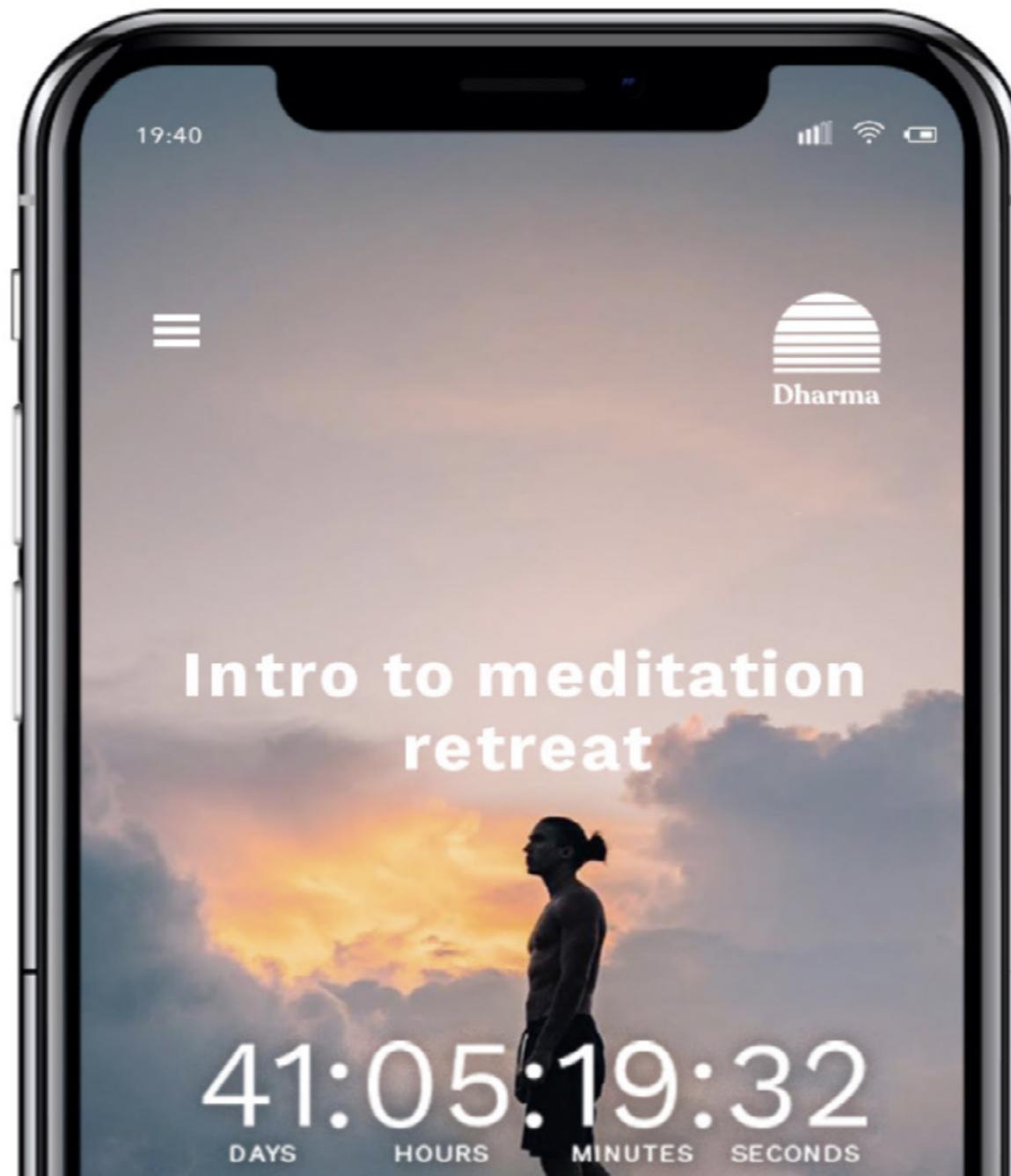


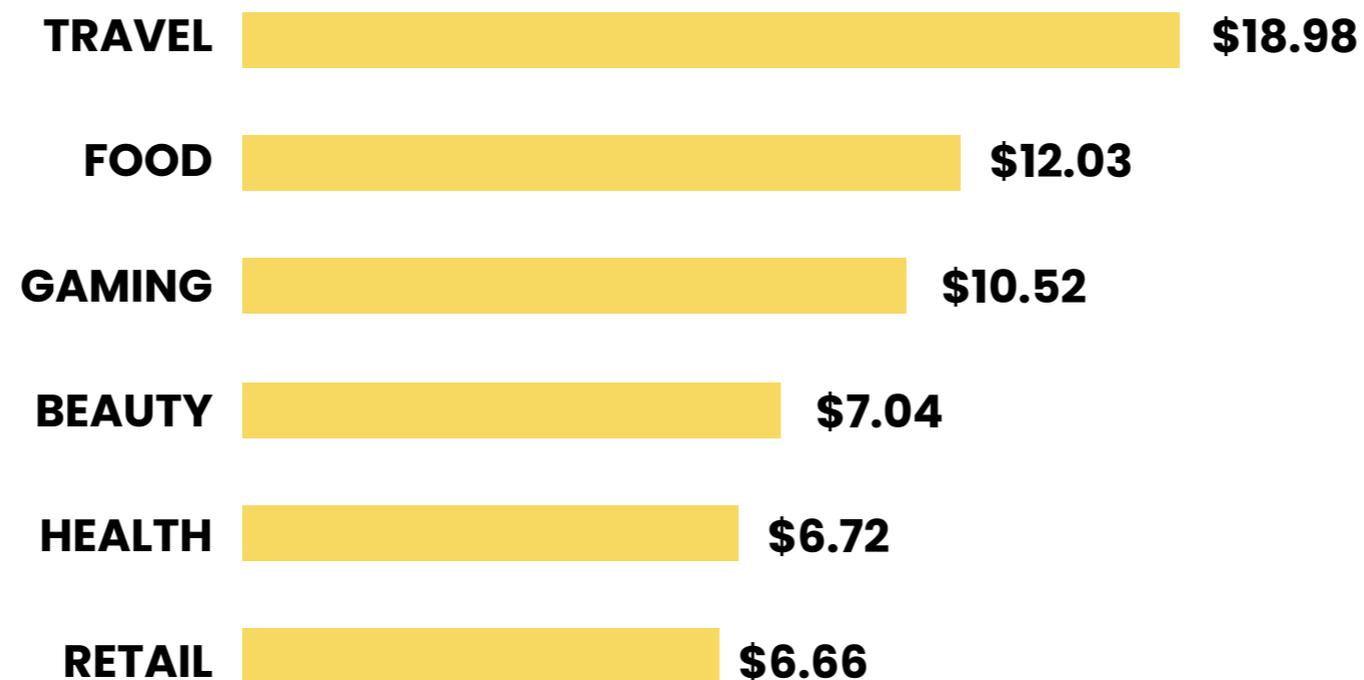
DHARMA

We build travel brands for social influencers.



Over the next decade social media will drive the most significant disruption in travel history.

Avg. ROI for every \$US spent on influencer marketing, per industry

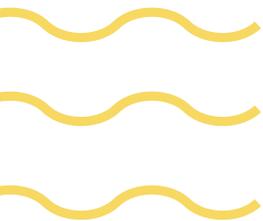


However, the travel industry is currently not set up to allow non-travel professionals (i.e social influencers) to organize and operate group travel.

**High
headcount +
opex**

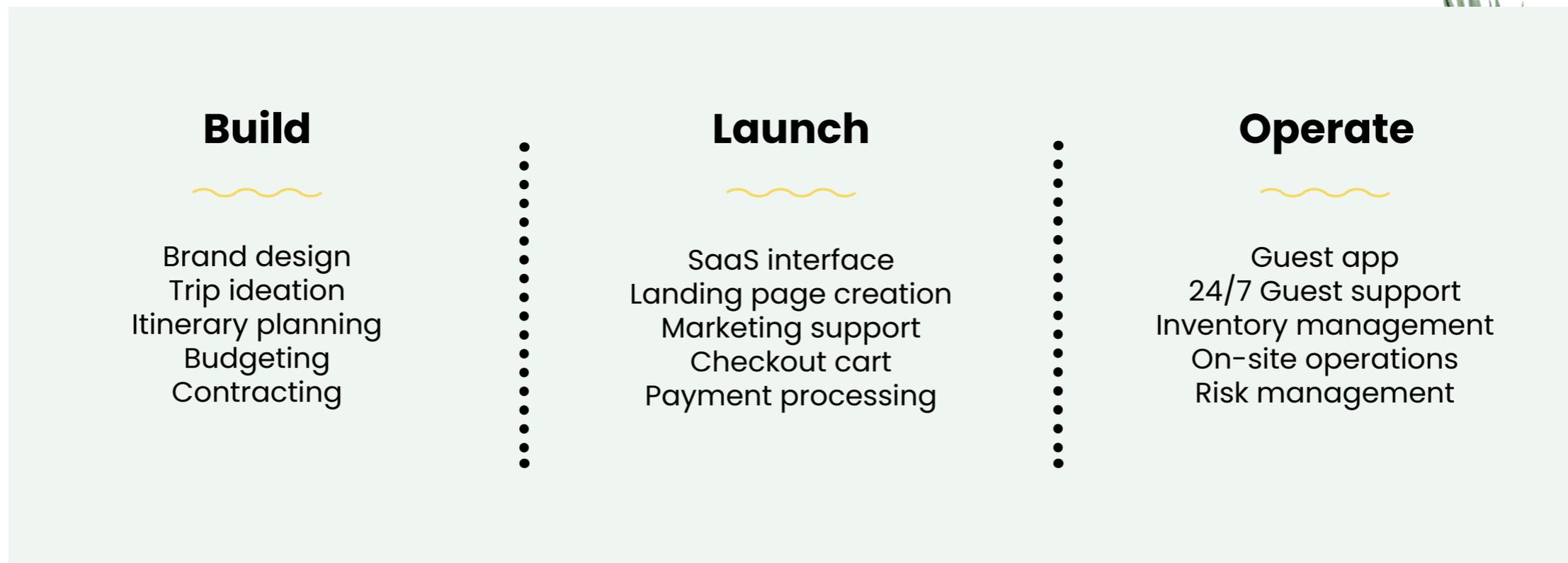
**Heavy
operational
risk**

**Liability
insurance
requirements**



Dharma is the first travel-brand-as-a-service.

We make it seamless to launch a travel brand, whether you are an iconic lifestyle brand or a meditation guru.

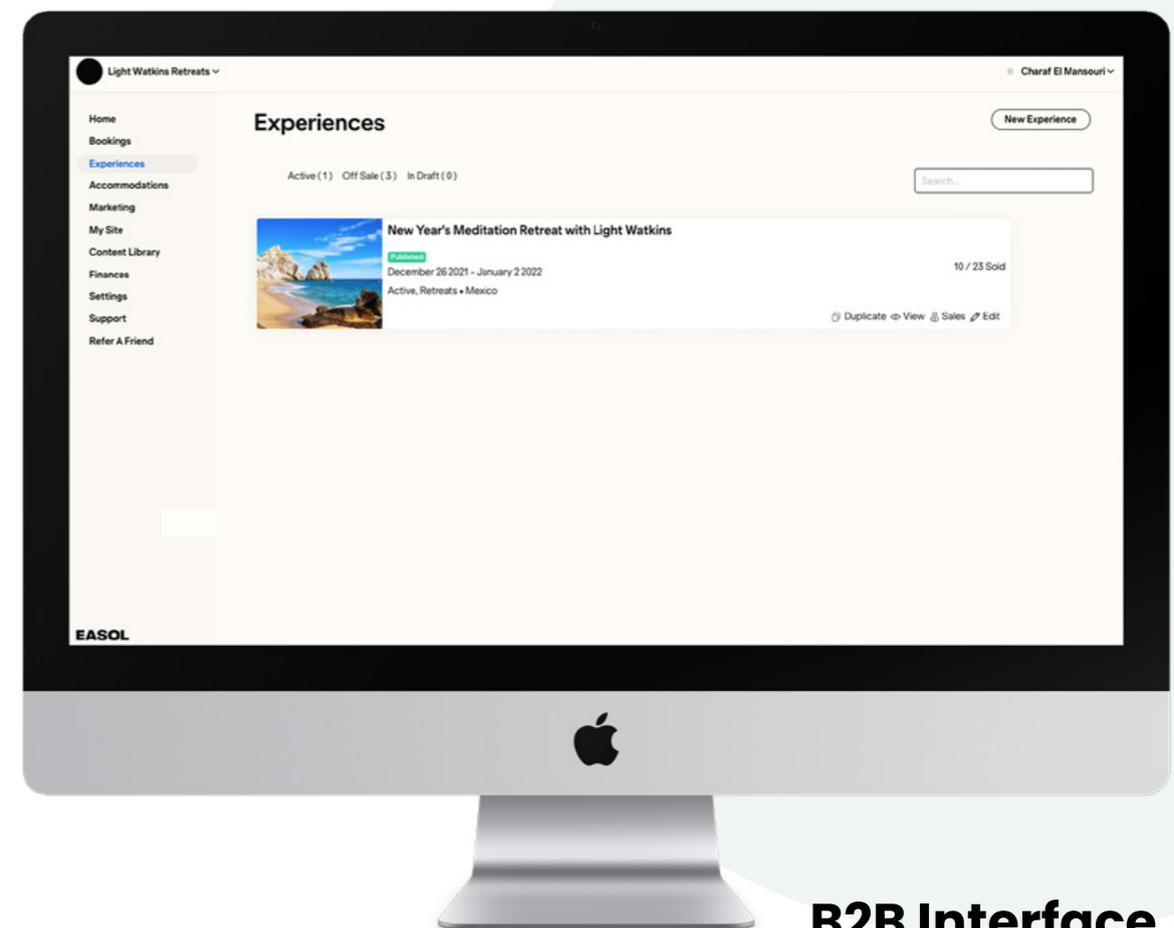


All Dharma trips benefit from combined liability insurance, financial failure insurance, and compliance with the 2018 package travel regulations - the global gold standard in travel.

**Our product applies a 'cloud kitchen' model to travel
- with several travel brands run from Dharma's
centralized orchestration hub.**

Build

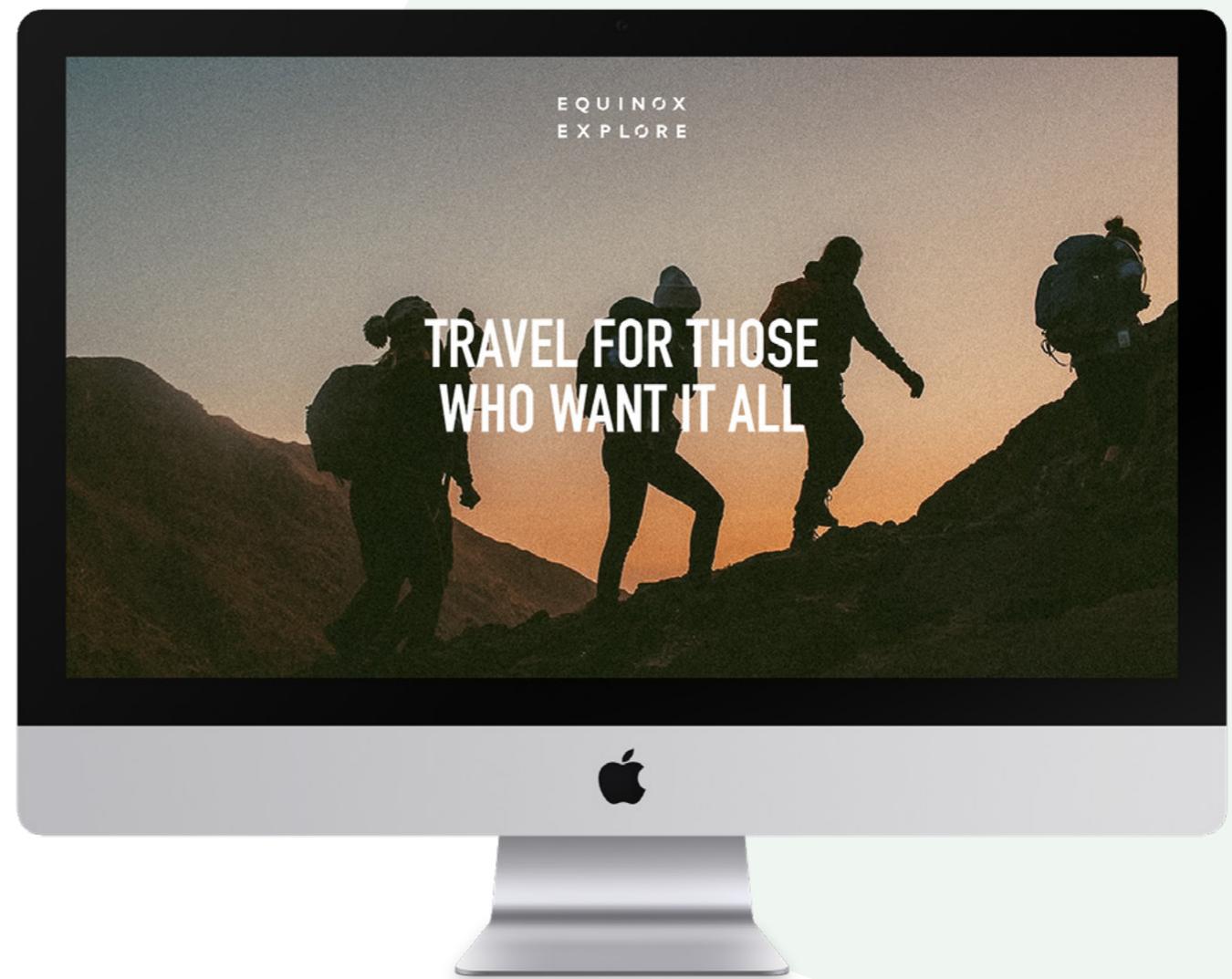
Brand design
Trip ideation
Itinerary planning
Budgeting
Contracting



B2B Interface

Launch

SaaS interface
Landing page creation
Marketing support
Checkout cart
Payment processing



B2C Landing Page

Operate

Guest app
24/7 guest support
Inventory management
On-site operations
Risk management



B2B/B2C App

**Our business model is simple.
We have a take rate for every guest booking.**

\$2.5k

GMV/guest

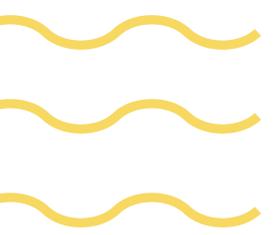
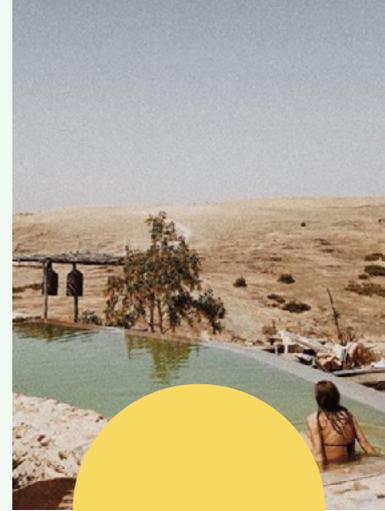
\$50k

Av. GMV/trip



"I've facilitated trips around the world but I had my best experiences with Dharma. They have that special touch."

- *Light Watkins*



Since launch, we have onboarded 20+ iconic people and brands.

 culture trip    



The Covid-19 pandemic has created a once-in-a-generation opportunity: trillions of dollars in consumer savings, incumbents struggling with debt, and a social media driven recovery. The time to accelerate is now.

1.

RIPE FOR DISRUPTION

“History has shown that start-ups often pinpoint the travel industry’s new direction as we exit a crisis.”



2.

RISE OF SOCIAL TRAVEL

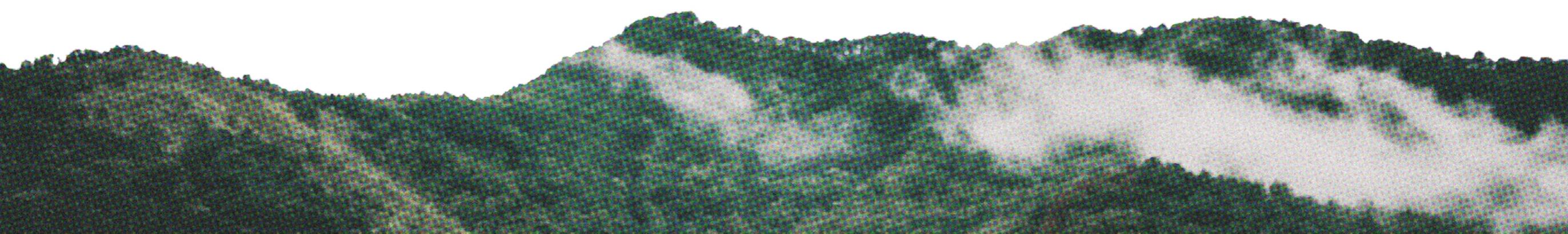
“Allowing travellers to congregate in tribes or packs could be the product that brands have strived for over the years.”



3.

OFFLINE > ONLINE

“The pandemic made the world realize the importance of contact. People need to touch people, not just screens. Touch is the only sense crucial to survival.”



In advance of our upcoming Series A, we have opened a \$3M SAFE for strategic institutional investors in the hospitality, tourism, and social media space.

\$4m

**Total funding
to date**

22.5%

Discount*

\$30m

Cap

*until 12/15/21 - 17.5% after that



Our team has managed and worked with some of the most innovative companies in the travel industry.



Charaf El Mansouri
CEO, CO-FOUNDER



Leah Howe
CPO, CO-FOUNDER



Nisma Benani
CAO, CO-FOUNDER



Adam Connolly
COO



Samira Hoummiri
CMO



Emily Carrello
HEAD OF TRIP DESIGN



Luisa Oliveira
BRAND MANAGER



Annabelle Corti
HEAD OF OPERATIONS



We are advised and backed by visionaries and global leaders in the hospitality space.

INVESTORS



Convivialite Ventures
 San Francisco, USA
 CVC of Pernod Ricard
 \$10B/yr global powerhouse
 in wine & spirits
 1st investment in MENA



L& Ventures
 Salzburg, Austria
 CVC of Loop Argentur
 Global Marketing agency for
 Puma, Red Bull, Audi, and Porsche
 1st Investment in MENA



B&Y Ventures
 Beirut, Lebanon
 Leading MENA VC
 Early backers of Threads, Ro,
 Pollen, and Thrive
 1st institutional backer



Shorooq Partners
 Abu Dhabi, UAE
 Leading MENA VC
 Early backers of Pure
 Harvest, Nymcard, and
 Trukker

ADVISORS



Donnie Schuman
 VP, Airbnb / Hoteltonite



Dan Christian
 CMO/CDO, The Travel Corporation



Remi Carlioz
 CCO, Puma



**Social travel is the opportunity the
traditional tourism industry is not ready for.**



Charaf El Mansouri
Co-Founder, CEO

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