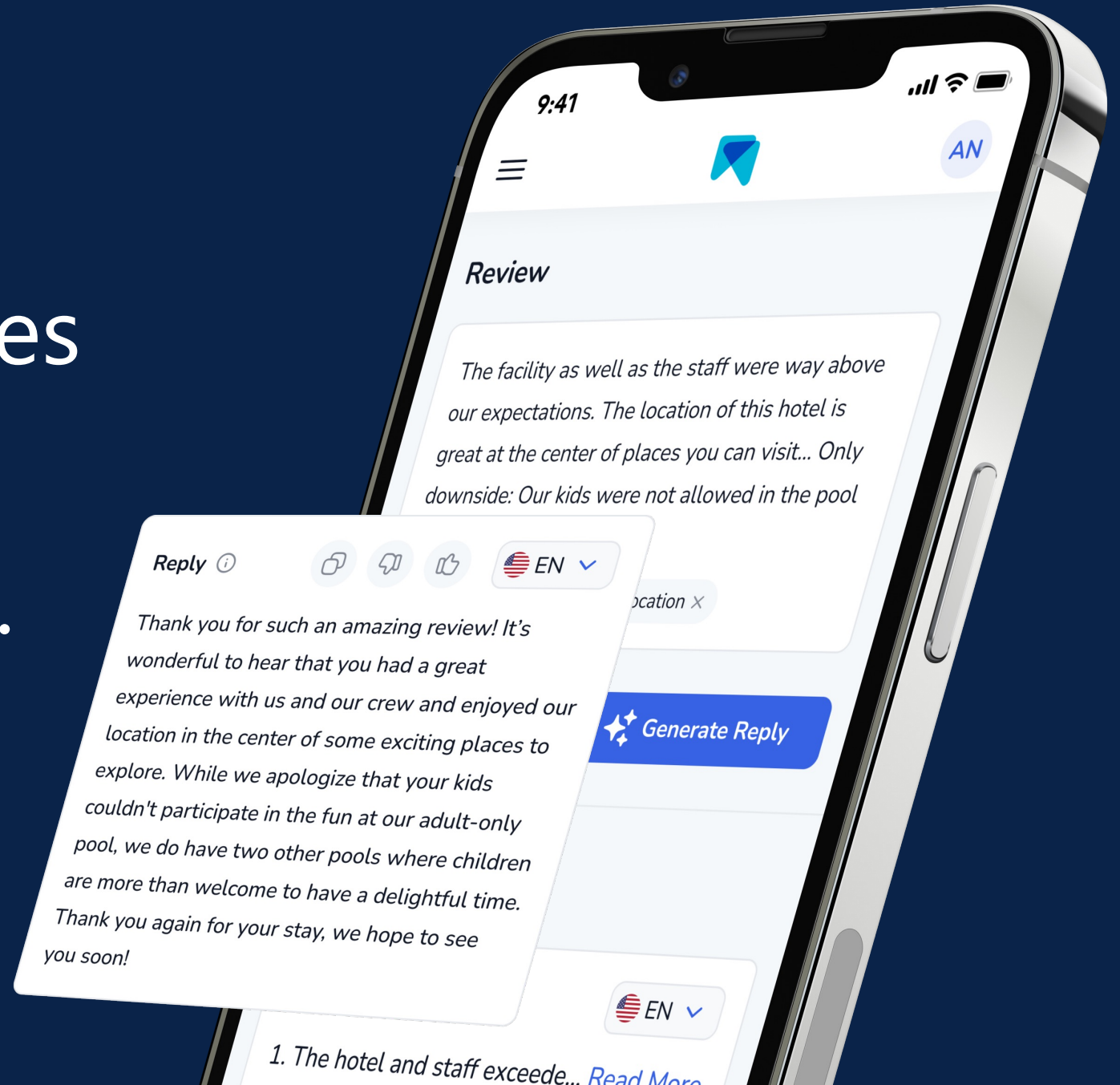




Personalized replies
to any customer
review **in seconds.**



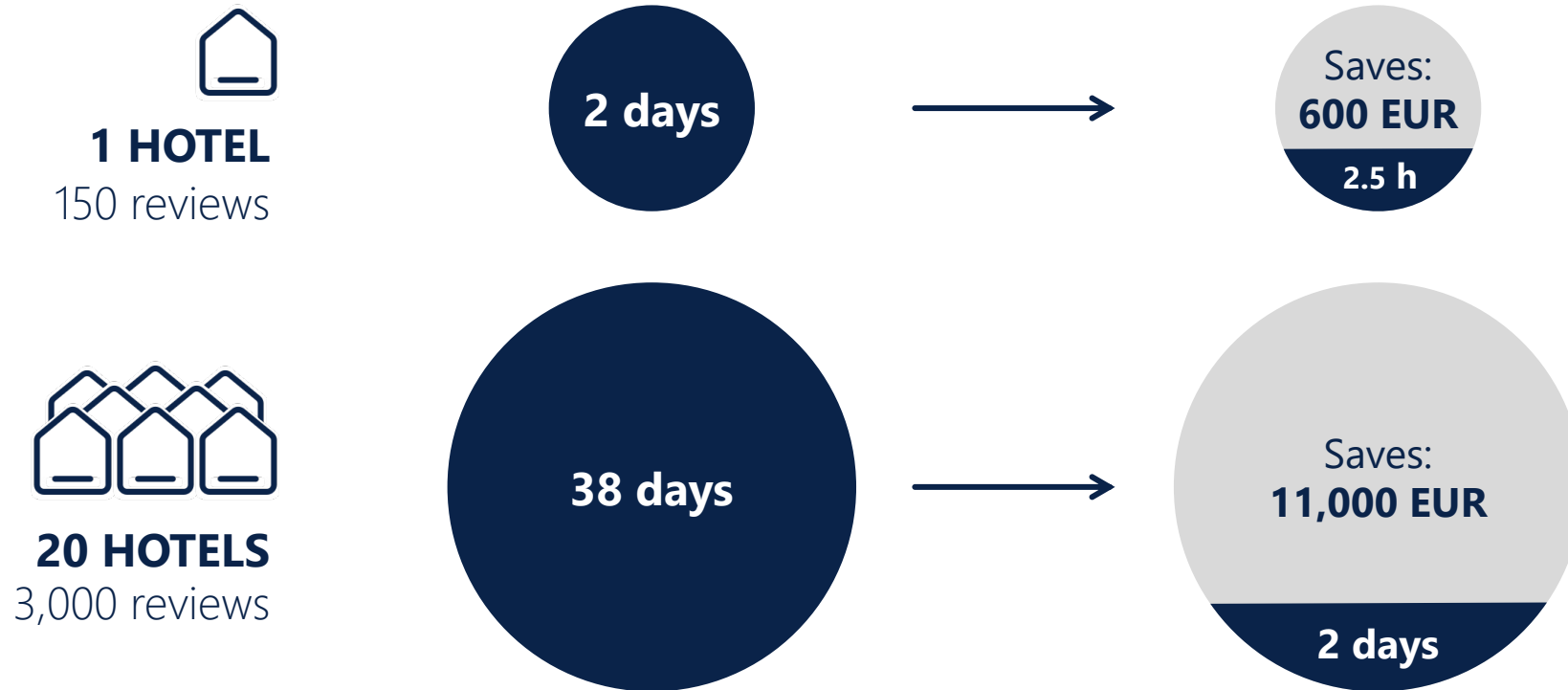
Hotels alone spend

1.5 Mio EUR per day

only to have humans answer guest reviews.

(That's 0.55 bn per year - and this is only where we start...)

MARA saves up to 90% of labor monthly.



How?
See next slide.

Review replies with the click of a button.

Click.
That's it.



Generate reply

The screenshot displays a web interface for managing reviews. On the left, a 'Review' section shows a property 'Nyx Hotel Mannheim' and a customer review. The review text reads: 'The facility as well as the staff were way above our expectations. The location of this hotel is strategically located at the center of places you can visit... and if not, public transportation was a few steps away. The only downside: We wanted to visit the pool with our kids, but we were not allowed to as kids aren't welcome there - which was a bummer.' On the right, a 'Reply' section shows a generated response in English. The reply text is: 'Thank you for your very positive review of our hotel! We are delighted to hear you enjoyed the facility and staff and appreciate you noting the location's convenience. We understand your disappointment regarding the access to the adult-only pool, however it is only one of three pools available at our hotel. At any other pool, children are more than welcome. We strive to create a relaxing and enjoyable atmosphere for all of our guests, no matter their age. We look forward to welcoming you back in the future! Best regards, Johanna Miller, NYX Mannheim'. Below the reply, there is a 'Translation' section showing the same message in German: 'Vielen Dank für deine sehr positive Bewertung unseres Hotels! Es freut uns zu hören, dass dir die Einrichtung und das Personal gefallen haben, und wir wissen es zu schätzen, dass du die günstige Lage des Hotels hervorhebst.' The interface includes a 'Generate reply' button, a 'Reply Settings' dropdown, and a 'Feedback' button on the right side.

“

**MARA has given
me back my life.**

Patrick Rastädter, Resident Manager
Receiving 600 reviews per month

FLEMINGS
HOTELS

2h /day → **15min** /day

Yes, MARA works better than ChatGPT.

End customers

- ✓ pay for MARA
- ✗ ~~use ChatGPT for free~~

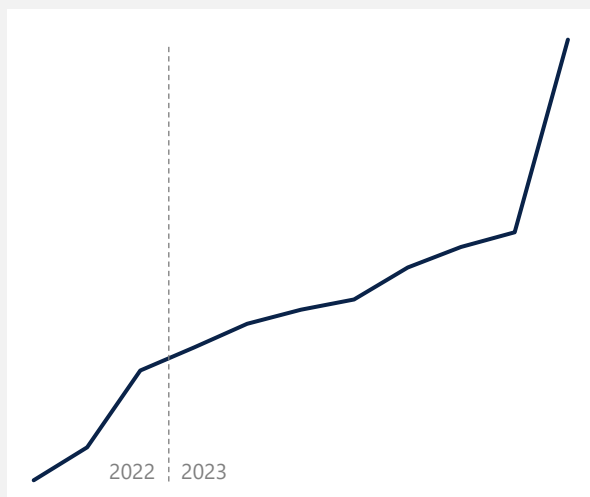
Review platforms

- ✓ integrate MARA
- ✗ ~~build something themselves~~

Why?
MUCH better
answer quality.

Strong first-year traction since MVP.

18k MRR
+ 20k legacy MRR
from former product



Oct Nov Dez Jan Feb Mar Apr May Jun Jul Aug

End customers

				... many more

Reseller (API integration)

Review Management Platforms
= Resellers to 10,000s of hotels (NDAs in place)

Huge sales potential in customer base.

TODAY
Volume-based pricing

EOY 2023
Property-based pricing



Edwardian Hotels

900 EUR/mon
5,000 reviews

2 x sales
→

2,040 EUR/mon
24 properties



DSR Hotel Holding

250 EUR/mon
1,100 reviews

7 x sales
→

1,785 EUR/mon
21 properties

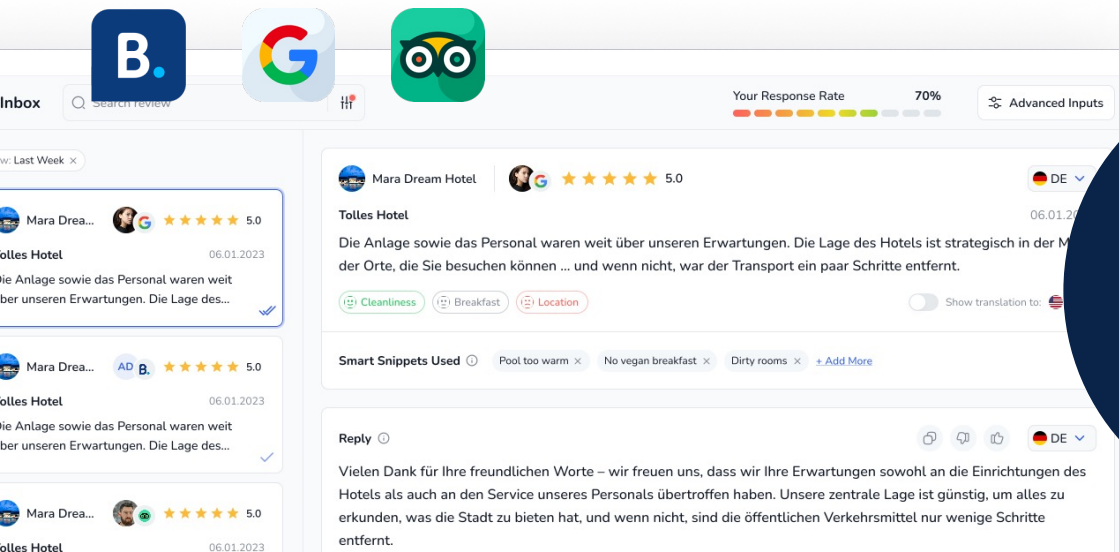
Launch of new product in November.

Smart Inbox

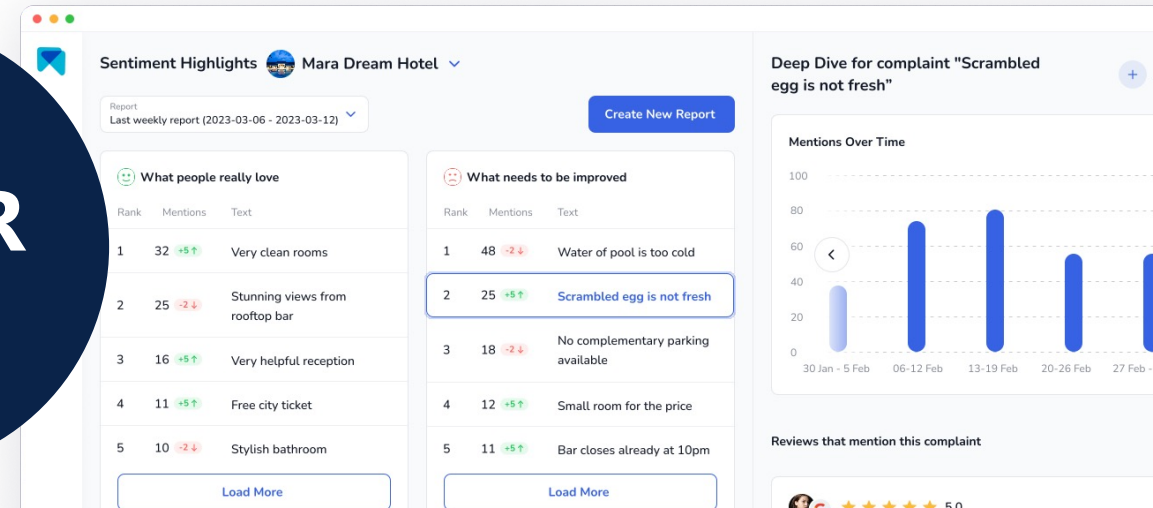
Being able to send AI replies from one central place.

5-Minute Insights

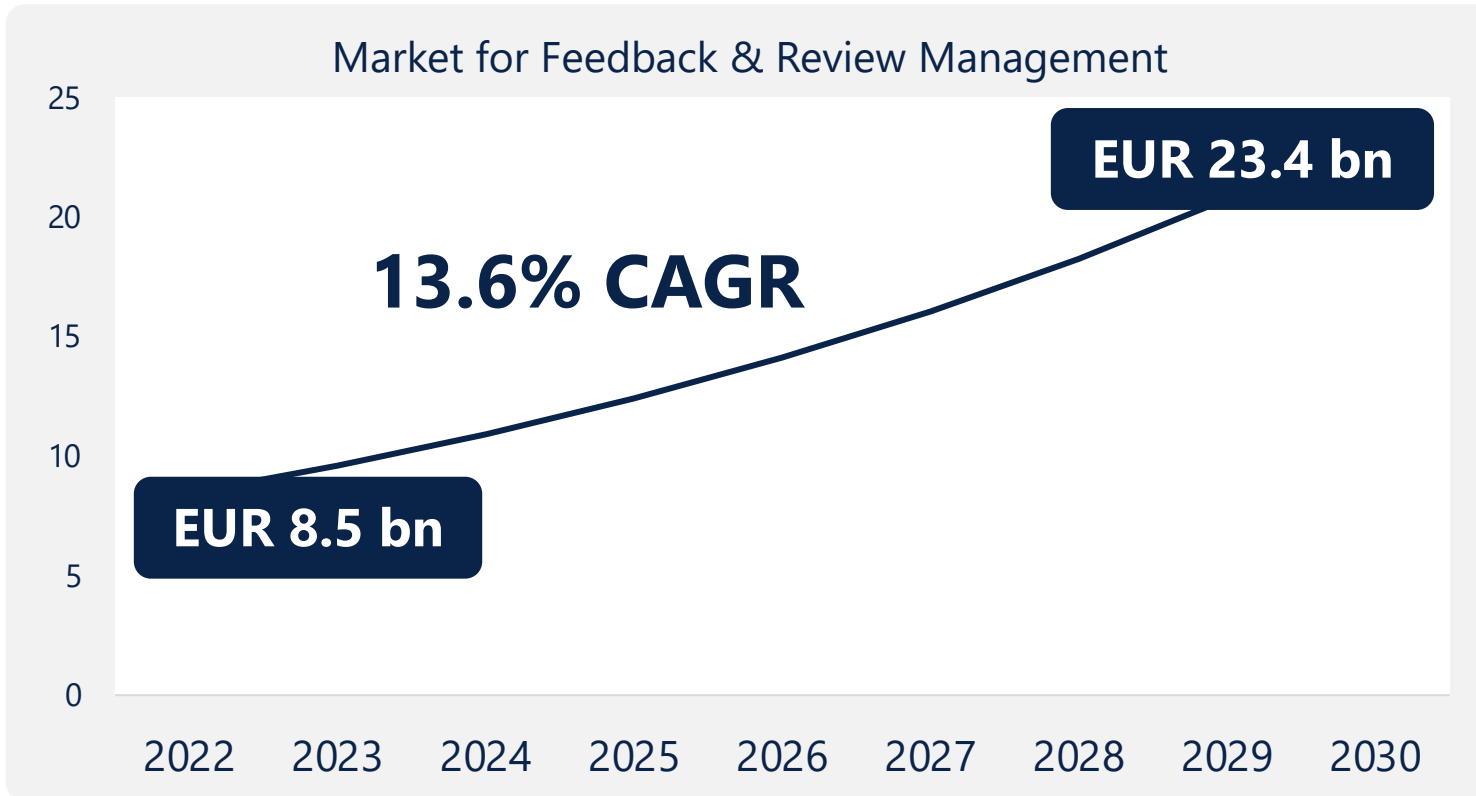
Understanding where to improve within 5 minutes.



Starting at
99 EUR
/month &
property



Market expected to triple within 7 years.



How to grow our share:

1. **Deepen in hotel industry**
(previous slide)
2. **Scale to other industries:**
Win industries like restaurants;
first customers with us already:



Germany



Berlin

Source: Verified Market Research®, Global Feedback And Reviews Management Software Market Size By Type(Cloud-Based, On-Premise), By Application(Large Enterprises and SMEs), By Geographic Scope And Forecast

What we need & what you get.

Bridge to profitability to raise funds on good terms in 2024.

- 250k convertible loan; 55k committed by all existing investors, ~200k open
 - Floor: 5m (last post-money)
 - Cap: 6.5m
 - Discount: 15%
- Money used to keep team as is, gain profitability before the next round mid-2024
- 84% of shares still with the three founders, equally distributed

Max is happy to talk to you.



m.lueders@mara.solutions

+49 174 343 10 37

calendly.com/mlueders/30min

Yes, MARA works better than ChatGPT.

Answers to reviews by



Answers to reviews by



Nicely formulated

Yes

Yes

Telling the truth

No

Yes

EXAMPLE



Adults-only pool! 😞

Why not send your kids to our game room or kids club?

MADE UP

At two of our three pools, children are more than welcome. 😊

TRUE

(There are more uniquenesses against other alternatives, but this is the most important)



Dr. Maximilian Lüders
Co-Founder Sales

With a Ph.D. in B2B Marketing & Sales and experience at Homburg & Partner, Max ensures the MARAs market positioning success through his market strategy expertise.



Dr. Tobias Roelen-Blasberg
Co-Founder Product

Holding a Ph.D. in automated review analysis and with his experience in data science and innovation at McKinsey and SAP, Tobi is the ideal product specialist.



Dr. Ingo Lange
Co-Founder Tech

With a Ph.D. in text analysis, experience at McKinsey, and a strong background in ML modeling, he is invaluable in creating a robust and scalable product for MARA.



Paula Weber
Head of Customer Success

