

# Privex — Investor Brief

## The investment thesis

Privex is building a hospitality commerce network around Sofia as the shared intelligence and execution engine, and the two product lines: Travel Desk and CasaLogix. A proposed common supply layer connects these experiences to participating accommodation and service providers.

The opportunity is to connect useful software with real-world hospitality fulfillment. Operators could purchase software for its independent operational value and separately participate in guest commerce. Teams could coordinate accommodation, activities, participation, and shared costs in one trip workspace. Suppliers could distribute through Privex without necessarily buying CasaLogix.

The business aims to earn software fees and retained transaction margin. Partner licensing and rewards distribution are additional commercial hypotheses. The immediate task is to establish paid demand, repeatable delivery, and positive contribution after human service costs.

## The customer problems

- Property operators: communication, operational work, supplier coordination, and financial decisions span multiple systems. Ancillary services can require more capacity than an operator can support.
- Teams and group organizers: accommodation, activities, changes, participation, and payment responsibilities are often coordinated separately. A company-funded offsite with optional personal activities differs from an individual business booking.
- Travelers: planning is only part of the job. Guests need suitable options, reliable confirmation, and accountability when plans change.
- Suppliers and distribution partners: access to relevant demand and dependable coordination can be more valuable than another general storefront.

These are target problems to validate by segment. They are not claims that incumbent products lack every relevant capability.

## The proposed network

- Layer — Role — Boundary
- Privex supply and distribution — Participating accommodations, transport, experiences, and verified supplier categories — Access, prices, fulfillment, and resale/agency rights are established by supplier and category
- Sofia — Understand guest needs, explain options, coordinate permitted next steps — Service first; displaying an option is not booking confirmation

- Travel Desk — Coordinate trips, participants, activities, changes, and allocation of costs — Trip accounting remains separate from property accounting
- CasaLogix — Help operators manage operations, finance, pricing, and guest workflows — Independent product above the PMS; commerce participation is optional
- Partner distribution — Community referrals, co-marketing, or potential rewards arrangements — Each channel requires its own buyer, economics, and agreement

Logix is the analytical identity inside CasaLogix and related analytical products.

Deterministic code supplies governed facts; Logix explains and flags; humans govern material decisions. Logix is distinct from Sofia.

The intended economic cycle is useful product -> trusted relationship -> eligible demand -> fulfilled transaction -> reconciled contribution -> better customer value. Each transition requires evidence. Neither a software sale nor a guest conversation guarantees a transaction.

## Operating foundation and product evidence

The founder reports approximately two decades of hospitality sourcing and operating experience through his businesses. Privé Travels supplies operating context, supplier relationships, and the proposed first branded Travel Desk use case. Exact company dates, current geographic coverage, revenue, customer counts, and supplier agreements require supporting records before investor diligence.

The reviewed materials include product descriptions, designs, historical reports, and prototypes. They do not supply a current release and live-use evidence pack. This summary therefore does not assign whole-product Operating, Pilot, or Specified labels from those materials alone.

- Product — What the narrative presents — What remains unverified here
- Privé Travels — Founder-reported hospitality operating foundation — Audited revenue, inventory ownership, current coverage, exact company history
- Sofia — Service-first assistance and proposed optional commerce — Authorized autonomous sending, live booking/payment capability, measured conversion
- Travel Desk — Group coordination and cost-allocation direction — Current production functions and paid team adoption
- CasaLogix — Operator proposition and illustrative workflows — Current paid deployments, complete feature coverage, standalone SaaS profitability
- Privex supply layer — Proposed connection to participating suppliers — Live shared catalog, contracted GDS access, unrestricted OTA inventory rights
- Partner distribution and rewards — Future commercial opportunity — Commitments, licensing revenue, operating rewards program

The investor website uses two kinds of demonstration, and each is labeled as what it is:

- Interactive concepts with fictional sample data (Sofia page, CasaLogix demo). These demonstrate intended behavior; they are not production screenshots or evidence of released products.

- A sandbox application (Travel Desk demo). It runs real software against provider test modes (for example, test flight offers and test payments). It shows that working software exists; it does not show live inventory, live payments, or paid adoption. The sandbox banner stays visible on every Travel Desk screen.

## **Business model**

1. Software and onboarding fees: CasaLogix, Sofia, and Travel Desk, where a customer pays for independent software value or a defined onboarding service. Separate recurring software revenue from services. 2. Transaction economics: commission or resale spread from fulfilled hospitality purchases, according to the commercial role and category agreement. 3. Potential partner licensing: fees for a specific partner service or platform capability. Co-marketing by itself is not licensing revenue.

A booking can coexist with distinct software or licensing fees, but its value is counted once. Consolidation eliminates intercompany revenue and distinguishes GMV, revenue, gross profit, contribution, and cash collected.

## **Initial commercial focus**

Sofia commerce: test a few relevant, fulfillable offers with an eligible, permissioned audience. Measure total stays, eligible stays, exposure, requests, confirmed and fulfilled purchases, and contribution after service time.

Team travel: sell one defined founder-led offsite or group trip; progress toward three to five paid trips if repetition is justified. Compare against the buyer's actual alternative. Measure whether coordination and settlement affect purchase or delivery effort.

CasaLogix: seek a paid, bounded external operator engagement. Measure onboarding, recurring usage, support, and renewal interest. Software must justify its cost independently of predicted commerce earnings.

Partners: test one community relationship. Fintech redemption stays exploratory until a prospective buyer validates requirements and economics.

## **Defensibility to earn**

Candidate advantages include destination-specific supplier relationships, reliable fulfillment, repeated operational use, useful group coordination, and distribution partnerships that bring qualified demand. None is exclusive or proven merely because the architecture connects it.

Evidence would include repeat purchases, operator renewals, supplier participation, positive contribution after labor, and acquisition or delivery costs that improve with repetition. The test is whether customers obtain outcomes that are difficult or costly to reproduce elsewhere.

## Proposed first 30-day tests (proposed, not traction)

- Track — Action — Evidence
- Sofia commerce — Two fulfillable categories to an eligible audience — Reachable demand, fulfilled conversion, labor, complaints, retained contribution
- Team travel — Sell one offsite; approach one community — Objections, paid commitment, acquisition effort, workflow usage, expected versus actual contribution
- CasaLogix — Convert the warmest qualified prospect into a paid scope — Payment, adoption, delivery effort, support burden

Each test specifies buyer, offer, route, supplier terms, price hypothesis, service owner, budget, and repeat/revise/stop criteria. Inquiries, paid commitments, completed trips, revenue, and collected cash remain distinct. Insufficient samples are inconclusive.

## Material risks

- Demand: interest and demonstrations may not convert into paid adoption.
- Labor: quoting, lost inquiries, changes, and exceptions may absorb margin. Count founder time.
- Trust: service outranks commerce. Proposed first-pilot posture: Airbnb agent service-only; commerce through clearly eligible channels. WhatsApp alone does not establish permission.
- Supply: distinguish verified bookable items, sourceable-on-request items, and future scope. Check current availability, price, and terms.
- Scope: multiple products and broad inventory can fragment effort. Start with a narrow customer and supplier set.
- Dependencies: provider APIs and OTA policies constrain behavior. Connectivity does not confer unrestricted action authority.
- Financial truth: property accounting, trip accounting, and supplier settlement retain explicit boundaries. The proposed shared integrity contract requires independent adoption by each consumer.

## Founder and team

Luis Guajardo — Founder. Founder-provided background: approximately two decades of hospitality sourcing, short-term-rental operations, and concierge experience.

AI tools support research, design, and development. They are not represented as executive team members or substitutes for accountable leadership.

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