



Business Investment Proposal

-Who is VIP’s Access: A luxury concierge service geared toward a discerning clientele, often assisting with private jet charters, VIP tickets or luxury packages to world’s famous sporting events. Further, VIP’s Access offers a collection of over 100,000 luxury hotels around the globe, powered by Priceline.com whose Gross sales were \$55 Billion in 2015. This broad range of services allows VIP’s Access to attract not only luxury travelers, rather, an elite clientele from corporate, celebrities to Middle East royalties. What distinguish VIP’s Access from any other luxury brands is our capabilities to not only sell one service, rather several to the same client. In fact, a client approaching us for VIP tickets to an event such as the Super Bowl or the Masters would also request luxury hotel accommodations and a private jet charter at time. Our expertise range from planning delicate travel arrangement tailored to individual clients’ taste, to acquiring private luxury Skybox Suites to some of the biggest sporting events around the world. VIP’s Access dedicated agents understand the nature of handling high profile clients’ demand requiring the highest discretion and privacy.

VIP’s Access Objective: VIP’s Access aimed at raising \$2 Million first stage investment for a stake of the company. This investment will serve for marketing and staffing purposes to further position VIP’s Access as a leading VIP travel brand. Once funded, VIP’s Access goal is to acquire a 1% minimal market share of major OTAs within the next first 3 years.

-VIP’s Access Competitiveness: Although maintaining relevancy in the ever changing competitive business environment nowadays represent major challenges with Corporate America domination in most sectors, the internet however has to some extent level the playing field. Whether it’s a multinational with unlimited resources or a small firm relying on its creativity, we are all aiming for a large foot print on the internet which translates into potential clients. VIP’s Access online strength allows us to attract clients from across the globe, primarily while searching on Google either for; a VIP hotel accommodation, VIP tickets or luxury packages to attend major sporting events all over the world. Search terms such as; -VIP tickets to the Masters -US Open -Monaco F1 or -Luxury hotel to the Super Bowl -Kentucky Derby -NBA All Star or -Luxury Skybox Suite to the UEFA Champions Final -Abu Dhabi F1 -Super Bowl or when searching for: -VIP hotel in New York -Dubai -Las Vegas -Tokyo -Los Angeles –Maldives among others. These search terms would illustrate VIP’s Access prominent presence among top listing on Google’s first pages. This achievement is not a small feast to accomplish by any mean. Our next objective is entering the entertainment and professional sport travel sectors.

-Travel Industry Insight: This massive industry with a stunning revenue power of \$1.4 trillion per year globally, was revolutionized with the introduction of the internet in the late 1990s. Two organizations are consolidating their online dominance with multibillion dollar acquisitions of competitors remotely threatening their interests. The “Priceline Group” followed by “Expedia Inc.” are in a fierce quest to be the undisputed king of online travel services, while several newcomers are entering this lucrative industry including; Google, Bing and many others. A glance at both Priceline and Expedia quarterly earnings could better illustrated how profitable this industry is with the charts below.

Priceline Group Versus Expedia Inc. 2015 –First Quarter Metrics –Source: Skift.com

	Priceline Group	% Growth	Expedia Inc.	% Growth
Room Nights	104.6M	25.40%	47.6M	32.00%
Gross Bookings	\$13.8B	12%	\$14.98B	19%
Revenue	\$1.84B	12.1%	\$1.37B	14%
Net Income	\$333M	1%	\$32.56M	N/A*



VIP Concierge Service



Priceline Group Versus Expedia Inc. 2015 –Last Quarter Metrics –Source: Skift.com

	EXPEDIA INC.	% CHANGE	PRICELINE GROUP	% CHANGE
Room Nights	52.8M	39%	99.1M	26.6%
Revenue	\$1.7B	29%	\$2B	8.7%
Gross Bookings	\$14.9B	40%	\$12B	13%
Adjusted EBITDA	\$280M	12%	\$790M	11%

Based on the fourth quarter earnings above, booking cost per night averages as follow:

-Expedia Inc: \$282.19/night with an average of \$32.19 around 12% commission/booking

-Priceline Group: \$121.08/night with an average of \$20.18 around 17% commission/booking

These figures illustrate which niche either company is stronger with Priceline dominating the lower scale market, however, earning a larger commission percentage as oppose to Expedia which earns a lesser commission percentage per booking while outperforming in the more luxury hotel market.

-Market Leaders: The magnitude of the Priceline Group’s dominance in the global travel industry with a gross sale of \$55 Billion in 2015 and an operating profit increased from \$1.4 billion in 2011 to \$3.26 billion in 2015, illustrates how online travel agencies have disturbed the traditional structure, while doubling its profit in merely 4 years. Priceline Group portfolio of companies includes; Booking.com, Agoda.com, Kayak.com and Priceline.com. While Expedia companies include; Expedia.com, Hotels.com, Venere.com, Hotwire.com, Travelocity.com, Orbitz.com, HomeAway.com and Wotif.com. The irony of this monopoly speaks volume; -First, a potential client unbeknown to their knowledge could get trapped into purchasing from one of their substitutes, whether he/she could hate the parent company due to prior experiences. -Second, competition against either company from newcomers is an uphill challenge of an epic proportion, requiring a well funded war chest to say the least.

To further illustrate how big the travel industry really is, one should consider there are actually several thousand of smaller travel companies both in the United States and around the world, generating anywhere between \$10 Million to \$500 Million per year that most of are not aware of. Although Priceline and Expedia have presence in other countries, with sites tailored to each individual market and language, the local population primarily prefers dealing with their own online travel providers. This is truly the case in several countries around the world, whether it’s in; China, Japan, Brazil, UK, Mexico, Russia, Germany, etc, American companies are not the dominant force in those markets. This is more a theory of not feeling exploited by foreign businesses, rather, supporting national companies to strive. The same scenario is true in the United States with minorities whenever possible, doing business with their own ethnicity first, the Hispanic businesses particularly make this a profitable strategy. With the economic gap between “White and Non White” ever expanding, rejection of Corporate America is a real fact, an opportunity for ethnicity driven self-reliance companies to target their own base with well conceived advertisement campaigns.

VIP's Access

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VIP's Access, a Black owned company, future marketing campaigns will target the African Americans clientele in particular, largely residing and traveling to major metropolitans, which would offer a lesser marketing cost. Emphasis in charitable events and donations to prominent black associations benefiting; -Minority empowerment programs, - Small business funding, would set a clear contradiction to major competitors such as Priceline and Expedia, who mainly care for their stockholders profitability. Furthermore, VIP's Access plans to aggressively pursue entertainers and professional athletes travel arrangements. Thousands of wealthy minorities in those industries often have exorbitant travel cost, topping \$1 Million at times whether for a family vacation, filming on location or concert tour. While most artists and athletes enjoy the convenience provided by their record labels or sport agencies while arranging their travel needs, artists and athletes don't realize that those firms earn lucrative commissions, often they are not privy to discounts whether when chartering private jets or booking VIP hotels. For instance, a prominent Sport agency or a major record label with hundreds of elite clients, earns in excess of \$50 Million per year on commissions, simply for handling their clients' travel arrangements. To accomplish this goal, VIP's Access would need to hire well connected travel agents and top consultants familiar with this elite clientele and luxury travel arrangements.

Private Jet Charters: VIP's Access private jet charter brokerage service offers an additional mean of attracting VIP clients, particularly during major sporting events. The advantage of acting as a broker firm is the fact that VIP's Access does not have to assume the high cost of owning and maintaining an aircraft, rather, utilizes a vast network comprised of jet operators around the world. It's worth noting that a considerable amount of minorities often charter private jets, especially entertainers, athletes and celebrities. For instance an African American athlete recently spent nearly \$500,000 on a family vacation to the Caribbean, over half of that cost went to the charter jet alone. VIP's Access intends to become a major player in this field within the next couple of years while we're continually straitening our brand. Furthermore, we intend to assist minority private jet owners to monetize their aircraft while not in use as some jet owners generate enough revenue chartering their private jets to cover the acquisition cost in the first place.

Sporting Events Luxury Suite and VIP Tickets: VIP's Access is one of the main sites for clients seeking private suites and VIP tickets to some of the most famous events around the globe. Two events in particular deserve special mention; -The Super Bowl and -The UEFA Champions League Final (European Soccer championship). While the Super Bowl often attracts Corporate America in the United States, the UEFA championship on the other hand attracts VIP clients around the world from corporate, celebrities to Middle Eastern royalties inquiring for private suites every year. It has been our experience that between the two events, the UEFA Final represents a much profitable event to pursue further, while offering an easier purchasing process in acquiring VIP hospitality tickets and luxury suites, compare to the NFL highly regulated process. Although soccer is not particularly popular in the U.S. it's nevertheless a worldwide sport, attracting a large pool of an elite clientele during the championship final in Europe, with most clients usually requesting in-stadium VIP hospitality packages or luxury skybox suites while emphasizing cost is no object.

As minorities buying power and population continuously increases, entrepreneurs catering to this base are better positioning themselves and making a smart decision. Though VIP's Access marketing campaigns would be designed to appeal to the luxury traveler audience by large, an underneath efforts reaching out to affluent African American and Latino clients would be a part of an overall marketing strategy. Should VIP's Access acquire 1% of Priceline's revenue based on its 2015 earnings of \$3.26 billion, assuming this portion represent minorities consumers, this would equal \$32.6 Million earnings per year. Achieving 5% of Priceline's earnings when well founded and fully staffed, would amount to \$153 Million per year, figures not so far fetch of in achieving with the right partners and spokesperson onboard. It's worth underlining that Priceline owes its popularity in large for their advertisement campaigns, featuring the actor; William Shatner, personally earning nearly \$600 Million in stocks in a 10 years stretch period as pitchman. The web is a great equalizer and often it's merely a question of narrative being told, not the size of a company to necessarily determine its success. VIP's Access can get a client to the same VIP hotel as any competitor online can, usually at the same cost, slowly but surely we plan to mark our presence and fight for our share of the market.

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