executive summary

gravtrav is an internet based travel service that enables customers to seamlessly book a livery service in conjunction with, and at the same time as their flight. Livery services include taxis, black cars, and limos. Our solution provides application programming interfaces (API) that integrate into existing travel services, including: online booking agencies, travel agencies, corporate travel and livery services. gravtrav dynamically updates bookings if any exceptions happen and if a customer makes a change to their flight, their itinerary automatically updates. gravtrav also updates travel itinerary based on delays that airlines may experience and adjusts the customer pick-up time accordingly. The customer also saves time because they do not need to input personal and credit card information a multiple times.

Currently, a customer must book their flight and car service separately. Separate booking occurs either over the phone or via the internet. The customer must restate their flight and personal information to make a reservation. If there are any airline delays the customer is not informed, and has to spend extra time in the terminal waiting for their flight. There is no automated solution that provides an integrated door-to-door service. gravtrav offers convenience to the customer, which is not available with any other automated solution today. In many cases, using a livery service costs less than driving and parking at an airport, and in all cases, it is more convenient. The ease of use will increase the amount of car bookings and revenue for all parties involved.

gravtrav consists of two main components, an independent car booking site and an integrated booking platform (API). Initially gravtrav will only be an independent site, but once a large base of reliable car companies is established, it will market the integrated module to booking agencies. The system integrates all points of travel, but takes a hands-off approach. gravtrav provides the customer with the carrier information. If there are any problems with their service, customers can contact the livery service directly. A feedback system is also available for the customer to rate and share their experience with their service.

gravtrav does not charge the customers a premium, but will take a 10% (estimated) cut from the livery service for each trip. The referring agency and gravtrav will divide these commissions. Online travel bookings in North America are steadily growing. The number of customers in this market is 400 million. Of this, 106 million people already use a car service to travel to and from the airport. Based on numbers acquired from surveyed customers, market penetration for this product is .1%. Considering the size of the travel industry and the 10.5% projected growth of internet bookings this year, the integration of the API module will produce a substantial profit for gravtrav and its affiliates.