Unique Bi-Directional Distribution Platform / SaaS

“The bidding engine for distressed airline seats”

#BidAway®

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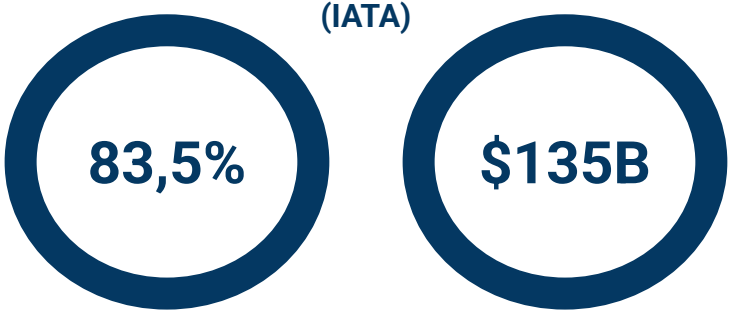
Problem

How to **monetize** and **decarbonize distressed airline inventory** aka unsold seats?

2024 Figures (IATA)



Passenger Load Factor

Unsold Seat Total Value

"This is the airline industry's biggest untapped asset."

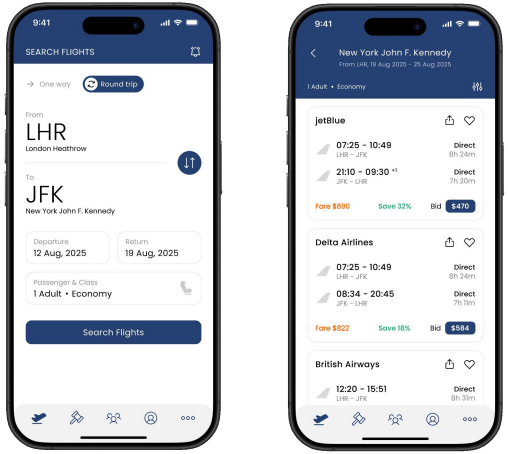
Unsold airline seats = **$135B in annual lost revenue**

Airlines **lack of dynamic, real-time AI tools** to monetize distressed inventory

Existing tools (GDS) are **obsolete, inefficient and inaccessible** to travelers

Solution

Automated cloud-based SaaS, with mobile and web-based applications, which matches passenger's air ticket bids with the airline's profit and performance targets.



Mobile and Web Application Mockups 2.0

Airline Control Panel Mockup

Dynamic mobile/web bidding 7 days before scheduled departure

Airlines set rules; Passengers submit offers; AI connects

Automatic yield optimization and commission capture

Market

There were more than **4,7 billion air travelers in 2024**. (Source: IATA)
According to the **ATA.ONE** global survey (n=1000)
9,8% of flexible leisure air travellers and **17,9% of flexible business air travellers**
would place a bid without a guarantee to win a seat on a scheduled flight.

TAM
lost revenue

SAM
routes with digital APIs

SOM
obtainable via early adopters

"Capturing just 3% of TAM = $4B revenue opportunity."

Why Now: Post-COVID, NDC surge, mobile-pivot, payment infrastructure in place

Value Propositions

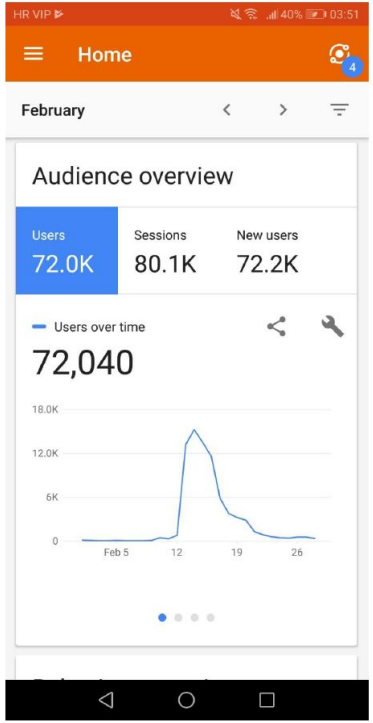
AIRLINES

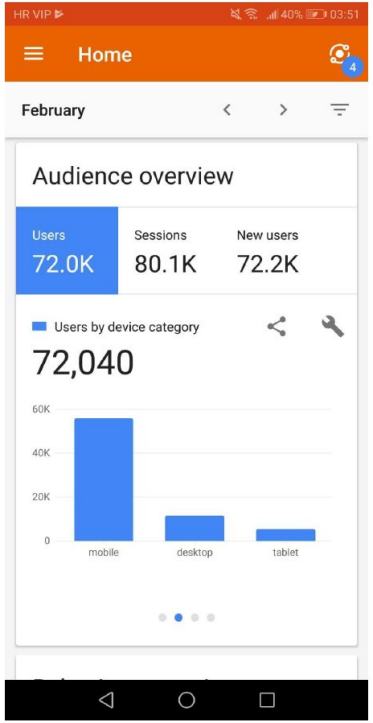
- fully automated unsold seat distribution and revenue platform / SaaS
- unlocking a new customer market
- unique decarbonization and ESG tool

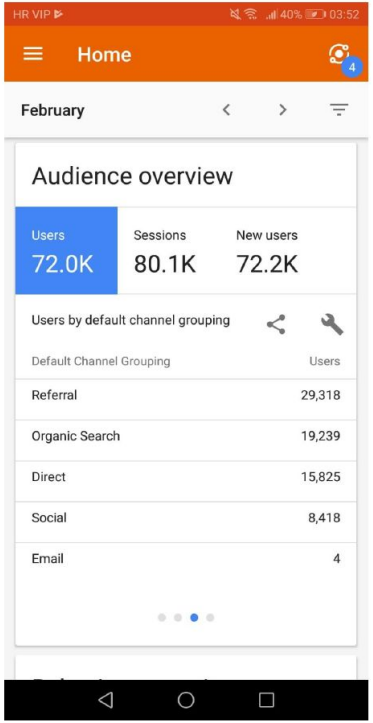
PASSENGERS

- access private fares with incredible discounts
- free iOS and Android clients to place a bid
- full control on placed bid

Historical Traction







POC Traction in a 7-day campaign held in 2018!

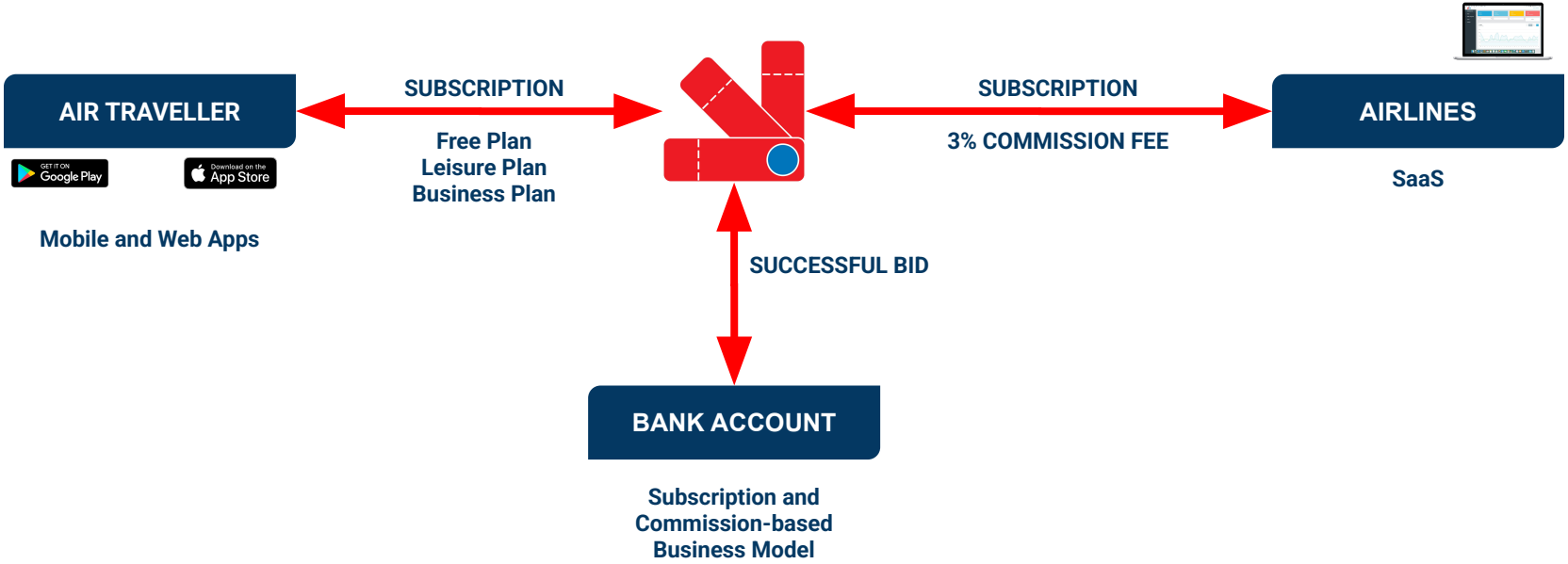
80,000+
WEBSITE VISITS

10,000+
APP DOWNLOAD

10,000+
REGISTERED USERS

In 2025 we count over 180k Facebook followers!

Business Model



Competitive Landscape

Feature / Capability		PLUSGRADE	Optiontown Enjoy unique options™
Mobile App (iOS/Android)	✅	❌	❌
Pre-Ticket Bidding (No PNR needed)	✅	❌	❌
Works Across All Cabin Classes	✅	Partial	Partial
Fully Automated Settlement	✅	❌	❌
Airline Sets Rules & Yield Targets	✅	Partial	Partial
Real-Time Bid Matching with AI	✅	❌	❌
Passenger-Side Offer Control	✅	❌	❌
API & NDC-Ready	✅	✅	✅

What makes ATA.ONE different?

ATA.ONE allows **bidding across all travel classes**.

ATA.ONE Outperforms Legacy Players on **Speed, Flexibility, and Control**.

Direct bidding on Mobile and Web Apps without need to have already booked tickets.

Go-To-Market

PRODUCT

FLIGHT BIDDING PLATFORM

MOBILE AND WEB CLIENTS

ACCESS PRIVATE FARES WITH INCREDIBLE DISCOUNTS

FULL CONTROL ON PLACED BIDS

MARKET

FLEXIBLE AIR TRAVELLERS

9,8% LEISURE AIR TRAVELLERS

17,9% BUSINESS AIR TRAVELLERS

CHANNELS

EMAIL MARKETING

PUBLIC RELATIONS

COMMUNITY BUILDING

SOCIAL NETWORKS

STRATEGY

EXCEPTIONAL PLATFORM CONTENT
ENGAGE SPECIFIC AIR
TRAVELLERS WITH DESTINATIONS
AIRLINE ALLIANCES PARTNERSHIPS
EXECUTE AND SCALE
A CONSISTENT MESSAGE
#BidAway ®

Featured In

TRAVEL+ LEISURE

Business Traveller

THE Sun

lonely planet

THE EDGE MARKETS
MAKE BETTER DECISIONS

FREE METRO

DailyMail.com

New app lets travellers get bargain airfares by bidding for empty seats on planes!

BUSINESS INSIDER

You can now book incredibly cheap flights with a new app that lets you bid on unsold airline seats!

Team

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Cyber Security and Compliance
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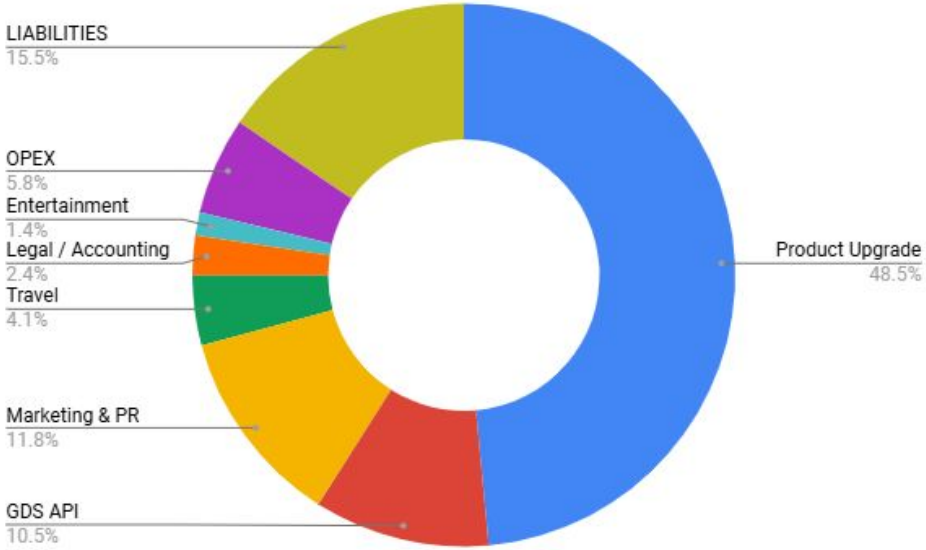
Mrs. Hassimah Abd Hamid
Airline Revenue Manager and Consultant
Linkedin

Mr. Jiří Marek
CEO Air Serbia and ATA.ONE Investor
Linkedin

120+ years of combined experience in airlines, IT, business development, sales and marketing!

Use of Funds

Product Upgrade	£246,170
GDS API	£53,000
Marketing & PR	£60,000
Travel	£21,000
Legal / Accounting	£12,000
Entertainment	£7,000
OPEX	£29,400
LIABILITIES	£78,516
Total	**£507,086**



Use of Funds Breakdown Pie

Financials

Year	Y1	Y2	Y3	Y4	Y5
Turnover	191,586,514	402,830,197	632,131,636	884,558,144	1,160,521,201
Revenue	45,239,703	92,394,144	142,130,625	194,736,503	250,372,538
COGS	3,957,553	7,902,984	12,049,115	16,409,590	20,998,930
Gross Margin	91.25%	91.45%	91.52%	91.57%	91.61%
Operating Profit	23,833,479	51,428,562	80,779,222	112,387,005	145,848,661

Key Metrics					
Airlines Subscriptions	10	15	20	25	30
PAX Subscriptions	565,046	1,158,343	1,781,822	2,437,532	3,127,659
Successful Bids	565,046	1,158,343	1,781,822	2,437,532	3,127,659

Assumptions					
CAGR	2.50%	2.55%	2.60%	2.65%	2.70%
Average Bid	£259	£268	£275	£283	£291

Roadmap

BUILD / DEVELOP — **SCALE & GROW** — **DOMINATE**

2015 — **2025** — **2028** — **2029**

- COMPANY FORMATION in 2015
- POC RELEASED in March 2018
- MVP RELEASED in August 2018
- 4 AIRLINES ONBOARDED
- BUSINESS MODEL VALIDATED
- PRE-SEED £65K, SEED A £450K

- SERVICE WERE OFFLINE in the period 2020-2025 due to COVID-19 outbreak and geopolitical shifts
- PRE-SERIES A £500K
- PRODUCT TECHNOLOGY UPGRADE
- RE-LAUNCH in 2025
- MOBILE AND WEB APPLICATIONS

- 20 AIRLINES ONBOARD
- WORLDWIDE RELAUNCH
- 565K PAX SUBSCRIPTIONS in Y1
- 20 AIRLINE SUBSCRIPTIONS in Y2
- SERIES-A £7M in 1Q2026
- SERIES-B £70M in 2027

- 30 AIRLINES by 2030
- 3M MAU by 2030
- INDUSTRY LEADER in monetization and decarbonization of distressed inventory
- $250M ARR by 2030

Deal & Exit

WHY INVEST? EXPERIENCED TEAM, FIRST MOVER, UNIQUE PRODUCT

THE DEAL SEEKING UP TO £500k @£3,6m PRE-MONEY VALUATION

PAST FUNDING £50k PRE-SEED - 2015, £450k SEED A - 2018

Shareholder Group	Ownership July 2025	2025 Pre-Series A £500k @£3,6M Pre-money	2026 Series A £7M @ £37M Pre-money	2027 Series B £70M @ £480M Pre-money
Founder	78.18%	68.65%	57.73%	49.48%
Co-founders	14.95%	13.13%	11.04%	9.46%
Team & Advisors	0.66%	0.58%	0.48%	0.42%
Seed Investors	6.22%	5.46%	4.59%	3.94%
New Investors (Pre-Series A)		12.19%	10.25%	8.79%
New investors (Series A)			15.91%	13.64%
New investors (Series B)				14.28%

EXIT 3 YEAR HORIZON, LEVERAGED BUYOUT OR TRADE SALE

Contact

Get in touch with ATA.ONE!

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Schedule a call - https://calendly.com/kresimir_budinski/15min