# TripStream: Zero-Touch Group Booking

# Vision & Value Proposition

**Transforming Event Logistics from Chaos to Coordination**

For event organisers, speaker travel and VIP logistics are traditionally managed via endless email threads, manual spreadsheets, and frantic last-minute booking changes. TripStream replaces this friction with a zero-touch orchestration layer.

**Key Value Drivers for Event Teams:**

• **Unmatched VIP & Speaker Experience:** Impress high-profile guests before they even arrive on-site. Speakers receive instant, tailor-made travel options based on their personal preferences, with bookings finalized in a single click.

• **Real-Time Cost & Route Optimization:** The AI engine automatically balances flight timings, group hotel allocations, and ground transit options to secure the most cost-effective and logical routes.

• **Operational Budget Protection:** Event producers gain complete visibility over speaker and staff travel costs in real-time, preventing unexpected expense overruns.

• **Scalability Across Portfolios:** The system scales seamlessly from coordinating a high-touch 15-person executive retreat to managing transit pipelines for 5,000 international attendees.

# Attendee & Stakeholder Impact

**Persona 1: The Event Operations Director (The Logistics Gatekeeper)**

**Context:** Accountable for speaker NPS, flight changes, budget adherence, and keeping hundreds of VIPs happy.

**Pain Point:** Spends weeks manually cross-referencing speaker arrival times, booking individual flights, and managing receipts.

"TripStream saved my sanity. I booked travel for 45 international speakers in under 10 minutes, and the system automatically handled all their flight upgrades and dietary needs without a single email exchange."

**Persona 2: The VIP Keynote Speaker (The High-Value Guest)**

**Context:** A busy executive traveling internationally to deliver a high-stakes keynote address.

**Pain Point:** Hates filling out travel forms, sending passport scans, or chasing reimbursement checks.

"Usually, speaking at a conference involves a long back-and-forth with the organizers' travel desk. With TripStream, I clicked one link, verified my pre-selected flight preference, and my booking details synced immediately to my calendar."

**Persona 3: The Chief Financial Officer (The Budget Approver)**

**Context:** Oversees the event's bottom-line ROI and demands strict corporate policy compliance.

**Pain Point:** Struggling to track multi-destination travel expenses and audit loose receipts after the event.

"We reduced our overall event travel spend by 18% because the AI automatically grouped bookings to leverage corporate volume discounts and optimized transfer windows."

# Feasibility Assessment

**A. Technology Readiness Level (TRL): 5/9**

The TRL scale (1-9) tells us how close a technology is to being reliably used in the real world. TripStream sits at TRL 5.

**Current Capabilities:** Standard travel booking APIs (GDS, NDC) and LLM-driven preference extraction are mature. The technology can successfully parse user natural language requests and output itinerary options.

**Validation Gaps:** The core challenge is multi-passenger coordination under volatile pricing. Real-time API rate limiting, seat-map synchronization, and handling sudden flight cancellations during peak event hours must be rigorously tested under live operational stress.

**B. Operational Feasibility (BRL): 4/9**

The BRL scale (1-9) measures how ready an innovation is for real-world deployment. TripStream currently stands at BRL 4.

**Deployment Considerations:**

• **Setup Complexity:** Extremely low for the event team. The platform functions as a standalone web-app or simple portal link that can be shared with VIPs.

• **Fail-Safe Operations:** If a flight is canceled, the AI must immediately prompt backup itineraries and notify the on-site event logistics team automatically.

• **Integration:** Must feed directly into existing registration systems (like Cvent, Eventbrite, or Bizzabo) to match travel data with attendee badge generation.

• **Data Privacy:** Requires high compliance parameters (GDPR, PCI-DSS) since it handles traveler personal details and payment processing information.

# Prototyping & Pilot Roadmap

**Phase 1: Internal MVP Pilot (Days 1–30)**

• **Scope:** Build a sandboxed MVP utilizing standard flight booking sandboxes (e.g., Amadeus Self-Service APIs).

• **Testing Cohort:** Test with 10 internal staff members traveling to a regional company offsite.

• **Success Metric:** Over 90% travel preference extraction accuracy with zero manual interventions during itinerary curation.

**Phase 2: Controlled Live Event Trial (Days 31–75)**

• **Scope:** Run a live pilot for the core speakers (20–30 VIPs) of a designated corporate conference.

• **Testing Stressors:** Monitor real-time API performance when booking multiple transcontinental routes simultaneously.

• **Success Metric:** Speaker onboarding satisfaction score above 95% on post-event surveys.

**Phase 3: Integration & Iteration (Days 76–120)**

• **Scope:** Build webhook integrations with event management platforms (e.g., Cvent) and corporate travel management tools (e.g., Navan).

• **Feature Additions:** Implement split-payment capabilities so attendees can pay for upgrades out-of-pocket while the host covers the base fare.

**Phase 4: Commercial Scale (Day 121+)**

• **Scope:** Launch an enterprise-grade booking tier for multi-event corporate portfolios, fully handed over to on-site production agencies.

# Strategic Launch & Market Integration

**Go-To-Market Partnerships:**

We will target destination management companies (DMCs), specialized speaker bureaus, and corporate travel agencies who manage logistics for hundreds of events annually. This B2B2C distribution model drastically lowers acquisition costs.

**Strategic Event Industry Alignment:**

• **Demonstrable ROI:** Event budgets face massive scrutiny. TripStream gives organisers hard, measurable numbers showing time and money saved per speaker.

• **The VIP Experiential Shift:** Live events are shifting from simple content delivery to end-to-end premium hospitality. Zero-friction travel elevates the entire event's prestige from the moment the attendee leaves their house.

• **Zero-Waste Travel Planning:** Integrates carbon-offsetting algorithms directly into the booking checkout, helping corporate hosts meet sustainability targets.

# Immediate Next Step

**Action Plan (Next 30 Days):**

Select an upcoming small-scale event (e.g., a board meeting or VIP roundtable) and run a manual dry-run of the TripStream workflow. Use an LLM to generate optimal itineraries from a simple intake form, then manually book them to benchmark the exact time saved, error rates, and user experience friction points before coding any API integrations.