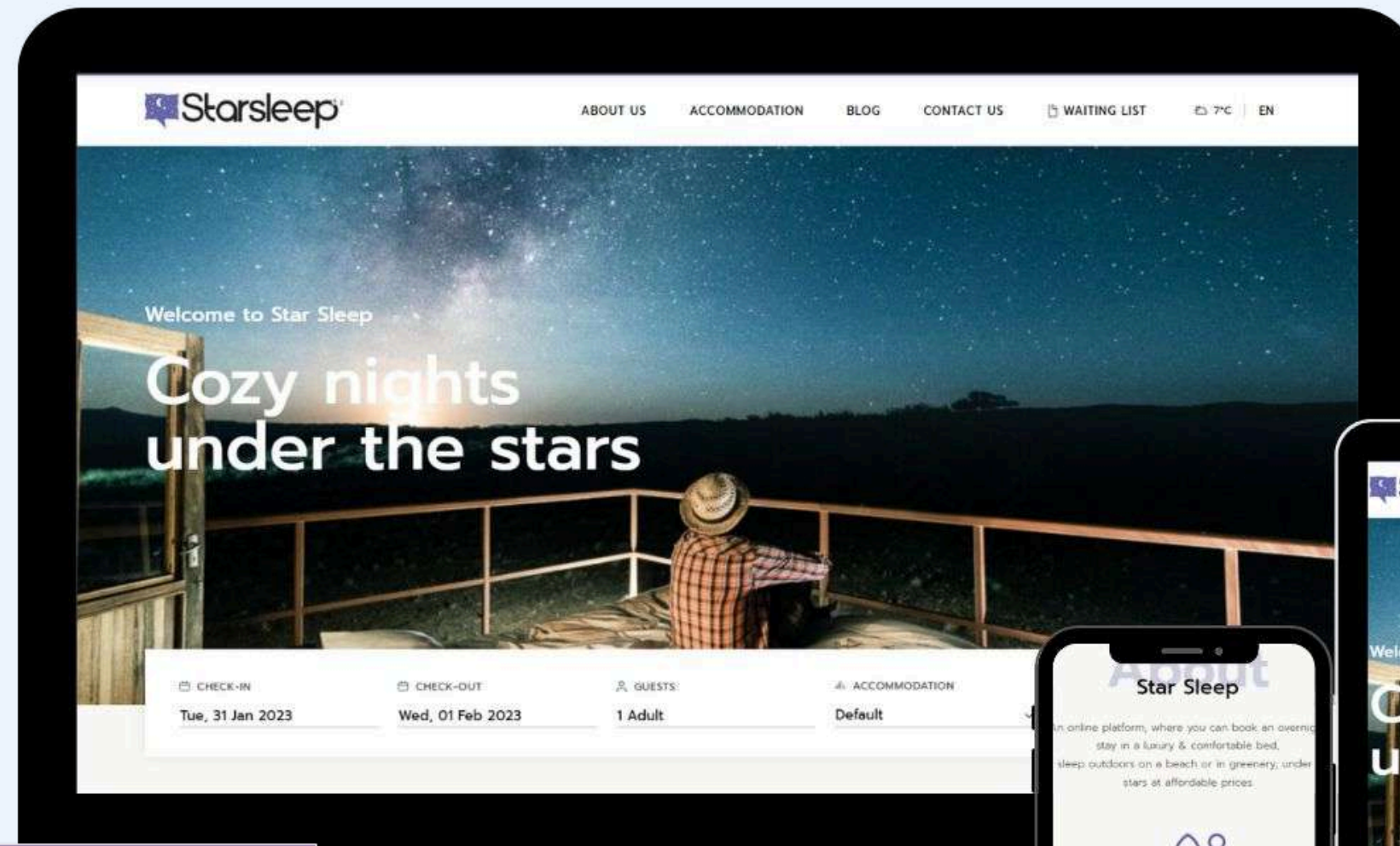


# Our Online Platform

[www.starsleep.gr](http://www.starsleep.gr)



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Booking Engine  
with Payment  
System



# Target Group



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## GUESTS:

**A**

- Couples
- Medium to high end tourists
- Conscious Travelers
- Nature Lovers
- Adventure Seekers
- Eco-Travelers

## HOSTS:

**B**

- Private Landowners
- Hoteliers
- Wine yards



# Who can be a host?

- **Private Land Owners (fields, yards, terrasses)**
- **Wineries**
- **Hotels with "Green" Permisses**

## 2 Types of Hosts

### A) Star Host

- We provide everything
- Hosts purchase the kit
- We install it

### B) Do It Yourself Host

- Hosts buy their own equipment
- Based on their budget
- According to Star Standards



# Starsleep Concepts



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**FEEL MINIMAL**

**2,800€**



**ENJOY HARMONY**

**3,800€**



**PREMIUM STAR**

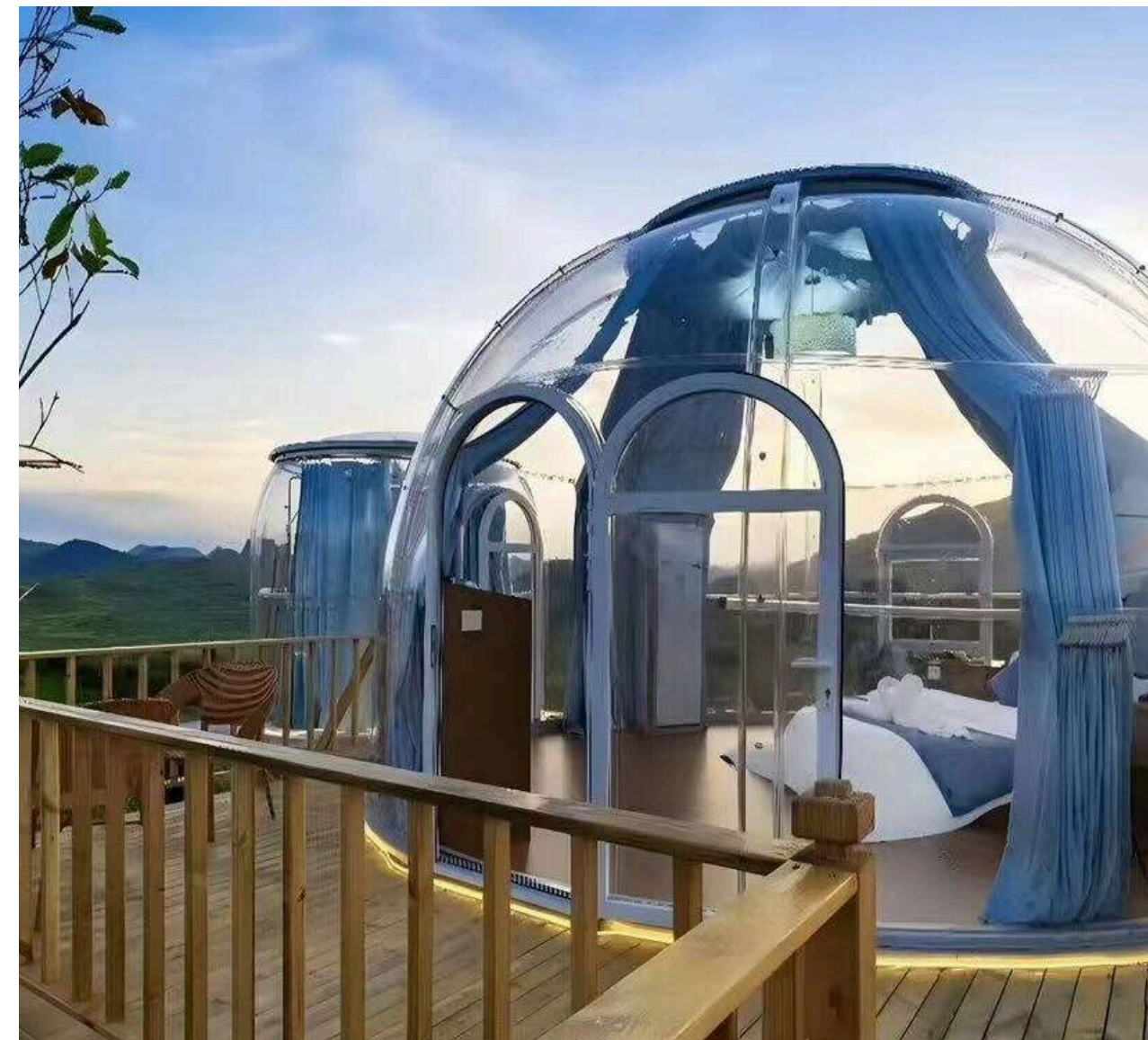
**5,800€**



# New Concepts for Hotels



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# What's included?

## Our Starsleep Kit

### HOSTS



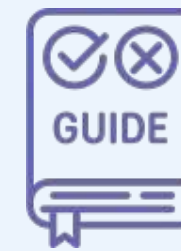
Portable



DIY Kit (4pcs)



Waterproof



Regulated

### GUESTS



Getatable



First Aid Box



Insect repellent



WC kit



Bed keeping



Security



Mosquito net



Water tap





# Growth Channels

## Generate Demand as **Activity | Experience**



15% Commission  
to **Hotels**



15-25% Commission  
to **Travel Agencies**



**Starsleep.gr &  
Platforms**

## Build up Supply



**Own Land**  
Own Beds



**Partnerships with  
Hosts**

- Landowners
- Vineyards
- Hotels



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# Revenue Streams



**A. Platform**



**B. Kit-sales**





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# A. Revenues from the Platform



**Bookings from  
owned beds**

**Guests 120-160€ p/n**



**Affiliates 15%**

Commissions on other Outdoor  
Activities ex. stargazing , hiking, etc



**Commissions 15%  
from Hosts**

- Private Landowners Hotels
- Ecotourism Operators
- Travel Agencies



**Subscription Fee  
for Do It Yourself  
Owners**





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# B. Revenues from Starsleep Concepts Sales



## Kit Sales

**55% Profit Margin**

1. Private Landowners
2. Hotels
3. Ecotourism Operators



# How we stand out



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	Guest Benefits	Host Benefits		
	Private outdoor luxury bed	Do-It-Yourself Kits	Opportunity for additional income	Low investment for hosts
Star Sleep	☑	☑	☑	☑
Glamping	✗	☑	✗	✗
AirBnB   Hotels	✗	✗	☑	✗
Campsaround	✗	✗	☑	☑
Outdoor Activities	✗	☑	✗	✗



# SUSTAINABLE DEVELOPMENT GOALS



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**3** GOOD HEALTH AND WELL-BEING

Icon for Goal 3: Good Health and Well-being, showing a heartbeat line and a heart.

**8** DECENT WORK AND ECONOMIC GROWTH

Icon for Goal 8: Decent Work and Economic Growth, showing a bar chart with an upward arrow.

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

Icon for Goal 9: Industry, Innovation and Infrastructure, showing three stacked cubes.

**11** SUSTAINABLE CITIES AND COMMUNITIES

Icon for Goal 11: Sustainable Cities and Communities, showing buildings.

**15** LIFE ON LAND

Icon for Goal 15: Life on Land, showing a tree and birds.

**17** PARTNERSHIPS FOR THE GOALS

Icon for Goal 17: Partnerships for the Goals, showing four interlocking circles.





**ERI  
PAVLAKI**  
*CEO*



**ANNA MARIA  
ALOGDIANAKI**  
*Marketing*



**NIKOS  
MATSANKOS**  
*ICT & UI/UX Designer*



**SOFIA  
DIALIATSI**  
*Web Designer*



**AGGELIKI  
SAVVIDOU**  
*Finance & Business Consultant*



**EVDOXIA  
ZOUMPOULIDOU**  
*Operations Manager*



**LIA  
FARMAKI**  
*Legal Counselor*



**MARIYA  
KYOSEVA**  
*Full Stack Developer*



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# Our Advisors



**LEA  
FILIPPOPOULOU**

*Business Mentor  
THEA Incubator*



**NATALIA  
DELIGIORGI**

*Personal & Teams Coach  
THEA Incubator*



**KIRKI  
SCHIZA**

*Customer Experience Specialist  
Munich Re HealthTech, THEA Inc.*



**SISSY  
LIGNOU**

*CEO  
AFEA*



**EMMA  
GAVALA**

*Glamping & Alternative  
Tourism Expert*



**ELSA  
EXARCHOU**

*CEO  
Branding Greece*



**STELIOS  
CHRISTAKIS**

*CEO/CO-Founder  
Tourmie*



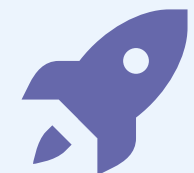


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# Our traction so far

2023  
**February**

1



**1st Pilot Phase**  
May



**EBAN Brussels**  
September

2

3



**WTM London**  
November



**Web Summit Lisbon Exhibitors**  
November

4

5



**Elevate Greece**  
May 24



**MVP 2**  
May 24

6

2024  
**September**

# Proud for our path so far!



**22 Destinations**



**12 Hosts**



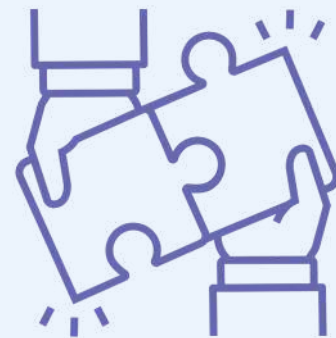
**2 Hotels**



**4 Tour Operators**



**2 Owned Beds**



**1.213 Leads**



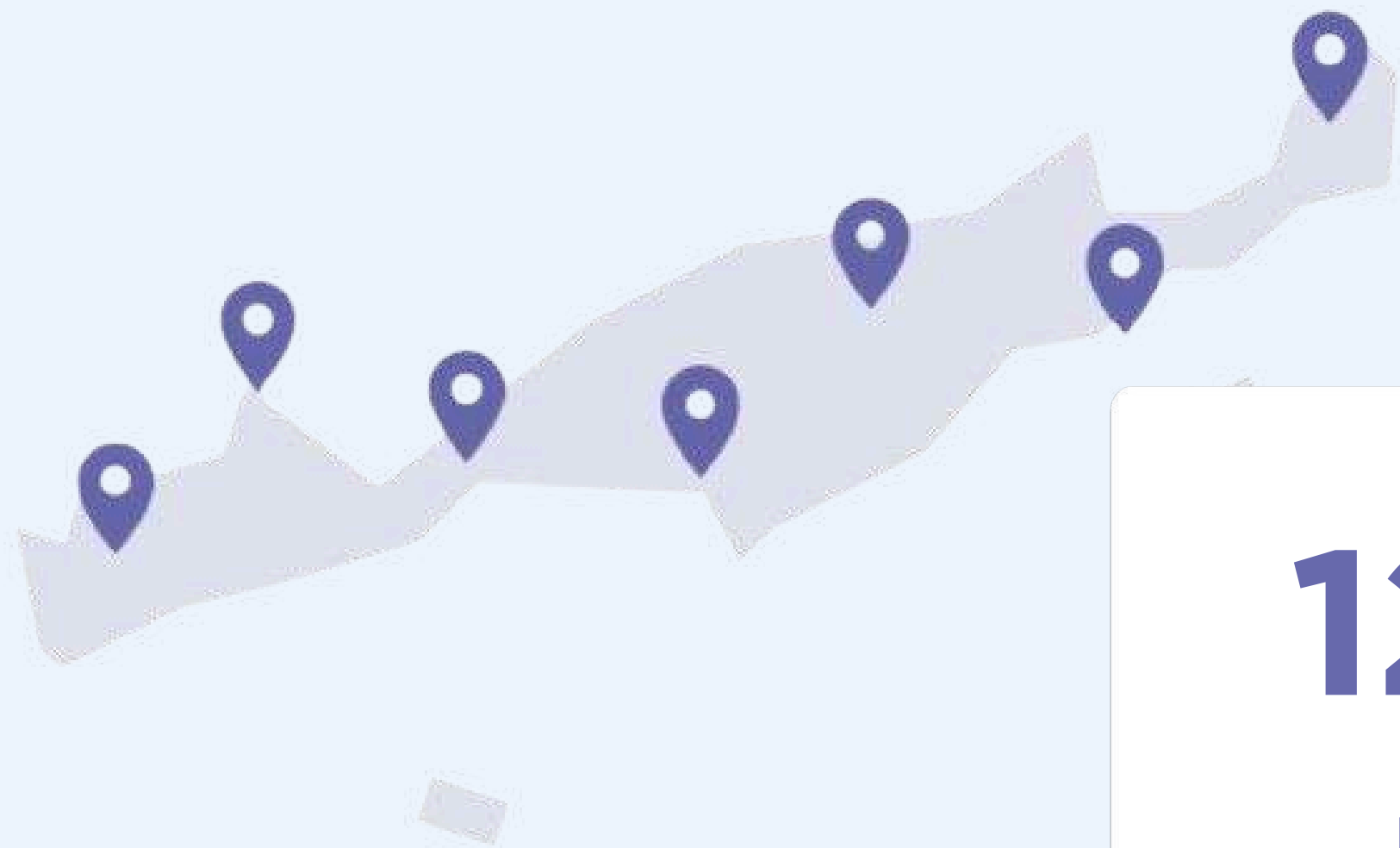
**6**

**completed/running  
Star Sleep Concepts**



# Proud for our path so far!

22 Locations & Generated Leads



1213+  
Leads



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# 15 Partners & LOI



## Hotels



## Tour Operators/ Travel Ag.



## Startups



## More



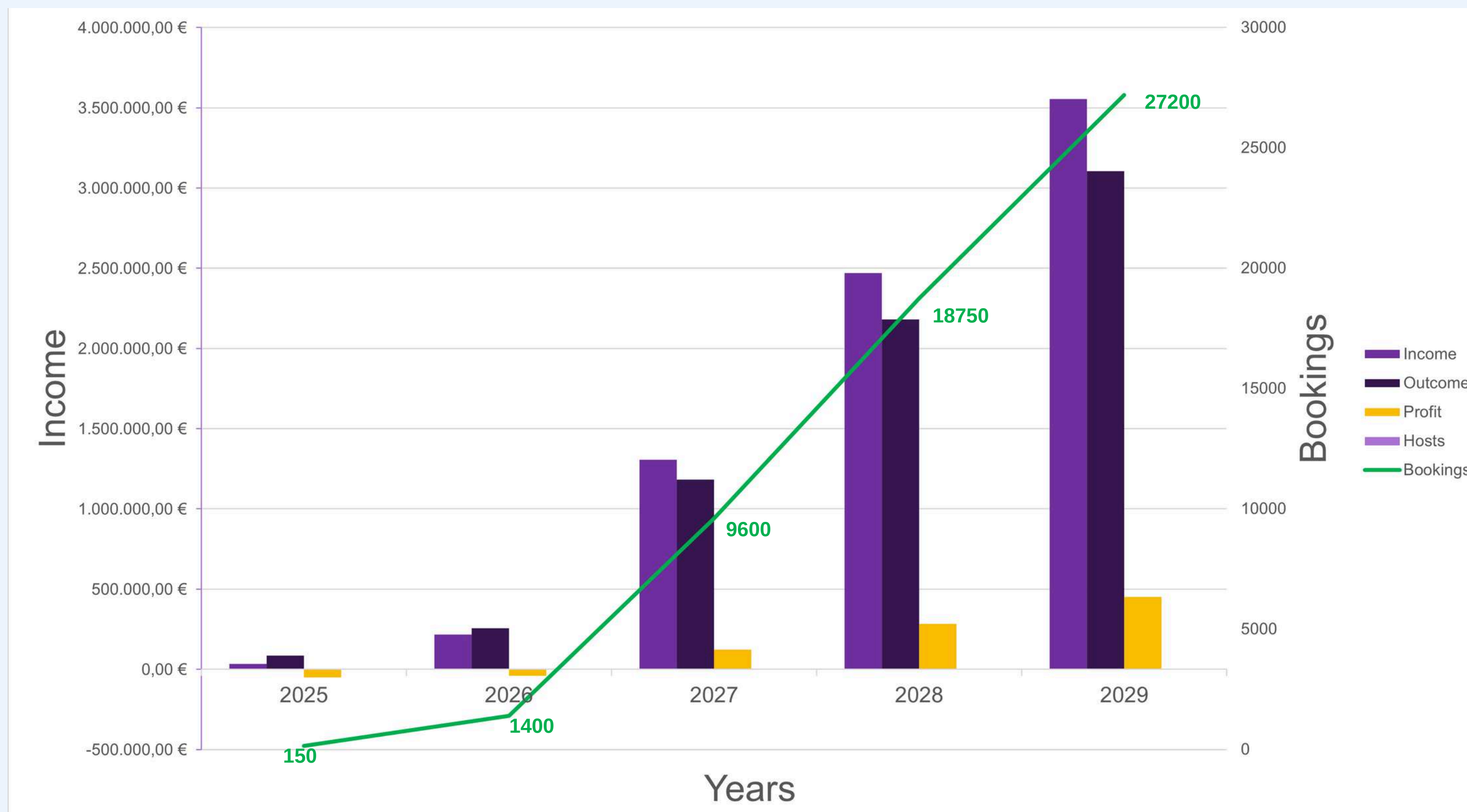




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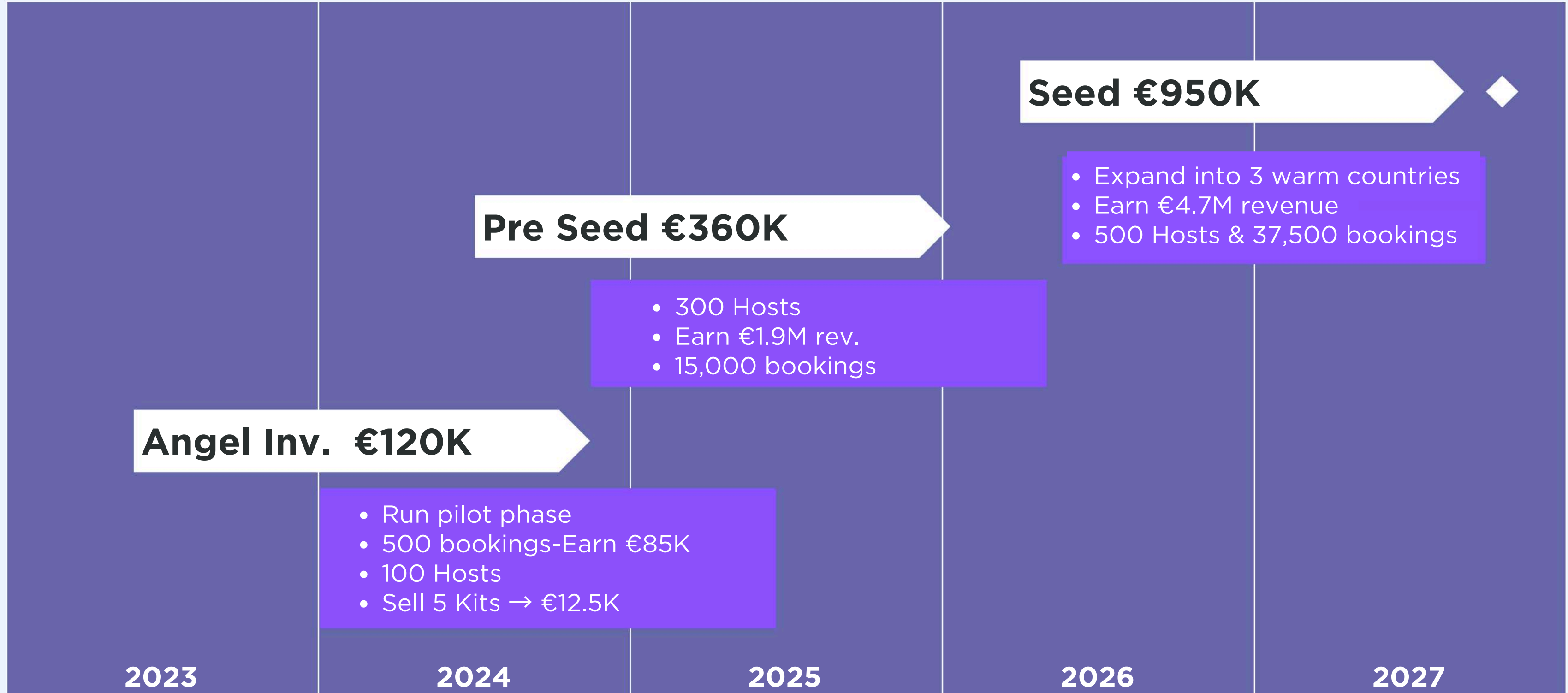
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# Financial Projections



# Expand to 3+ countries

## Short Term Goals







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# Thank you!

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