



PRE-SEED INVESTOR DECK

The travel app that turns discovery into an actual trip.

Enjway brings discovery, planning, budgets, group coordination, and trip-ready commerce into one iPhone-first flow.

Working iOS product

Group trip wedge

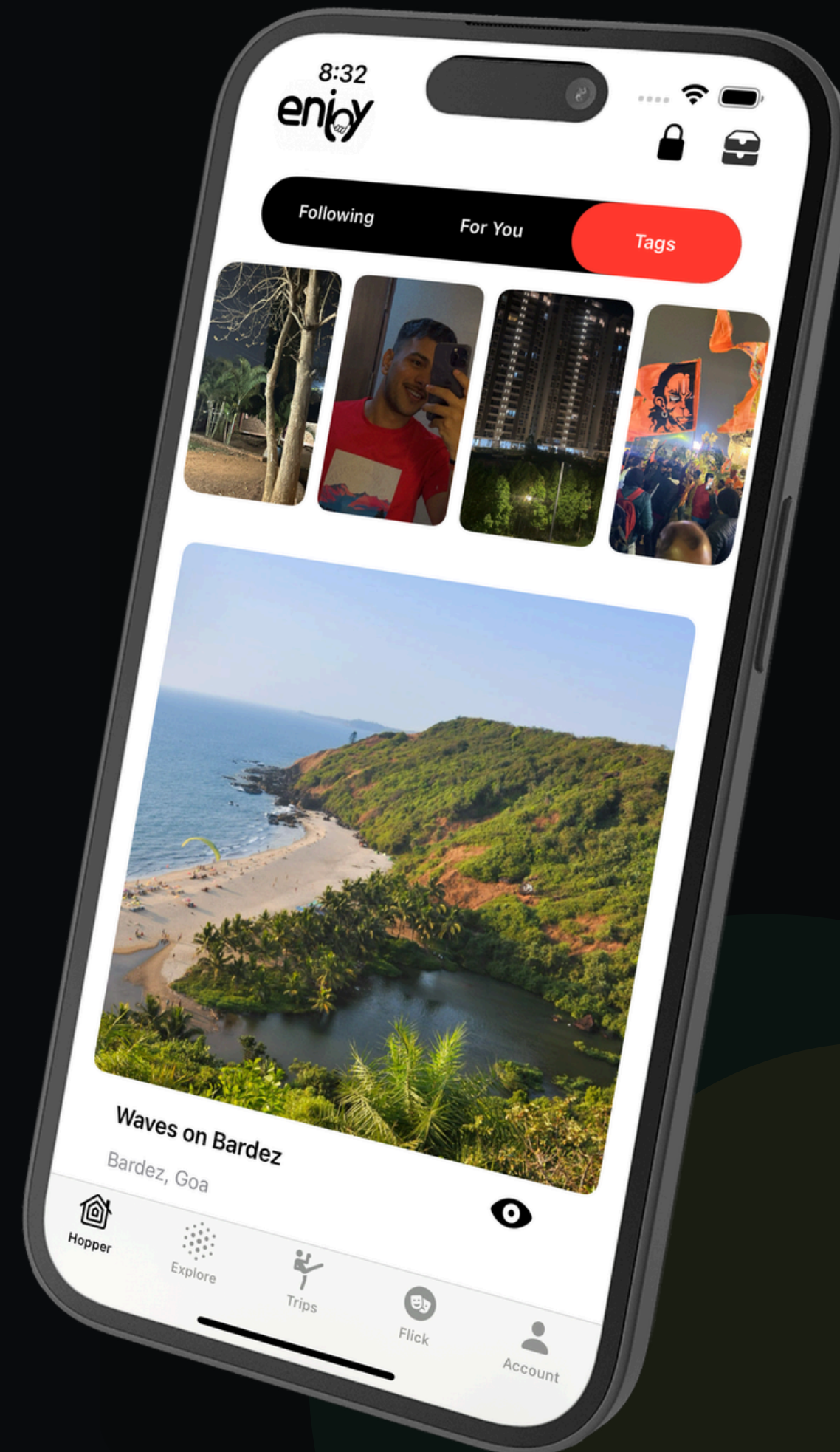
Travel commerce

Why now

Travel intent is already social. Planning is still fragmented. Enjway closes that gap with a product people can actually use now.

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enjway.in



PROBLEM

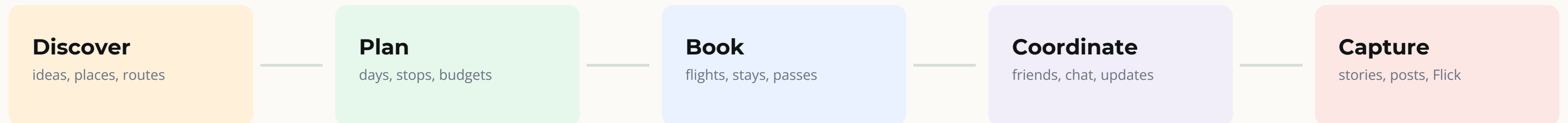
Travel planning has too many disconnected jobs.

A real trip moves across inspiration, itinerary, bookings, money, maps, group decisions, and memories. Most travelers still stitch those pieces together with separate apps and chats.

Why this matters

High intent leaks out before it becomes a trip.

Travel demand is strong, but continuity is weak. The winner is the product that keeps people from discovery through execution.



Travel intent is already mobile, social, and group-shaped.

Discovery already happens in feeds, coordination already happens in group chats, and trip decisions already happen on the phone. Enjway sits exactly where those behaviors overlap.

Discovery starts in feeds

Travel desire is already generated by creators, friends, and media.

Commerce follows context

Routes reveal where bookings and local services actually fit.

Planning is group-first

Real trips are negotiated across people, not static docs.

Post-trip content retains

Memories become social proof for the next traveler.

Demand proof from Ayodhya hospitality

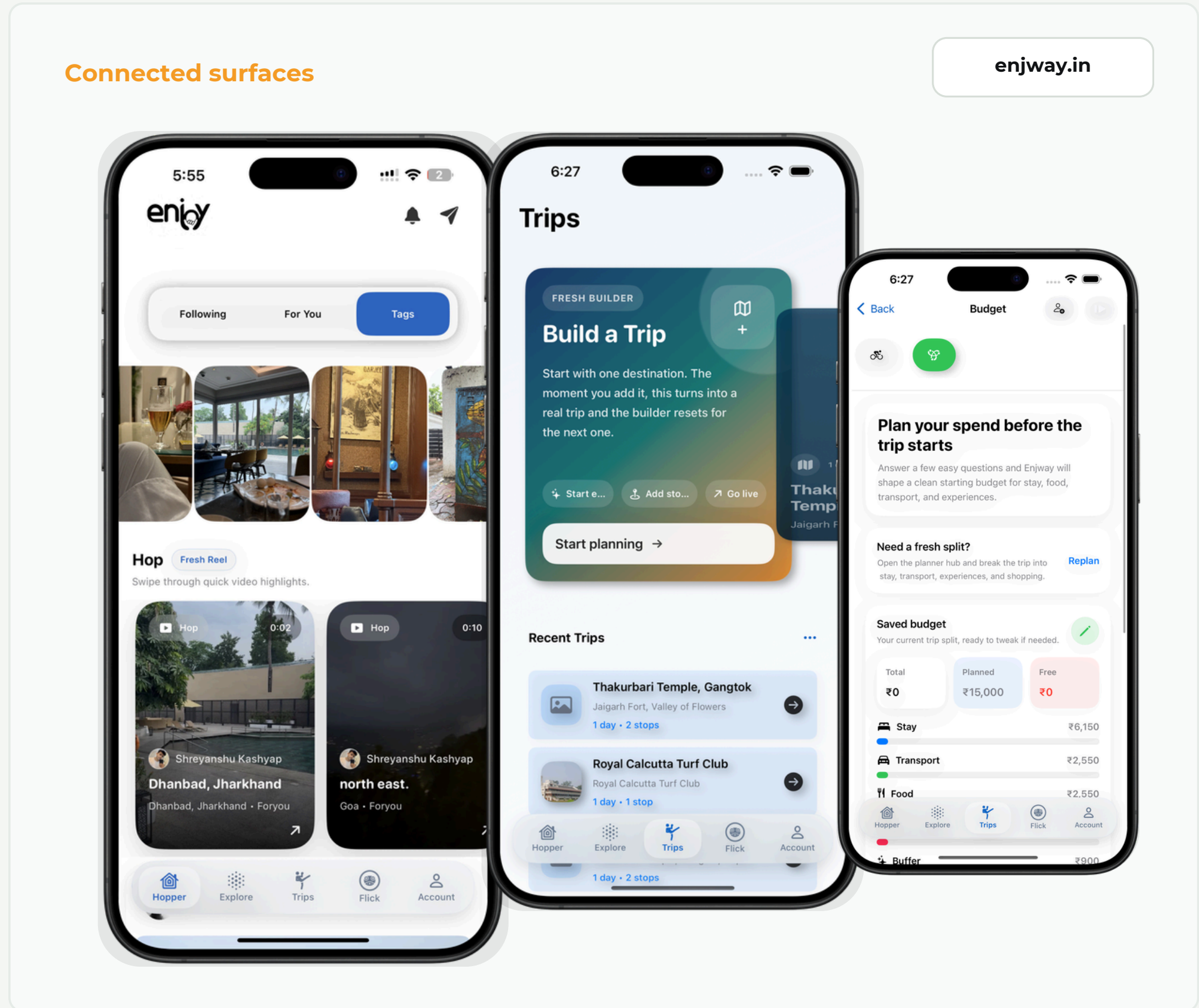
IIM Lucknow reported 11 crore visitors in the first six months after the 2024 consecration and 150+ new hotels/homestays. Business Today reported an 80-room Radisson planning Rs 30,000 nightly rates: an implied gross room revenue of about Rs 24L per full night.
Source: IIM Lucknow, Ministry of Tourism, Feb 17 2026; Business Today, Jan 5 2024. Revenue proxy is inferred from public room count x listed room rate, not reported profit.

SOLUTION

One product for the whole trip loop.

Instead of owning one narrow moment, Enjway links the recurring surfaces of a trip: discovery, planning, coordination, media, and identity.

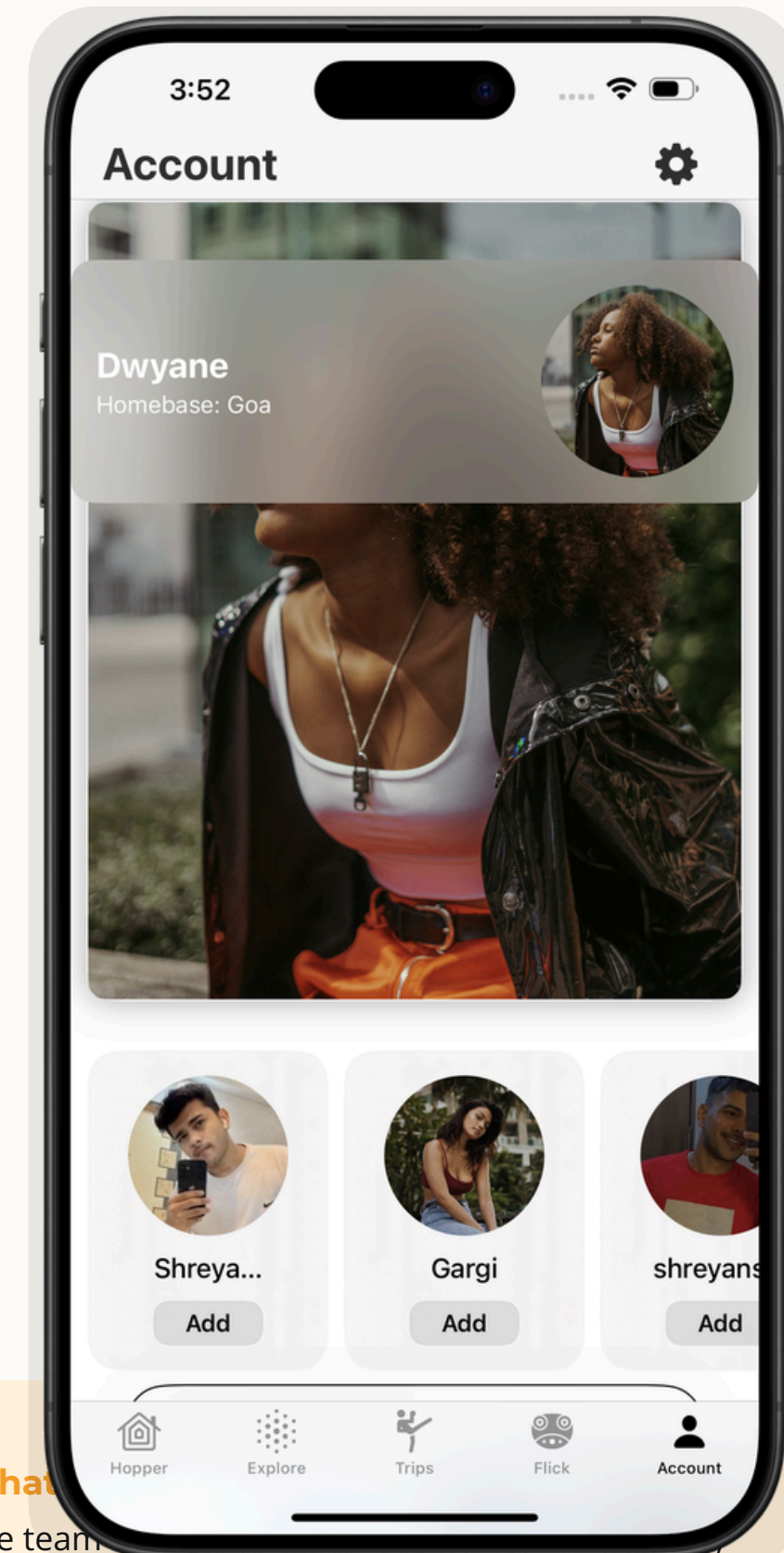
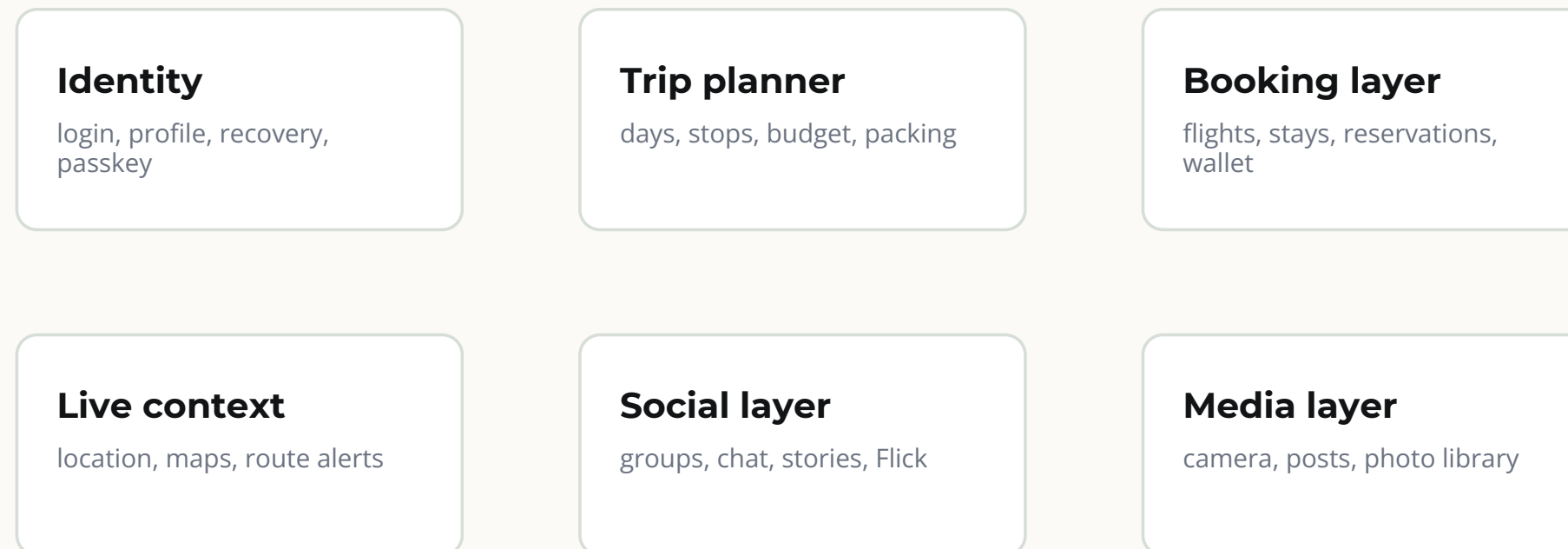
- Hopper** social feed and trip signals
- Explore** places, activities, routes
- Trips** itinerary, budget, reservations
- Flick** short-form travel media
- Account** profile and identity layer



CURRENT PROOF

What is real today: product breadth, not scale theater.

We are early, so the proof today is not revenue charts or inflated user numbers. The proof is that the product already spans the trip loop in a way that is hard to fake in slides alone.



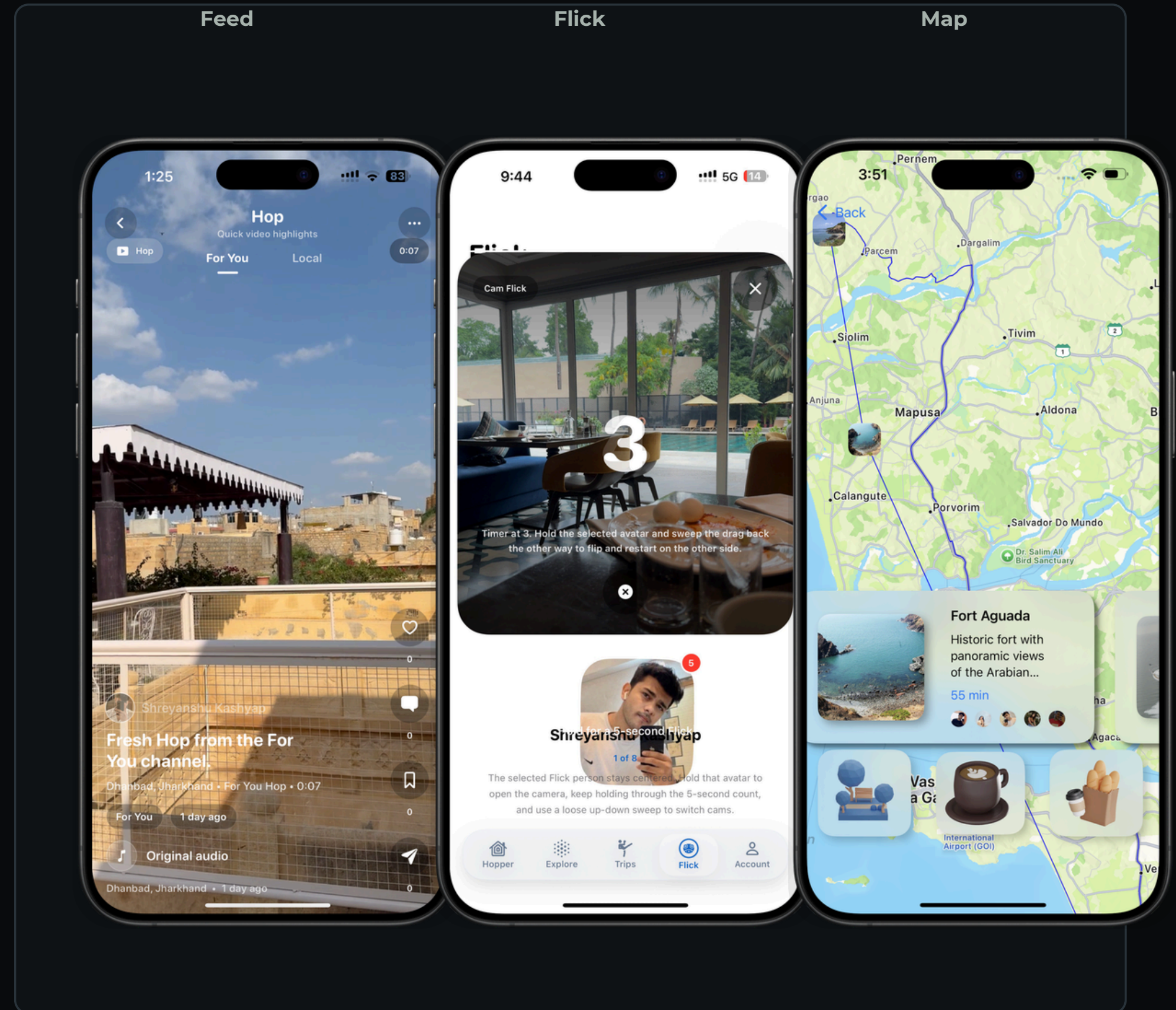
What

The team... which makes a real launch test possible after this round.

The product experience is visual, local, and social.

Enjway turns place discovery into a social surface, while still keeping maps, trip details, and booking tasks close to the user.

- **Local discovery** places, activities, routes
- **Social proof** friends, posts, tags
- **Trip context** day plans and nearby options



Early traction plan: the first proof points we will track.

We are not presenting inflated traction today. We are presenting the exact proof points this raise is designed to produce across Bengaluru, Odisha, and Goa launch wedges.

300-500

private beta users

friends, campus circles, and early travel communities

1,000+

trips created

strong sign that planning happens inside Enjway, not outside it

100+

completed group trips

proof that discovery turns into real-world travel behavior

3-5

users invited per trip

shows whether collaboration is native to the product loop

10+

creator or local operator pilots

tests commerce and destination-side pull

7D / 30D

retention around trip planning + Flick

best signal for whether the loop can compound

Personalized launch read: start with founder-led groups and creator-led trips, then show repeat planning behavior before pushing hard on top-line user growth.

Initial wedge: high-intent group travel.

We do not need to win all travel at once. The right entry point is small groups with real coordination pain, visible sharing behavior, and clear follow-on commerce.

01

Campus + friend groups

Weekend trips, budget-sensitive planning, high sharing velocity.

02

Creator-led routes

Trip pages that turn trusted content into bookable intent.

03

Local operators

Guides, activities, stays, rentals, and food partners attached to routes.

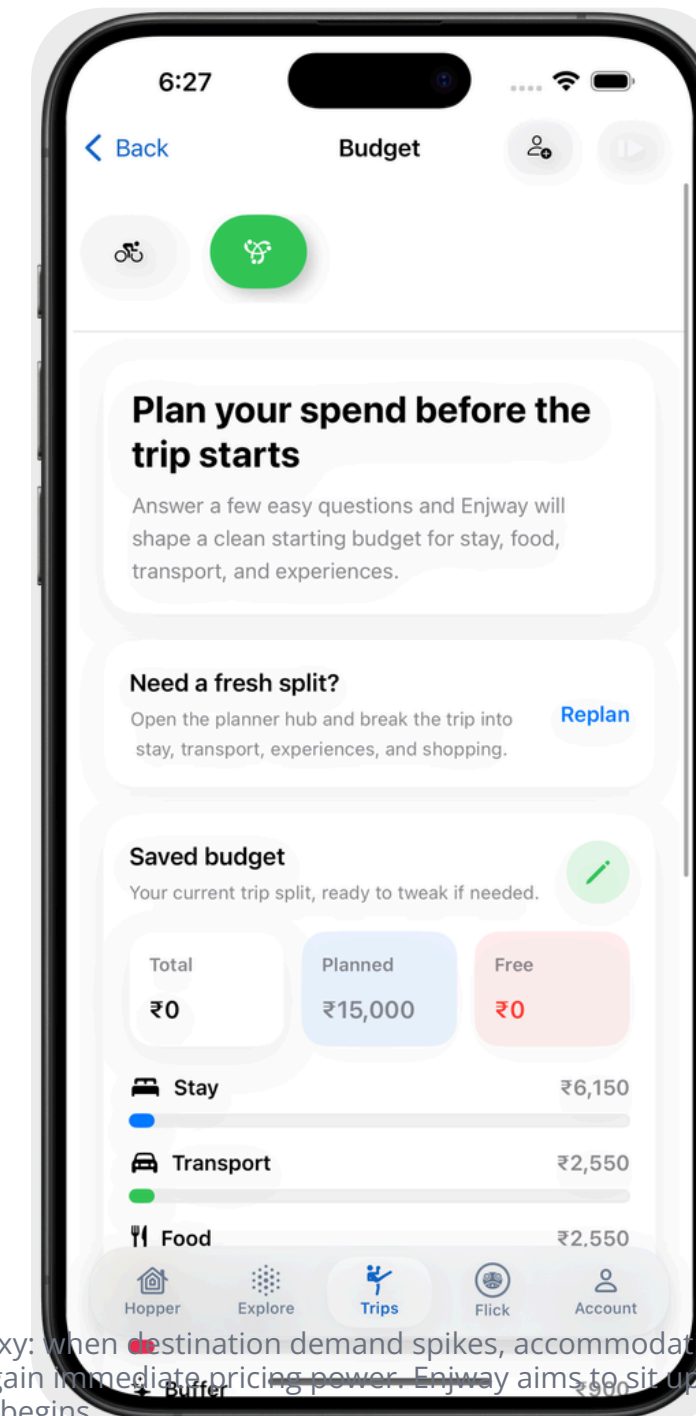
Launch motion: win a few dense communities first, learn what trips repeatedly get planned, then attach local operators where demand is already visible.

Revenue attaches where intent is already visible.

Once users are planning inside Enjway, the product can surface services that belong to the trip rather than interrupting it. Commerce becomes contextual, not bolted on, and local supply can monetize visible intent.

- **Marketplace take rate** activities, stays, rentals, local guides
- **Managed trips** curated group experiences and route packages
- **Partner listings** verified operators and destination placements
- **Creator trip pages** paid tools for repeatable social itineraries

Budget and spend context

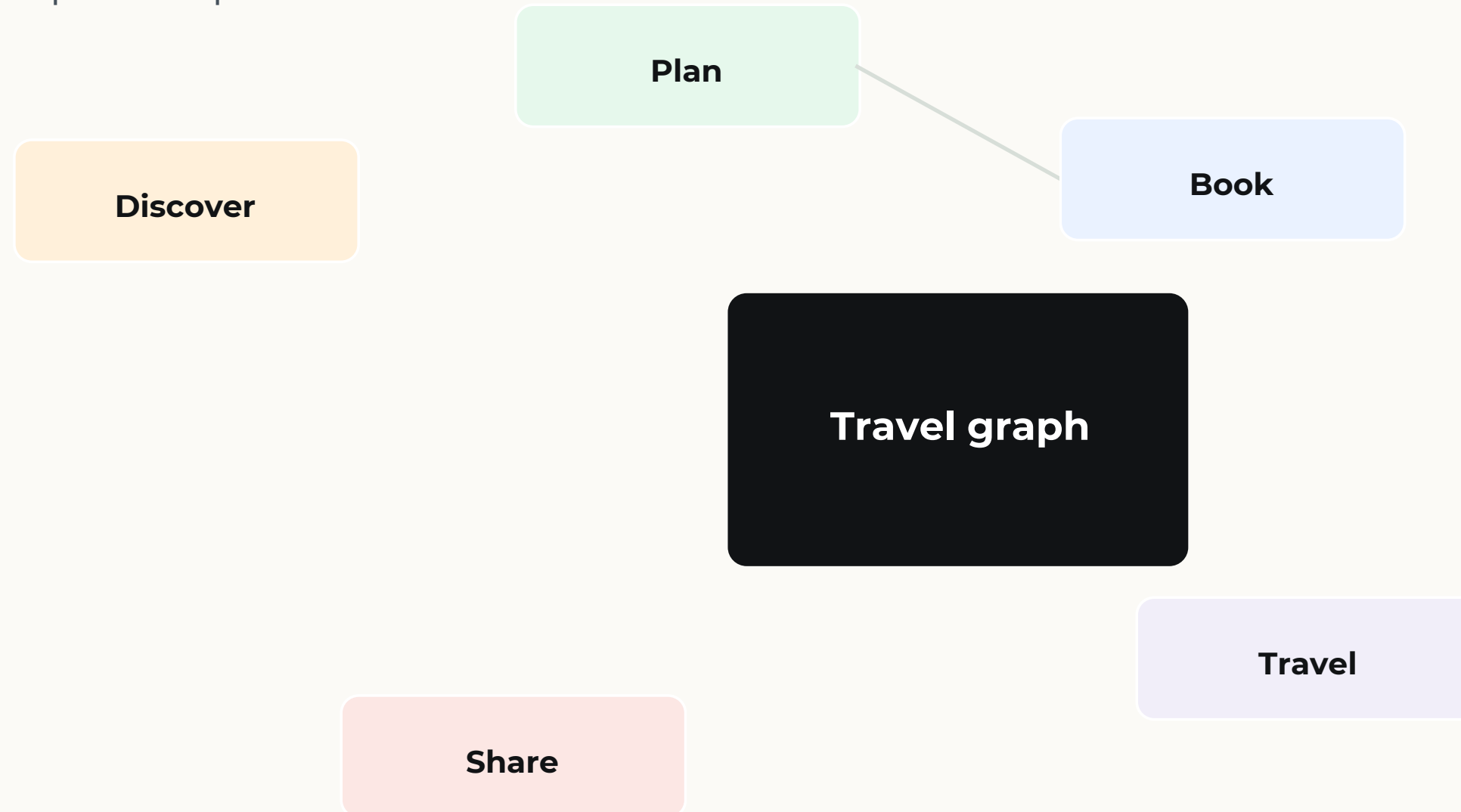


Market proxy: when destination demand spikes, accommodation and local operators gain immediate pricing power. Enjway aims to sit upstream where that spend begins.

MOAT

The product loop compounds with every journey.

A trip is not a one-time transaction. It generates route knowledge, social proof, media, and repeatable purchase intent that make the network better over time.



The durable asset is not another feed. It is structured trip context tied to people, routes, and local supply.

PROOF PLAN

What this round should prove in 12 months.

Without hard numbers today, the right investor question is what this round can credibly prove next: product readiness, repeat usage, pilot demand, and early commerce fit.

Target outcomes

- 5,000 beta users
- 1,000 trips created
- 100 completed group trips
- 10 creator or operator pilots

0-2 months



Core product polish

onboarding, trip builder, budget, Flick, profile, stability

2-4 months



Private beta

launch with 300-500 early users and start tracking trips created

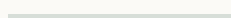
4-8 months



Pilot density

5-10 campus or friend-group pilots and 2,000-5,000 users

8-12 months



Wedge proof

10,000+ users or strong retention in one launch wedge, plus first operator or creator pilots



What a pre-seed round unlocks.

Recommended raise: Rs 75L first close, extendable to Rs 1Cr. The goal is not broad scaling on day one. It is enough product, supply, and launch infrastructure to prove one repeatable wedge with real user behavior behind it.

40% | Rs 40L

product and engineering

15% | Rs 15L

design and app polish

20% | Rs 20L

community and campus launch

15% + 10%

creator pilots plus ops, legal, cloud

Structure: SAFE / CCPS / convertible note. Aim for 12 months of runway and keep dilution within roughly 10-15% where possible.



The ask: a pre-seed partner for the first wedge.

We are raising Rs 1Cr pre-seed, with a planned first close of Rs 75L, to turn a working iPhone product into a repeatable launch wedge for social travel planning and trip commerce.

- **Pilot communities** campus groups, creator trips, local routes
- **Local supply** activities, stays, transport, tickets, food
- **Pre-seed capital** product hardening, route seeding, and launch ops

See the product
enjoyway.in

Fundraise target
Rs 75L first close
up to Rs 1Cr total

