



SALES & PARTNER PLAYBOOK

GGNomad

GGNomad lets a travel business run its own branded marketplace, with stays, tours, events and activities in one catalogue.

Unified inventory

Trip planner

Operator workspace

Booking queue

Provider analytics

PREPARED BY

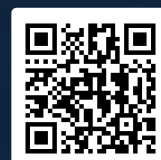
Burdenoff Consultancy Services Pvt. Ltd.

PRODUCT

ggnomad.com

BOOK A CALL

calendly.com/vignesh-burdenoff/1-1



00 How to use this playbook

Read the problems and the ideal-customer sections first: they tell you who to look for and, just as usefully, who to leave alone. Take the elevator pitch and the persona hooks verbatim, because they are written to be said out loud. When a prospect pushes on maturity or price, go to the objections section rather than improvising, and use the honest limitations there. Anything you cannot answer in two sentences is a good reason to bring us into the conversation.

IN A HURRY

Read sections 01–03 and 18. That is enough to recognise an opportunity and open a conversation.

BEFORE A MEETING

Add 06–08, 10 and 16 — who buys, what they buy, what it costs, and what they will push back on.

HANDING OVER A LEAD

Sections 19–22 tell you exactly what to send, to whom, and what you earn for it.

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01 Product Overview

GGNOMAD.COM

GGNomad is a travel, tourism and entertainment marketplace platform. A travel business gets a workspace of its own, and inside it lists stays, guided tours, activities and live events under one provider profile, in one connected catalogue. Travellers browse that catalogue, save favourites, assemble a day-by-day trip plan with a running total, and book per item with a reference code and payment status. Operators work the incoming bookings, respond to reviews and read revenue, occupancy and cancellation figures computed from real bookings. Identity, role-based access, audit, billing, files, conversations, notifications and translation come from the Burdenoff platform underneath, so governance is inherited rather than rebuilt.

CATEGORY

Travel marketplace and booking platform, sold to the businesses that sell and operate travel rather than to the end traveller.

WHERE IT STANDS TODAY

Open for sign-up and running, but early. The catalogue, provider onboarding, trip plans, per-item bookings, favourites, reviews and provider analytics all work today. A single multi-item checkout, an own-domain storefront, direct calendar editing and the full trip-timeline lifecycle are committed roadmap, not shipped. There are no public reference customers and no published usage figures.

HOW CUSTOMERS GET IT

Cloud, multi-tenant, with each customer in an isolated workspace; sign-up is self-service on the free tier and the paid tiers are bought online. Enterprise buyers can contract a dedicated tenant or self-hosting, with production single sign-on, SCIM, audit streaming and data residency as contracted options. Onboarding is normally a workspace, a provider profile and the first listings; our services team can take migration, integration and managed operations.

Web app at app.ggnomad.com — the complete product for travellers, hosts and marketplace operators

Marketing site at ggnomad.com with use cases, comparisons, services and FAQ

Documentation at docs.ggnomad.com

The GGNomad module composed into the Burdenoff app shell for customers already on the platform

A federated GraphQL API for partners building their own front ends or automation

A Model Context Protocol server so an external AI client can work the marketplace under the same permissions (running from source, not yet published)

Command-line client and Node and Python SDKs (specified, not yet released)

Native mobile apps for iOS and Android (roadmap)

02 One-Line Pitch

SAY EXACTLY THIS

"GGNomad lets a travel business run its own branded marketplace, with stays, tours, events and activities in one catalogue."

SHORTER, FOR A CHAT MESSAGE

A branded travel marketplace: stays, tours, events and activities in one place.

THE CATEGORY SENTENCE

GGNomad is a workspace-native travel marketplace platform for agencies, destination management companies, hotel groups, tour operators and venues.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"Most travel businesses sell trips through somebody else's brand and hand over fifteen to thirty per cent of every booking. GGNomad flips that. It gives an agency, a hotel group or a tour operator its own workspace, where stays, tours, activities and events sit in one catalogue and a traveller's plan is a real day-by-day object, not a wishlist. Bookings, reviews and revenue analytics run in the same place. You pay a subscription and a platform fee, and you keep the traveller."

IF THEY ARE TECHNICAL

GGNomad exposes its whole domain over a federated GraphQL API: providers, properties, tours, activities, events, trip plans, bookings, reviews and analytics, composed into one schema alongside identity, billing, files, conversations and notifications. Authorisation is enforced at the API gateway from a directive on every query and mutation, so the service itself never re-implements auth and an AI agent gets exactly the permissions the human actor already holds. Every record is scoped to a workspace, with row-level isolation forced in the database as well as in the application layer.

IF THEY ARE A BUSINESS BUYER

A travel business on GGNomad sells the whole trip under its own brand rather than routing customers into a consumer marketplace that keeps the relationship. Pricing is a subscription sized to how many listings you run, plus a platform fee on completed bookings that starts at 10% and falls to 6% as a provider builds a track record. The comparison a buyer cares about is that number against the 15–30% commission the incumbents charge.

04 Problem We Solve

These are the binds a travel business is actually in. If a prospect nods at three of them, keep going.

Every booking pays a toll to somebody else's brand

Who feels it: Hotel groups, guesthouses, tour and activity operators

What it costs them: Ten to thirty per cent of gross goes out on commission, and the traveller's email address never reaches the operator, so repeat business has to be bought again.

How GGNomad answers it: GGNomad is sold as a subscription plus a platform fee on completed bookings — 10% for a new provider, 8% once verified, 6% for top-rated providers — and the workspace, the customer record and the branding stay with the operator.

One trip is stitched together across five tools

Who feels it: Travel agencies and destination management companies

What it costs them: The stay, the guide, the tickets and the transfers live in different systems, so nothing reconciles and every change means re-keying the same details.

How GGNomad answers it: Stays, tours, activities and events are first-class listing types in one catalogue under one provider, so a single operator sells and runs all four from the same place instead of stitching tools together.

Multi-day itineraries are built in spreadsheets

Who feels it: Agency planners and destination management companies

What it costs them: The plan is a document, so it cannot be priced, versioned or booked; the client gets a PDF and the agent re-enters everything by hand.

How GGNomad answers it: A trip plan in GGNomad is a real object with dates, traveller count and ordered items that each carry a type, a day number, a scheduled time and a price — so the plan adds up to a total and converts into bookings rather than being retyped.

Rooms, on-site experiences and events sit in separate systems

Who feels it: Hotel groups and multi-property hospitality operators

What it costs them: Cross-selling a spa treatment or a live music night to a guest who is already booked takes manual coordination, so most of it never happens.

How GGNomad answers it: One provider profile can carry rooms, on-site activities, excursions and a weekly event, all bookable from the same profile and addable to the same traveller plan.

The business is run from memory and a paper calendar

Who feels it: Independent hosts and single-guide operators

What it costs them: Rates are set on instinct, cancellations are noticed too late, and there is no evidence for whether a quiet midweek is a pricing problem or a demand problem.

How GGNomad answers it: A provider dashboard computes bookings and revenue over time, a cancellation rate, capacity utilisation and a per-listing drill-down from actual bookings — and is explicit that utilisation is guests against capacity, not true night-by-night occupancy.

Team travel has no policy and no approval step

Who feels it: Corporate travel managers and travel management companies

What it costs them: Budget breaches are discovered in the expense report, weeks after the trip, and finance has no view of committed spend.

How GGNomad answers it: An organisation workspace carries a travel policy — per-booking budget cap, rolling monthly cap per traveller, blocked destinations, allowed travel classes — scoped to the workspace or a cost centre, and a booking that breaches it is held pending until a manager approves or rejects it.

Trust has to be taken on faith

Who feels it: Travellers, and the operators who lose bookings because of it

What it costs them: An unfamiliar stay or guide with no verifiable signal loses to a big brand, whatever the quality.

How GGNomad answers it: Providers carry a verification status and a rating, travellers rate and review after a trip, hosts respond in the same thread, and ratings feed back into discovery. A safety centre and in-product messaging sit around the booking.

A consumer marketplace gives a multi-brand operator no governance

Who feels it: Groups running several brands, and anyone facing a procurement review

What it costs them: One shared login, no separation between brands, no audit trail, and nothing to hand a security reviewer.

How GGNomad answers it: Every listing, booking, plan and analytics view is scoped to a workspace with role-based access enforced on every field at the gateway, an append-only trail on listing and booking transitions, and single sign-on inherited from the platform.

05 Value Proposition

Four things do the persuading. Lead with whichever one matches the pain the prospect named first.

Keep the traveller, and more of the money

The commercial model is deliberately the opposite of a consumer marketplace. A subscription sized to how many listings you run, plus a platform fee on completed bookings that starts at 10% and falls to 6% as a provider builds a track record. The customer relationship, the branding and the data stay with the operator.

Evidence: Published take-rate tiers of 10% for a new provider, 8% verified and 6% top-rated, with 5–8% negotiated for agencies, against the 10–25% and 25–30% host commissions the incumbents publish.

One catalogue for the whole trip

Stays, tours, activities and events are separate products everywhere else. In GGNomad they are four listing types under one provider model, each with full create-and-edit management and its own detail page, searchable together. That is what makes cross-selling a room alongside an excursion a normal action rather than a project.

Evidence: A single cross-domain search returns match counts across all four types, and a single provider can list and run all of them from one console.

A plan you can actually book

Most planning tools produce a wishlist or a document. A GGNomad trip plan is a structured, day-by-day object: ordered items with a type, a day, a scheduled time and a per-item price and currency, rolling up into an item count and a total, rendered as a detail page in the app. Bookings are created per item today; a single multi-item checkout is on the roadmap.

Evidence: Trip plans and their items are first-class domain objects with their own create-and-add operations and a day-by-day detail page, not a saved-for-later list.

Enterprise governance inherited, not bolted on

Because GGNomad runs on the Burdenoff platform, single sign-on, role-based access, multi-tenant isolation, audit, billing, quotas, files, conversations, translation and accessibility arrive with it. Most standalone travel platforms have to build or buy these, and it shows in a procurement review.

Evidence: Access control is a directive on every query and mutation, enforced at the gateway; tenant isolation is forced at the database row level as well as in application filters; guest name, email, phone and special requests are redacted from audit metadata and the free-text request field is encrypted at rest.

Programmable, and honest about AI

The whole domain is available over a federated GraphQL API, so a partner can build a custom front end or automate operations. An assistant is mounted on every screen and knows which listing or plan you have open, takes voice input and streams answers. It acts through the same governed API a person uses, so it can never reach more than the actor already can, and every turn is metered against the workspace.

Evidence: The assistant, its screen context, voice input, secret redaction and per-turn metering are live; the itinerary planner engine, the pricing copilot and the scheduled agent loops are designed and ticketed, not shipped, and the site says so.

06 Ideal Customer Profile

A travel business with 20 to 500 listings of its own that already sells through a consumer marketplace, resents the commission, and wants the stay, the experience and the ticket sold together under its own brand.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Travel agencies and destination management companies	5–200 staff, tens to hundreds of supplier relationships	They already build multi-day, multi-supplier itineraries by hand and then send the client elsewhere to book. The trip plan plus a branded workspace is the whole pitch, and role separation between agents, managers and finance matters to them.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Hotel groups and multi-property hospitality operators	3–50 properties	Rooms, on-site experiences and events are in separate systems today. One provider profile that sells all three to the same guest is a revenue argument, not a tooling argument, and multi-workspace support fits a group running several brands.
Tour, activity and experience providers	1–50 guides or operators	They pay 25–30% to consumer experience marketplaces and never learn who the customer is. A lower sliding fee plus the ability to cross-sell a stay or a ticket is a direct margin conversation.
Corporate travel desks and travel management companies	100–5,000 travellers under management	Budget caps, blocked destinations, allowed travel classes and a real approval hold live in the same workspace as the inventory, rather than in a separate product bolted onto a consumer booking site.
Venues, festivals and event organisers	Single venue to a regional promoter	Tickets share the same booking spine as stays and tours, so an event can be sold with the room near the venue instead of on a separate ticketing site the traveller has to find.
Tourism boards and destination marketing organisations	Regional or national bodies	Destination promotion is usually disconnected from bookable supply. The marketplace control room lets them approve, verify and suspend listings and read category and revenue mix across the destination.

GEOGRAPHIES

Global by design and not locked to a region: listings and bookings carry currency, the interface is multilingual, and pricing is published in US dollars with regional bands including a published India rupee schedule. The strongest early fit is India, the Gulf, South-East Asia and Europe, where independent operators carry heavy marketplace commission. Deeper local-payment coverage builds out over time.

NOT A FIT – DO NOT CHASE

- A consumer looking for a cheaper way to book their own holiday — GGNomad is sold to the business that sells travel, not to the traveller
- A flight-first seller: transport is a field on a trip and a reference inventory source, and there is no live airline or global distribution system connection
- An operator who needs a public storefront on their own domain from day one — today the operator surface is the workspace app, and the storefront is roadmap
- A high-volume attractions business that needs scannable mobile ticket codes at the gate, which is not built
- Anyone who needs a single bundled cart with one payment across stays, tours and tickets before they will move — that checkout is specified, not shipped
- A regulated buyer whose procurement requires a completed third-party security attestation today; the certification work is scheduled, not finished

07 Buyer Personas

Five people decide this. Each one cares about a different half of the product, so open with their line, not the product tour.

Agency owner or destination management company founder

WHAT THEY WANT

Sell more complete trips, stop leaking margin and clients to consumer marketplaces, and get planners off spreadsheets without a two-year software project.

WHAT FRUSTRATES THEM

Itineraries built by hand, bookings placed on someone else's site, no single view of what a client has committed to, and a brand that disappears at the moment of purchase.

Open with: "How much of a trip do you plan for a client and then send them somewhere else to book?"

They will ask: "Can my planners actually build a client's whole trip in here, and does the client book with me or with you?"

Commercial director at a hotel group

WHAT THEY WANT

Raise revenue per guest by selling experiences and events alongside rooms, and see occupancy, revenue and category mix across brands in one place.

Open with: "What would it be worth if the guest booked the spa, the excursion and the Friday-night set at the same time as the room?"

They will ask: "Can we run several brands separately in the same account, and does this replace or sit alongside our property system?"

WHAT FRUSTRATES THEM

Three systems for rooms, activities and events, cross-selling that depends on someone remembering, and marketplace commission on inventory the group already owns.

Independent host or tour operator

WHAT THEY WANT

Fill the calendar, keep more of each booking, and know what to charge without guessing.

Open with: "What do you pay on each booking, and do you ever find out who the guest was?"

They will ask: "What does it cost me to list, and what exactly comes off a booking?"

WHAT FRUSTRATES THEM

A quarter of every booking gone in commission, no idea who the customer is, and a business run from memory and a notebook.

Corporate travel manager

WHAT THEY WANT

Keep team travel inside policy, see committed spend before it lands in expenses, and pass a security review without a fight.

Open with: "When someone books over budget, do you find out before or after the trip?"

They will ask: "Can I set a budget cap and a blocked-destinations list, and does a booking that breaks policy actually stop?"

WHAT FRUSTRATES THEM

Policy that exists only in a document, approvals that happen over email, and travel data spread across a booking site, an expense tool and an agency.

Head of engineering or technology at a travel business

WHAT THEY WANT

One API to build against rather than four partner integrations, and a platform that will not need identity, billing and audit rebuilt around it.

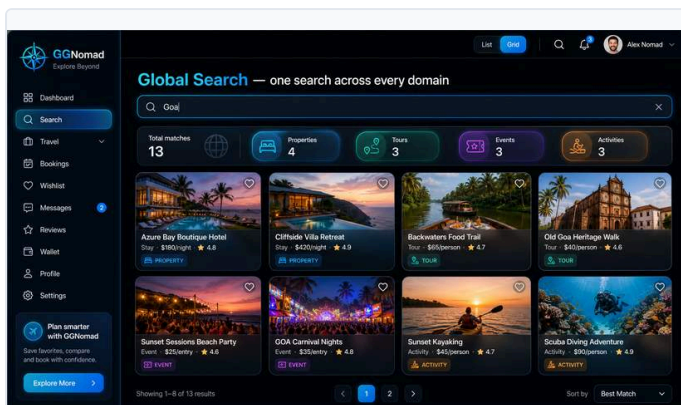
Open with: "If you had one API across stays, tours, events and tickets, what would you build on top of it?"

They will ask: "Where is authorisation enforced, and what stops an AI agent doing more than the person who launched it?"

WHAT FRUSTRATES THEM

Affiliate REST APIs that do not compose, no way to enforce permissions consistently, and AI features that nobody can govern.

Concrete situations you can recognise in a conversation. Each one names who feels it and what changes.



TOUR OPERATOR OR DESTINATION MANAGEMENT COMPANY

Sell the whole trip instead of one line item

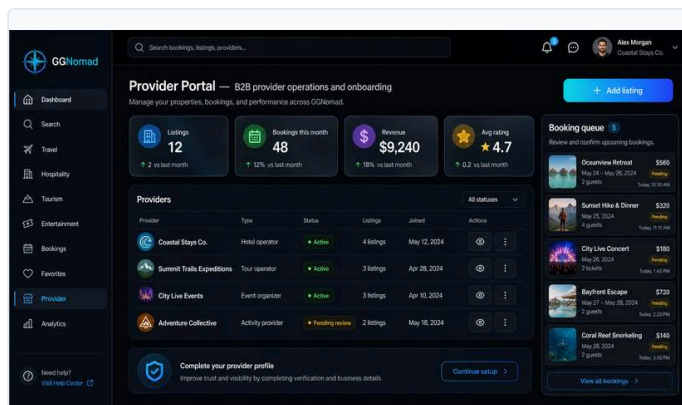
THE SITUATION

The operator sells an excursion on a consumer experience marketplace, pays around a quarter of it in commission, and has no way to also sell the guest a room or a ticket.

WHAT HAPPENS WITH GGNOMAD

Stays, tours, activities and events are four listing types in the same catalogue under one provider, and a single cross-domain search shows how many matches each type has for a destination before the traveller drills in.

One booking becomes three, and the margin on all of them is set by a sliding platform fee rather than a fixed commission.



HOST, GUIDE OR VENUE JOINING THE MARKETPLACE

Get a provider and its first listings live

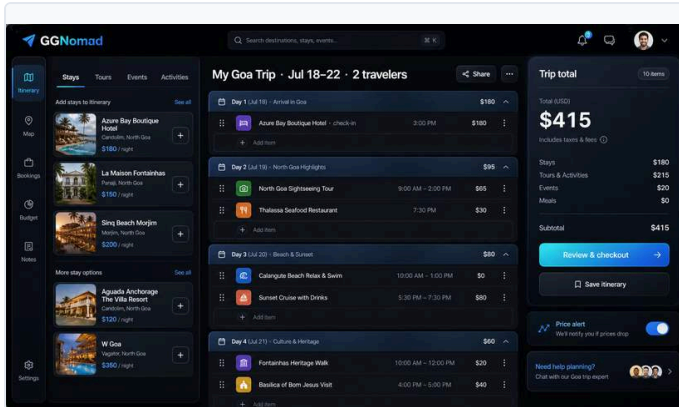
THE SITUATION

"I host travellers — how do I get on this thing?" Onboarding elsewhere means a profile in someone else's brand and a wait with no visibility.

WHAT HAPPENS WITH GGNOMAD

The operator creates a provider profile, then property, tour, activity or event listings with location, capacity, offering type and media, and the provider carries a status, a verification field and rating and revenue counters.

A discoverable, bookable listing under the operator's own workspace, with the customer record on their side of the line.



AGENCY PLANNER

Build a day-by-day plan the client can book

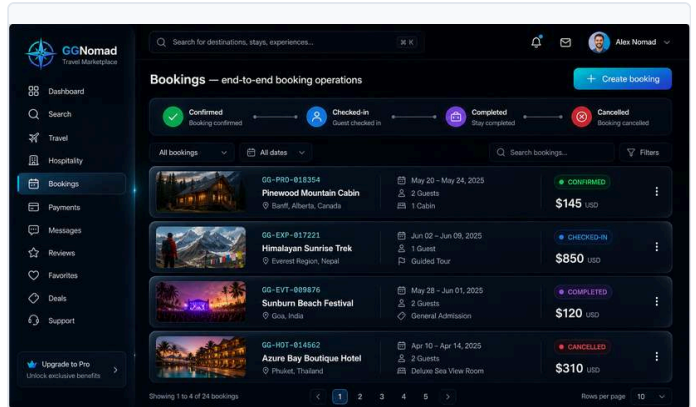
THE SITUATION

A seven-day, six-supplier itinerary is assembled in a spreadsheet, sent as a document, and then re-entered by hand when the client says yes.

WHAT HAPPENS WITH GGNOMAD

A trip plan holds dated, ordered items across all four listing types, each with a scheduled time and its own price and currency, rolling up into an item count and a running total on a day-by-day detail page.

The plan is priced, editable and convertible into bookings instead of being retyped.



HOST OR OPERATIONS LEAD

Run the day from one booking queue

THE SITUATION

Bookings arrive by email, by phone and through two marketplaces, and nobody can say what today actually looks like.

WHAT HAPPENS WITH GGNOMAD

Every booking carries a reference code, guest details, total price, currency, payment status and method, and lands in one queue the operator works and can cancel from, with transitions written to an append-only trail.

One list to run the day from, and a record of who changed what and when.



INDEPENDENT HOST OR SMALL OPERATOR

Price the weekend on evidence

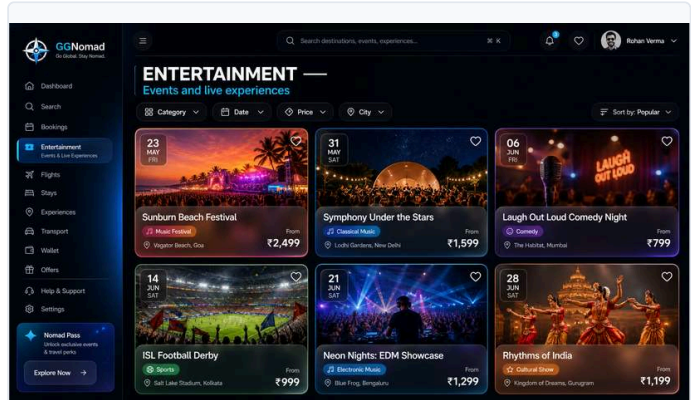
THE SITUATION

Midweek is quiet and the owner has no idea whether the rate, the photos or the season is the problem.

WHAT HAPPENS WITH GGNOMAD

A provider dashboard computes bookings and revenue by day, week or month from real bookings, plus a cancellation rate, capacity utilisation and a per-listing drill-down — and states plainly that utilisation is guests against capacity, not true occupancy.

A rate decision backed by the operator's own numbers rather than instinct.



VENUE, PROMOTER OR ENTERTAINMENT-LED OPERATOR

Put the festival and the room on one plan

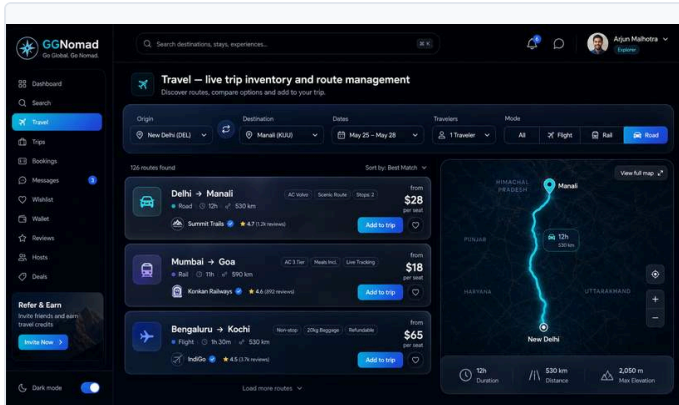
THE SITUATION

The traveller buys tickets on a ticketing site and the room somewhere else entirely, so nobody sells them the pairing.

WHAT HAPPENS WITH GGNOMAD

Events are listings on the same booking spine as stays and tours, discoverable alongside them and addable to the same trip plan, with tickets booked as ordinary bookings.

An event sells the stay next to the venue, and both sit on the same plan.



CORPORATE TRAVEL MANAGER

Keep team travel inside policy

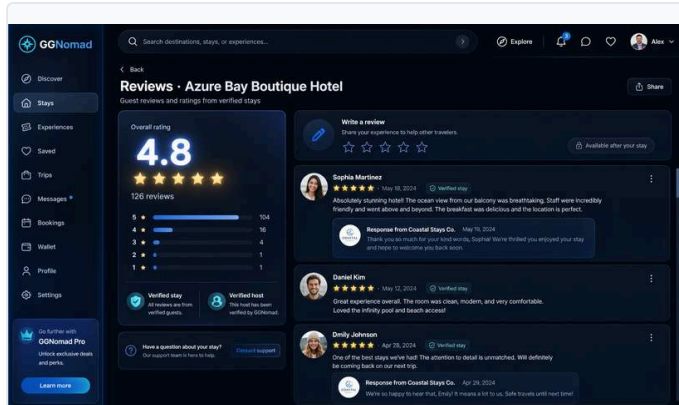
THE SITUATION

Policy lives in a document, approvals happen over email, and a breach surfaces in the expense report weeks later.

WHAT HAPPENS WITH GGNOMAD

An organisation workspace carries a travel policy — per-booking cap, rolling monthly cap per traveller, blocked destinations, allowed classes — scoped to the workspace or a cost centre; a booking that breaches it is held pending until a manager approves or rejects it.

The breach is caught before the trip, and committed spend is visible in one dashboard.



HOST OR EXPERIENCE PROVIDER

Turn reviews into demand

THE SITUATION

Good operators lose to big brands because there is no visible signal that they are any good.

WHAT HAPPENS WITH GGNOMAD

Travellers rate and review after a trip, hosts respond in the same place, individual reviews roll up into a listing rating and review count, and rating filters and ordering feed discovery.

Quality becomes a discovery advantage rather than something the operator has to buy ads to compensate for.



GROUP ORGANISER, OR AN AGENCY RUNNING ONE FOR A CLIENT

Coordinate a group without a spreadsheet

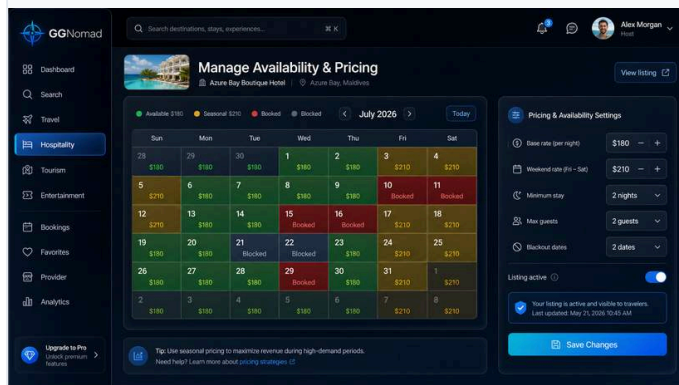
THE SITUATION

Twelve people, four chat threads and a spreadsheet nobody keeps current; the plan dies before anyone books.

WHAT HAPPENS WITH GGNOMAD

A shared conversation and trip workspace keeps the group on the same plan while each member creates the individual bookings that belong to them.

One plan the group can see, with the booking stayed simple for each person.



HOST MANAGING INVENTORY

Keep the calendar honest

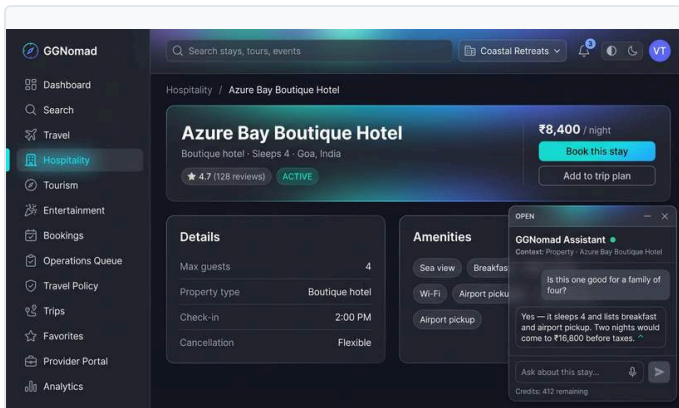
THE SITUATION

A weekend sells out, the listing keeps taking enquiries, and the operator spends an evening apologising.

WHAT HAPPENS WITH GGNOMAD

The shared calendar backs both host operations and booking timelines, so a confirmed booking updates the host's view; the host checks booked and open dates and verifies rates and capacity against what travellers see.

Fewer double-booked apologies. Direct calendar editing, blackout dates and seasonal pricing are roadmap, so say so.



TRAVELLER, OR A HOST MID-SHIFT

Answer the question on the screen you are already on

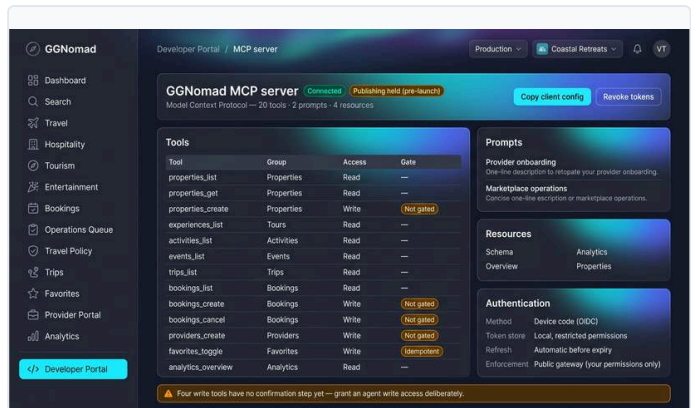
THE SITUATION

A chatbot that cannot see the listing you opened makes you re-describe it, which is slower than reading the page yourself.

WHAT HAPPENS WITH GGNOMAD

An assistant is mounted once in the app shell and carries a page context resolved from the route, so "what is the cancellation policy on this one?" is unambiguous. It takes typed or voice input, streams the answer, and strips anything that looks like a credential out of the output.

A question answered in place, with the assistant limited to exactly what the person asking can already see.



TECHNICAL PARTNER OR OPERATIONS ENGINEER

Drive the marketplace from your own AI client

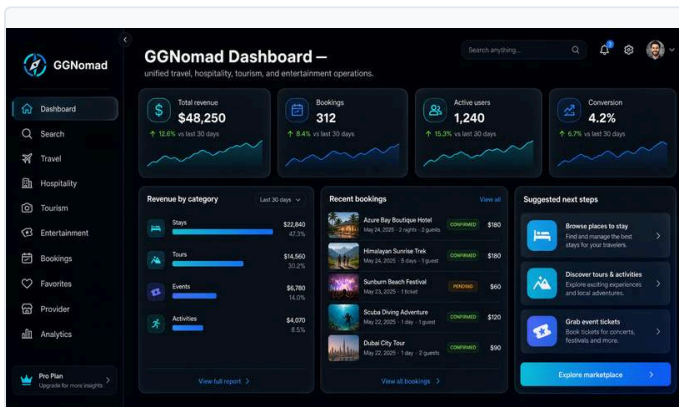
THE SITUATION

The agent the business already uses lives somewhere else and has no safe way to touch travel inventory.

WHAT HAPPENS WITH GGNOMAD

A Model Context Protocol server exposes twenty typed tools — list and open listings, list and create providers, list, create and cancel bookings, favourites, analytics — plus guided prompts, behind a device-code login, with every call travelling through the same gateway checks the app uses.

An external agent can operate the marketplace under the operator's own permissions. Note honestly that the four writing tools have no confirmation gate of their own yet and the package is not published.



MARKETPLACE OPERATOR OR TOURISM BOARD

Run the marketplace control room

THE SITUATION

Supply quality drifts, nobody owns approvals, and there is no view of category mix or revenue across the destination.

WHAT HAPPENS WITH GGNOMAD

An operator role sits above both sides with the only delete permission, oversees bookings and trip plans across the marketplace, and reads marketplace-wide revenue, conversion and category mix.

Quality control and supply-demand balance from one place, with the approve, verify and suspend workflow itself still on the roadmap.

09 Product Capabilities

What exists, what is being finished and what is committed. The status labels are the point — use them, because a partner who oversells here gets caught in the first demo.

Inventory and catalogue

Four listing types under one provider model, browsable together.

Stay listings

Properties with location, capacity, offering type, media and pricing, with full create-and-edit management and a detail page.

Tour, activity and event listings

Guided tours, activities and live events as first-class listing types alongside stays, each with their own management and detail pages.

Provider profiles

The operator identity that owns listings, carrying status, a verification field, rating and listing and revenue counters.

Cross-domain search

One search across stays, tours, events and activities that returns match counts per type and drills into each.

Favourites

Travellers save and un-save any listing type from a single list.

Transport on the trip in progress

Trips carry a transport mode — flight, rail, road, ferry or a mix — as structured data; a standalone transport-booking product and a live airline connection are not available.

Own-domain storefront planned

A public branded storefront on the operator's own domain. Today the operator surface is the workspace app.

Planning and booking

A trip plan that is a real object, and per-item bookings that carry a full commercial record.

Day-by-day trip plans

Named plans with dates and traveller count, holding ordered items with a type, a day number and a scheduled time.

Running totals

Each plan item carries its own price and currency, rolling up into an item count and a plan total.

Per-item booking

A booking with a reference code, guest name, email and phone, special requests, total, currency, payment status and method, and a billing transaction reference.

Cancellation

Cancel a booking with a recorded reason; the transition is written to the audit trail.

Unified multi-item checkout planned

A single itemised cart across stays, tours, events and tickets with subtotal, taxes, fees and discount before commit. Specified, not built.

Trip timeline lifecycle planned

Bookings advancing through booked, confirmed, upcoming, checked-in and completed with reminders on one timeline.

Group planning and cost-splitting in progress

Shared browsing and conversations work today; automated cost-splitting across companions and collaborative editing are being finished.

Operator tools

The console a host, operator or agency runs the business from.

Booking queue

Incoming bookings in one list the operator works and can cancel from.

Provider analytics

Bookings and revenue by day, week or month computed from real bookings, plus a cancellation rate, capacity utilisation and a per-listing drill-down, strictly scoped to the operator's own data.

Review responses

Hosts reply to traveller reviews in the same place the review lives.

Traveller messaging in progress

Conversations for questions, meeting points and changes; the shared service is in place and the product-specific wiring is being completed.

Availability calendar editing planned

Direct per-date rates, seasonal pricing, capacity, blackout dates and an availability toggle. Monitoring works today; editing is roadmap.

Booking-queue transitions planned

Confirm, prepare, check-in and complete moves that feed the traveller's trip view.

Trust and reputation

The signals that make an unfamiliar operator bookable.

Ratings and reviews

Travellers rate and review after a trip; reviews roll up into a listing rating and review count.

Rating-led discovery

Filters and ordering by rating, so better-rated listings surface.

Safety centre

A dedicated hub of guidance and resources, with in-product support one click away.

Listing verification workflow planned

Submit, verify and activate as an enforced gate before a listing goes live. The verification field exists on providers; the workflow is roadmap.

Enterprise, security and governance

The part that gets you through a procurement review — inherited from the platform, not rebuilt.

Workspace isolation

Every listing, booking, plan and analytics view is scoped to a workspace, with isolation forced at the database row level as well as in application filters.

Role-based access on every field

Every query and mutation carries an access directive the gateway enforces before the request reaches the service; three seeded roles cover marketplace operator, host operator and traveller.

Single sign-on

Enterprise identity through the platform, with device-code login for terminal and agent clients.

Audit trail

An append-only record of listing verification moves and booking-lifecycle changes with actor, from and to status, reason and timestamp, openable from the operations queue.

Guest data handling

Guest name, email, phone and special requests are redacted from audit metadata, and the free-text request field is encrypted at rest.

Travel policy and approvals

Budget caps, blocked destinations and allowed travel classes per workspace or cost centre, with non-compliant bookings held pending a manager decision.

Plans, quotas and metering

Subscription tiers, regional pricing and per-action quota enforcement at the gateway rather than after the fact.

Third-party attestations planned

A published certification roadmap targets an initial security attestation in late 2026 and an international information-security certification in 2027. Nothing is certified today.

AI and automation

Real today at the assistant layer; deliberately labelled roadmap above it.

Screen-aware assistant

Mounted once in the app shell so it is on every screen, carrying a page context resolved from the route — it knows which listing or plan you have open.

Voice input and streaming answers

Ask by typing or speaking; responses stream as they are produced and closing the widget cancels the request.

Governed by the same rules as a person

Assistant turns and agent calls arrive at the same gateway with the same actor identity, so restricting AI is ordinary role administration, and anything resembling a credential is stripped from output.

Per-turn metering

AI usage is checked against the workspace credit position before a turn runs and reported back, so it appears in the same usage views as everything else.

Model Context Protocol server in progress

Twenty typed tools and guided prompts for external AI clients, behind a device-code login. Runs from source; the writing tools have no confirmation gate of their own yet.

Itinerary planner engine planned

One prompt in, a ranked, time-feasible, costed plan out, extendable and self-repairing. Designed and ticketed.

Host pricing copilot planned

Suggested rates with the figures and reasoning attached, plus listing-copy drafting, always advisory and never a silent reprice.

Scheduled agent loops planned

A trip-watch loop and a host-advisor loop that report only deltas on a cadence, with an agent-run ledger behind them.

Platform and developer surfaces

What a partner can build on, and what the workspace inherits.

Federated GraphQL API

The whole domain in one composed schema alongside identity, billing, files, conversations and notifications, so a partner can build a custom front end or automate operations.

Notifications, files and conversations

Booking confirmations and reminders in app, by email and by webhook; shared storage for listing media; messaging on listings, bookings and trips.

Multilingual interface and accessibility

Per-user language, locale-aware dates and currency, keyboard shortcuts, a command palette and high-contrast theming.

Developer portal

API tokens, OAuth applications and developer keys for partner integrations.

Command line and SDKs planned

A terminal client and Node and Python SDKs are specified with published install paths but are not yet released.

Mobile apps planned

Native iOS and Android for discovery, booking and trip following.

Channel and inventory connectivity planned

Connections to channel managers, property systems and ticketing systems.

10 Pricing & Plans

Two things are charged. A subscription sized to the marketplace you manage — how many active listings you run, not how many people log in — and a platform fee taken on completed bookings. The platform fee applies on every tier including the free one, because the subscription buys capacity and capability, not exemption from the fee. Travellers pay nothing to browse or plan; they pay for what they book.

PLAN	PRICE	WHO IT IS FOR	WHAT IS INCLUDED
Free	\$0 No card required.	Trying GGNomad, or a single host testing the water	15 active listings; 50 bookings a month; 2 staff seats; 1 workspace; 5 event-ticket allocations; Community support and one ticket a month; 30-day analytics history
Starter	\$99/mo \$79/mo on annual billing, billed as \$948 a year. Published India price: ₹3,999/mo or ₹3,199/mo annual.	Small operators and independent hosts	50 active listings; 500 bookings a month; 5 staff seats; 1 workspace; 50 event-ticket allocations; Email support under 48 hours; 90-day analytics history
Growth	\$399/mo \$319/mo on annual billing, billed as \$3,828 a year. Published India price: ₹14,999/mo or ₹11,999/mo annual. A 14-day trial is available.	Scaling agencies and regional operators	250 active listings; 5,000 bookings a month; 15 staff seats; 3 workspaces; 250 event-ticket allocations; Priority support under 24 hours; 99.5% uptime commitment; 365-day analytics history
Business	\$999/mo \$799/mo on annual billing, billed as \$9,588 a year. Published India price: ₹39,999/mo or ₹31,999/mo annual.	Established operators and multi-brand groups	1,000 active listings; 50,000 bookings a month; 50 staff seats; 10 workspaces; 500 pooled event-ticket allocations; Priority support under 8 hours; 99.9% uptime commitment; 730-day analytics history
Enterprise	From \$12/active listing/mo From \$9/active listing/mo on annual billing at 250 listings or more. Regional quotes available. Contracted annually rather than sold self-serve.	Chains, agencies, destination organisations and regulated buyers	Custom listing and booking limits; Production single sign-on and SCIM; Audit streaming and data residency; Multi-entity structures; Dedicated tenant or self-hosting options; Annual contract

Add-ons

ADD-ON	PRICE
50-Profile Pack — 50 more active listings	\$39/mo
250-Profile Pack — 250 more active listings	\$149/mo
5 Admin Seats	\$49/mo
15 Admin Seats	\$129/mo

ADD-ON	PRICE
Analytics Pro — 730-day history, custom dashboards, scheduled reports	\$99/mo
Audit Standard — 365-day audit history with filters and export	\$39/mo
Branding Pro — custom domains and branded guest emails and vouchers	\$39/mo
50 GB Storage	\$15/mo
20 Support Hours	\$2,500 one-time
Support Retainer — 12 hours a month	\$4,000/mo

WHAT TO TELL A PROSPECT ABOUT PRICE

- The platform fee on completed bookings is 10% for a new provider, 8% once verified and 6% for a top-rated provider, with 5–8% negotiated for agencies; the provider pays it out of the transaction and the traveller sees the quoted price.
- Payment-processor fees apply on top of the platform fee and are shown in payout statements; the fee is reversed proportionally on refunds and disputes.
- Regional bands apply, and the India figures above are the published examples rather than a conversion — quote every other market from its own band.
- AI features run on the customer's own AI provider key or subscription; model usage is not included in the plan price.
- Prices are before tax, and web billing is the canonical price for a region.
- Enterprise is priced per active listing on an annual contract and is not seeded as a self-serve plan — bring it to us for a quote.

11 Competitive Landscape

Every one of these beats GGNomad at something, and saying so is what makes the rest of the comparison credible. The frame that holds is that they are consumer marketplaces and GGNomad is the platform underneath a business.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Booking.com	The largest accommodation marketplace, accommodation-first with limited experiences, where hosts list into Booking.com's brand.	Demand. They put a listing in front of more travellers on day one than GGNomad will for years, their instant-confirmation and payment machinery is battle-tested at enormous scale, and no operator has to be persuaded that travellers use them.	The operator keeps the brand, the traveller relationship and the data, sells tours, activities and events alongside rooms in one catalogue, plans day by day rather than saving a wishlist, and pays a subscription plus a sliding 6–10% fee instead of a 10–25% host commission.
Airbnb	A peer-to-peer stays marketplace with an Experiences product attached, built around a single consumer account.	Consumer trust and genuinely unique supply. Their host tooling is polished, their photography and listing standards are strong, and travellers arrive already knowing how to book.	A multi-tenant operator workspace with role separation, audit and single sign-on — things a consumer account model does not offer. Events and tickets are first-class rather than absent, itineraries are bookable objects, and the experience fee comparison is a sliding 6–10% against their 20%.
Expedia Group	A portfolio of consumer brands covering hotels, vacation rentals, flights, packages and corporate travel through separate products.	Breadth GGNomad does not have: real flight inventory, pre-built packages, and a mature corporate travel business. If the buyer's first need is air, they are the answer and GGNomad is not.	One workspace instead of four brands, corporate travel policy in the same place as the leisure inventory rather than in a separate product, and a composable GraphQL API rather than affiliate REST endpoints.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
GetYourGuide	A tours, activities and attractions marketplace with strong European demand and instant confirmation.	They are the best place in the world to sell one experience. Their demand in the experiences category, their supplier tooling and their instant-confirmation and voucher machinery are ahead of ours.	An operator can cross-sell a stay and an event next to the excursion instead of listing activities alone, run it from their own workspace, and pay a sliding 6–10% fee against a 25–30% supplier commission.
Klook	A mobile-first activities and local transport marketplace, strongest across Asia-Pacific.	Mobile. Their app is the product, their local transport and attraction coverage in Asia-Pacific is deep, and GGNomad has no native mobile app yet — that is a real gap for a walk-up attractions business.	Inventory beyond activities and transfers, a day-by-day plan across categories, a business-to-business operator workspace rather than a consumer catalogue, and no regional lock-in.
Trip-planning tools (Wanderlog, Google Travel, Rome2Rio)	Free consumer planning and routing tools that organise a trip and then link out to somewhere else to book.	They are free, immediate and very good at routing and discovery, and a traveller can use one without an account. For pure planning, they are a lower-friction answer.	The loop closes: a plan in GGNomad converts into real bookings with a commercial record, inside a workspace a business can be paid through and audited on.

THE POSITIONING LINE TO HOLD

The incumbents are consumer marketplaces that own the traveller; GGNomad is the platform a travel business runs its own marketplace on.

12 Why Us / Differentiators

If you only remember six things about why this is not another booking site, remember these.

Sold to the business, not the traveller

Every incumbent in the comparison is a consumer marketplace whose customer is the person taking the trip. GGNomad's customer is the agency, group or operator selling it. That single decision explains the workspace model, the role structure, the API and the pricing.

One catalogue across four verticals

Stays, tours, activities and events are separate businesses everywhere else. Here they are four listing types under one provider, searchable together, so a lakeside hotel can list rooms, a spa treatment, a lake excursion and a Friday-night set from one profile.

The itinerary is a domain object

A trip plan has dates, a traveller count and ordered items each carrying a type, a day, a scheduled time and a price. It is priced, editable and convertible into bookings — not a wishlist, and not a document someone re-keys.

Multi-tenant governance from the first day

Workspace isolation, role-based access on every field enforced at the gateway, an append-only trail on transitions, single sign-on and quota enforcement all arrive with the platform. This is what survives a procurement review, and it is very hard to retrofit.

The commercial model is the pitch

Subscription plus a sliding 6–10% platform fee against 10–30% host commission, with the customer relationship staying on the operator's side. Every other differentiator is a reason to believe; this is the reason to move.

AI that inherits permissions instead of asking for its own

The assistant and any external agent arrive at the same gateway with the same actor identity, so restricting what AI can touch is ordinary role administration rather than a separate allow-list. Turns are metered against the workspace and credentials are stripped from output.

Status labels published in public

The site marks what is shipped, what is in progress and what is planned, feature by feature, including on its own competitive pages. That is unusual, and it is a selling point with a buyer who has been burned by a roadmap sold as a product.

13 Customer Proof & Credibility

There are no customer references to lean on, so credibility has to come from what a prospect can inspect: the depth of the product, the way access and data are handled, and how candid the public material is about what is not finished. Point at those, and invite the technical check rather than avoiding it.

AUTHORISATION ON EVERY FIELD

Every query and mutation carries an access directive that the API gateway enforces before a request reaches the service, and the service never re-implements auth. Three seeded roles — marketplace operator, host operator and traveller — cover the personas, with delete deliberately withheld from everyone but the operator.

TENANT ISOLATION FORCED AT THE DATA LAYER

Workspace-scoped tables carry row-level isolation that is forced rather than merely enabled, and the service runs under a low-privilege role so the isolation binds. Application filters are the second line, not the only line.

GUEST DATA HANDLED DELIBERATELY

Guest name, email, phone and special requests are redacted from audit metadata before it is written, and the free-text special-requests field is encrypted at rest. Card data never touches the platform — settlement runs on established processor rails.

AN AUDIT TRAIL YOU CAN OPEN

Listing verification moves and booking-lifecycle changes are written append-only with actor, from and to status, an optional reason and a timestamp, and can be opened from the operations queue for any record.

QUALITY GATES ON THE RELEASE PATH

Automated tests with a coverage floor, dependency and code scanning, and a backend end-to-end suite all run before a release goes out, on the path that actually reaches production rather than only on proposed changes.

A DATED CERTIFICATION ROADMAP

An initial third-party security attestation is targeted for late 2026 with the observation-period report following in 2027, an international information-security certification for 2027, and privacy work aligned to European and Indian data-protection law. Published with owners and dates, and nothing is claimed as complete.

DEPTH INHERITED FROM THE PLATFORM

Single sign-on, billing and quotas, notifications, files, conversations, tagging, scheduling, translation, accessibility, a developer portal and in-product support come from shared platform services used across a fleet of products, not from a travel startup's first attempt at each.

PUBLIC HONESTY ABOUT STATUS

The website labels capabilities shipped, in progress or planned — including on comparison pages where it would be easier not to — and states plainly which AI capabilities are designed rather than built.

Be straight about this. GGNomad is early. It is open for sign-up and the marketplace runs, but there are no public reference customers, no published booking, revenue or usage figures, no completed third-party security attestation, and no case histories to show. Some headline ideas — a single multi-item checkout, an own-domain storefront, direct calendar editing, the full trip-timeline lifecycle, the AI planner and pricing engines — are committed roadmap rather than working software. Say all of that before a prospect finds it out. What they should weigh instead is whether the shipped core does the job they need this quarter, whether the security and access model survives their review, and whether being an early customer of a platform that publishes its own gaps is a risk they want in exchange for the commercial terms.

14 Demo Information

You do not need to demo this. Get the prospect onto a call with us and, if they want to look first, point them at the public material and the free tier. If you do want to walk someone through it yourself, follow the order below — it moves from the problem to the money.

HOW TO GET A DEMO

The free tier is self-service at app.ggnomad.com and needs no card, so a curious operator can create a workspace and a listing without talking to anyone. For a guided walkthrough with a real scenario, book a call with Vignesh and we will run it.

Runs about Twenty minutes for the guided version; ten if you are just showing the catalogue and the trip plan.

WHERE TO LOOK

- **The app** — <https://app.ggnomad.com>
- **Product site** — <https://ggnomad.com>
- **Use-case library** — <https://ggnomad.com/use-cases>
- **Head-to-head comparisons** — <https://ggnomad.com/vs>
- **How AI is handled** — <https://ggnomad.com/ai>
- **Book a walkthrough** — <https://calendly.com/vignesh-burdenoff/1-1>

The walkthrough, in order

- 1 The cross-domain search**
One search across stays, tours, events and activities, with the match counts side by side. Ask them how many tabs that replaces today.
- 2 A stay listing, then a tour and an event from the same provider**
Same provider, four kinds of inventory. This is the thing no consumer marketplace does — the room and the excursion and the ticket belong to the same business.
- 3 Building a trip plan day by day**
Each item has a day, a time and a price, and the plan carries a total. This is a real object, not a wishlist — which is why it can become bookings.
- 4 A booking record**
Reference code, guest details, total, currency, payment status, method. Bookings are per item today; the single bundled checkout is roadmap, and I would rather tell you now.
- 5 The provider analytics dashboard**
Revenue and bookings over time, cancellation rate, capacity utilisation, per-listing drill-down — computed from real bookings, and honest that utilisation is guests against capacity.
- 6 The assistant on the screen you are already on**
It knows which listing is open, so you never re-describe it. It acts through the same permissions you have, and every turn is metered.
- 7 Roles and the audit trail**
Three roles, delete held at the operator tier, and an append-only record of who moved what. This is the part that gets you through a security review.
- 8 The pricing page**
A subscription for capacity and a platform fee on completed bookings that falls as you build a track record. Compare that number to what you pay today.

15 Sales Talking Points

Eight lines that do the work. Say the one that fits; do not recite the list.

Every incumbent here is a consumer marketplace. GGNomad is what a travel business runs its own marketplace on.

It reframes the conversation away from a feature bake-off nobody wins in year one and onto a question about who owns the customer.

The stay, the guide and the ticket are one catalogue, under one provider.

This is the genuinely unusual bit. Booking.com is rooms, GetYourGuide is activities, ticketing is somewhere else; nobody models the whole trip as one thing.

The itinerary is a real object with days, times and prices — not a saved list.

Agencies feel this immediately, because their alternative is a spreadsheet and a retype.

A subscription plus a fee that starts at 10% and falls to 6%, against 10–30% commission.

It is the only number in the conversation that changes a P&L, and it is published rather than negotiated in the dark.

Governance is inherited, not built: workspace isolation, access control on every field, audit, single sign-on.

Most travel platforms of this age have none of it, and the gap shows the moment a procurement team asks.

AI gets your permissions, and nothing more.

It converts the standard fear — an assistant that can spend money — into an ordinary access-administration question with a real answer.

The site labels what is shipped, in progress and planned, feature by feature.

Volunteering the limitation is what makes the rest believable, and it separates us from vendors selling a roadmap as a product.

It is early, and there are no reference customers yet.

Say it before they ask. A prospect who hears it from you trusts everything else you said; one who discovers it later discounts all of it.

The hard ones, in the words a prospect actually uses. The answer always has a concession in it.

““Nobody has heard of you. Who else is using this?””

Nobody you would recognise, and I am not going to invent anyone. It is early and there are no public reference customers. What you can check is the product itself on the free tier, the access and data-handling model with your security people, and the fact that the site publishes what is not finished. If being an early customer is not something you want this year, that is a fair answer and I would rather know now.

PROOF · Free self-service tier with no card, a public use-case library, and capability status labels published feature by feature on the product's own comparison pages.

““Why would I move off Booking.com when that is where the travellers are?””

For most operators you would not move off it — you would stop letting it be the only place. Keep the marketplace for reach and use GGNomad for the bookings you can win directly, where you keep the brand, the traveller and the 10 to 25 per cent. The demand argument is theirs and I will not pretend otherwise; the margin and ownership argument is ours.

PROOF · Published platform fee of 10% for a new provider falling to 6% for a top-rated one, against published host commissions of 10–25%.

““This looks expensive next to listing for free.””

Listing is free there and you pay a commission on everything. Here you pay a subscription for capacity and a lower fee on completed bookings. Do the arithmetic on your own volume: at a few hundred bookings a year the sliding fee usually more than covers the subscription, and below that the free tier carries fifteen listings and fifty bookings a month at no cost.

PROOF · Free tier at \$0 with 15 listings and 50 bookings a month; Starter at \$99/mo or \$79/mo annually; platform fee of 10%, 8% or 6% by provider standing.

““Half of what I want is on your roadmap.””

Some of it is, and I will name it: a single bundled checkout, an own-domain storefront, direct calendar editing, the full trip timeline and the AI planning engines. What ships today is the catalogue across four listing types, provider onboarding, day-by-day plans, per-item bookings with a full commercial record, reviews and provider analytics. The question is whether that core does the job this quarter, not whether the roadmap is complete.

PROOF · Every capability on the product site carries a shipped, in-progress or planned label, including on pages where it would be easier to leave it out.

““We would rather build this ourselves on top of a booking API.””

You can, and some teams should. What you would be building is not the booking flow — it is multi-tenancy, role-based access on every field, an audit trail, billing and quotas, notifications, files, conversations and translation, and then four inventory models that stay consistent with each other. That is the part that took the platform years. GGNomad exposes all of it over one GraphQL API, so you can still build your own front end.

PROOF · One composed schema across the travel domain plus identity, billing, files, conversations and notifications, with a developer portal for tokens and OAuth applications.

““What happens to my data and my listings if I leave?””

Your records are yours. Workspace-scoped export runs through the platform's bulk export, gated on a workspace read permission, and the API gives you programmatic access to everything you can see in the app. There is no contractual lock-in on the self-serve tiers — they are monthly or annual and you can stop. Dedicated tenancy and self-hosting are options if you want the data physically closer to you.

PROOF · Bulk export gated on a platform workspace permission, a full GraphQL API over the same domain, and dedicated-tenant or self-hosted deployment available on Enterprise.

““Our security team will need a SOC 2 report.””

We do not have one yet, and I will not tell you it is imminent. There is a published roadmap with dates: an initial attestation targeted for late 2026 and the observation-period report in 2027, plus an international information-security certification in 2027. What exists today is the substance those audits examine — forced tenant isolation, access control on every field, an append-only audit trail, guest-data redaction and encryption, scanning on the release path. If a completed report is a gate, we are too early for you this year.

PROOF · A dated certification roadmap with named owners, alongside the shipped controls it will be assessed against.

"You are a small company. What happens if you disappear?"

A fair question, and the honest hedge is architectural rather than financial. GGNomad is one product on a platform that runs a fleet of them, so identity, billing, files and the rest are not one team's side project. The API is standard GraphQL, your data is exportable, and self-hosting is contractable. None of that makes us big — it makes leaving cheap, which is the only guarantee worth anything at this stage.

PROOF · Shared platform services across a multi-product estate, a documented export path, and self-hosted or dedicated-tenant options on Enterprise.

"What support do we actually get?"

It is tiered and published: community on Free, email under 48 hours on Starter, priority under 24 hours on Growth, priority under 8 hours on Business, with 99.5% and 99.9% uptime commitments on those last two. Beyond that there are paid support hours and a monthly retainer, and a services team for implementation, migration, integrations and managed marketplace operations if you want somebody to run it.

PROOF · Published response targets and uptime commitments per plan, plus support hour packs at \$2,500 for twenty hours and a \$4,000/mo retainer.

"Every vendor says they have AI now."

Most do, and most cannot tell you what it is allowed to do. Ours is specific: the assistant sits on every screen, knows which listing you have open, takes voice, and acts through the same gateway with the same permissions as the person who asked — so restricting it is role administration, not a separate allow-list. Every turn is metered against your workspace. The planner engine and the pricing copilot are not built, and the site says so.

PROOF · Screen-aware context, voice input, secret redaction and per-turn metering are live; the planner, pricing copilot and scheduled agent loops are labelled roadmap in public.

"Migrating our listings and history would take months."

It depends what you are moving. Listings, providers and availability are structured and can be loaded through the API, and our services team does migration and onboarding as a paid engagement. Historic bookings usually come across as a read-only record rather than live objects. The honest sequencing is to start with one property or one product line rather than the whole portfolio.

PROOF · A published services catalogue covering implementation, migration and onboarding, integrations and inventory connectivity, plus a full API for structured loads.

"We need flights. Can you book air?"

No, and that is a real gap. Transport is captured as structured data on a trip and there is a reference inventory source, but there is no live airline or global distribution system connection, and packages are not modelled. If air is the first thing your customer buys, we are the wrong platform this year. If air is booked elsewhere and everything after it is the mess, we are the right one.

PROOF · Transport mode is a structured field on trips; the comparison pages mark flights and pre-built packages as partial and roadmap rather than available.

17 Discovery / Qualification Questions

Ask these before you pitch anything. The answers tell you which half of the product to talk about, and whether to walk away.

ASK THIS	LISTEN FOR
Where do your bookings come from today, and what does each channel cost you?	A named percentage. An operator who can say "twenty per cent to one and fifteen to another" is already doing the arithmetic that makes this an easy conversation.
How much of a trip do you sell — just the stay, or the tours and tickets too?	"We only do rooms because the rest is too hard." That is the cross-sell case handed to you.
How does a multi-day itinerary get built for a client right now?	A spreadsheet, a document, a shared drive. Anything that is not a system is the trip-plan pitch.
Who owns the traveller's email address after a booking?	Hesitation, or "the platform does". This is the ownership wedge, and it stings.
How many separate systems does one trip touch before it is confirmed?	A number above three, and a story about re-keying the same guest details into each of them.

ASK THIS

LISTEN FOR

How do you decide what to charge on a peak weekend?

"Gut feel" or "we look at what we did last year". That is the analytics conversation, and later the pricing copilot.

Does anyone have to approve a booking before it is confirmed?

A corporate or agency buyer describing an email chain. Travel policy with a real approval hold is shipped, so this converts.

Are you being asked for single sign-on, a security review or a data-processing agreement?

Yes means an enterprise motion and a longer cycle, but also that the governance story is the one to lead with.

How many active listings do you run, and how many bookings a month?

The two numbers that pick a plan tier. Under fifteen listings, point them at the free tier and stop selling.

Would you rather list on a channel, or run your own marketplace?

"A channel" is a polite disqualification. "Our own" is the whole product.

What would have to be true for you to move inventory off your current marketplace?

A concrete condition — a fee number, a feature, a client demand. Anything vague means there is no real trigger yet.

Who signs for software, and when does the budget open?

A named person and a quarter. Without both, this is a conversation rather than an opportunity.

18 How to Identify a Good Opportunity

Sort quickly. Green means introduce us this week; red means say so kindly and keep the relationship.

STRONG SIGNAL – PURSUE

- They can name the commission percentage they pay, and they are annoyed by it
- They sell more than one kind of thing — rooms and excursions, or tickets and stays
- Itineraries are being built by hand in spreadsheets or documents
- They have said out loud that they want their own brand on the booking
- A client or a security team has started asking about single sign-on, roles or a data-processing agreement
- They run several properties, brands or cost centres and need them kept apart
- Someone technical has asked whether there is an API

Introduce us straight away.

WORTH A CONVERSATION

- They want a public storefront on their own domain — a real need, but that is roadmap
- Flights are part of the sale, though not the first thing the customer buys
- They want one bundled payment across stays, tours and tickets today
- Mobile is where their customers actually transact and a native app matters
- Fewer than fifteen listings, so the free tier may be the honest answer for now
- Interested but with no budget cycle open for two quarters

Qualify further before an introduction.

POOR FIT – DO NOT CHASE

- A consumer who just wants a cheaper holiday booking
- Air is the primary product and everything else is incidental
- Procurement requires a completed third-party security attestation before any pilot
- They want scannable mobile ticket codes at a gate, which is not built
- They are happy being a listing on somebody else's marketplace and see no problem
- They want the incumbent's demand volume, with GGNomad's fee — which is not a thing anyone can sell them

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: "What share of every booking goes to a marketplace you do not control, and would you rather be selling under your own brand?" If they can say the number without looking it up and they resent it, this is a real opportunity. If they shrug, it is not — however good the fit looks on paper.

19 How to Introduce Us

Keep it short and name the limitation yourself. The introduction that works is one sentence about their pain, one about what GGNomad is, and an offer to put them in front of us.

IN CONVERSATION

""You know how you pay a fifth of every booking to a site that then owns your customer? There is a platform called GGNomad that lets a travel business run its own marketplace instead — stays, tours and events in one catalogue, day-by-day plans, and a fee that starts at ten per cent and drops to six. It is early and they say so, but the commercial model is worth twenty minutes. Want me to introduce you?""

EMAIL — SUBJECT: A TRAVEL MARKETPLACE WITH YOUR BRAND ON IT

Hi [Name],

You mentioned the commission you hand over on every booking. GGNomad is worth twenty minutes.

It gives a travel business its own workspace: stays, tours, activities and events in one catalogue, a day-by-day trip plan a client can book, one booking queue, and analytics computed from real bookings. Pricing is a subscription plus a platform fee starting at 10% and falling to 6% as you build a track record — against the 15–30% a consumer marketplace takes.

It is early: no public reference customers yet, and a single multi-item checkout and own-domain storefront are still on the roadmap. Better you hear that from me.

Shall I introduce you to Vignesh at Burdenoff?

[Your name]

SHORT MESSAGE / LINKEDIN

"[Name] — you run [stays / tours / events] and sell most of it through [marketplace]. GGNomad lets a travel business run its own branded marketplace across all three, with a fee that starts at 10% and falls to 6% instead of a fixed commission. Early product, honest about what is not built yet. Worth a look at ggnomad.com, or I can introduce you to the team."

WARM THREE-WAY INTRODUCTION

Copy us both in with two lines: who they are and what they sell, and the one pain they described in their own words. Send it to vignesh@burdenoff.com, or point them straight at <https://calendly.com/vignesh-burdenoff/1-1> if they would rather book the time themselves. We will pick it up and keep you on the thread.

Please do not: Do not claim customers, bookings, revenue or ratings — none of the numbers or reviews shown anywhere in the product are real, and the site says so; Do not promise the multi-item checkout, the own-domain storefront, calendar editing, flights or the AI planning engines as available; Do not quote a fee, a discount or a contract term that is not on the published pricing page — quotes are ours to approve; Do not present this as a cheaper Booking.com; it is a different kind of product and the comparison collapses if you frame it that way; Do not send a security questionnaire answer on our behalf — send it to us

20 Lead Handoff Process

The introduction is the deliverable. Register it before you make it, so your commission is protected and nobody trips over an opportunity we already had.

1 Register the opportunity first

Send the company, the contact and what you know to vignesh@burdenoff.com before the introduction. Registration has to happen before commission eligibility starts, and an approved registration is protected for 90 days.

2 Make a warm introduction

One email or one message with both sides on it, including the pain in the prospect's own words. Or send them to the 1-1 calendar link directly and copy us.

3 Let us qualify

We take a discovery call, confirm the fit, and tell you honestly if it is not one. Nothing gets pushed at a prospect who does not have the problem.

4 Stay on the thread

You are copied on the substantive updates. If you are a consulting or implementation partner, this is where your own scope gets agreed with the customer.

5 We quote and contract

Pricing, discounting and contract terms are approved by us. Reseller quotes must be approved before they reach the customer.

6 Commission on collected revenue

Payout follows the realisation of revenue, 15 days after it clears settlement, refund, tax and payout-document checks.

SEND US THIS — IT IS ALL WE NEED

- Company name, website and roughly what they sell — stays, tours, activities, events, or a mix
- The contact's name, role and email, and whether they can sign or need to bring someone who can
- Roughly how many active listings they run and how many bookings a month
- Which marketplaces or systems they use today, and the commission they believe they pay
- The pain in their own words, and what triggered them raising it now
- Any hard requirement you already know about — flights, mobile ticketing, a security attestation, a data-residency rule
- Their timeline and whether a budget cycle is open
- Whether you want to stay in the conversation or hand it over entirely

WHAT HAPPENS NEXT, AND WHEN

We acknowledge a registration within one business day and come back on qualification within three. If you need us faster — a live meeting, a deadline, a competitive situation — call or message Vignesh T.V. on +91-7358445777 and we will move.

Deal registration: Register by emailing vignesh@burdenoff.com with the details above, or raise it on a 1-1 call at <https://calendly.com/vignesh-burdenoff/1-1>. Registration must come before procurement or active sales engagement; there is no retroactive registration, and where we already had an active opportunity there is no commission unless you bring a new buying centre or materially expand the scope. If two partners claim the same account, the first approved registration with real contribution takes priority and any split needs written approval.

21 Partner / Referral Commercials

Partners are paid on collected net subscription revenue, not on list price and not on the marketplace fee. Pick the tier that matches what you actually do: an introduction, an introduction plus evaluation help, delivery, or full commercial ownership as a reseller. Regional pricing does not reduce your eligibility — it only means the collected amount is lower because that is the customer's normal market price.

PROGRAMME	YOUR ROLE	FIRST-YEAR	RENEWAL / ADD-ONS
Referral Partner	Registered introduction, no sales ownership	10% of first-year collected net software subscription	0% unless separately approved · 3% on first-year collected net add-ons, capped at \$10,000
Consulting Partner	Introduction plus evaluation support	12% of first-year collected net software subscription	0–3% if active in the success plan · 3% on first-year collected net add-ons, capped at \$15,000
Implementation Partner	Introduction plus implementation delivery	15% of first-year collected net software subscription	3–5% if active in the renewal success plan · 5% on first-year collected net add-ons, capped at \$25,000
Authorised Reseller	Approved resale and first-line commercial ownership	Up to 15% reseller margin on the approved quote	Up to 8% if the account stays active and supported · Up to 5% on dedicated tenant or managed services, only where approved
Travel-tech, managed service or strategic partner	Bundled or managed offering, or repeat enterprise pipeline	Custom	Custom · Custom

THE RULES THAT MATTER

- Register the opportunity before commission eligibility starts; approved registrations are protected for 90 days with one 90-day extension where there is active progress, and there is no retroactive registration
- Commission is calculated on collected net revenue, excluding taxes, refunds, chargebacks, credits, payment fees, marketplace payouts, customer cloud costs, AI provider costs and any other pass-through
- Marketplace take-rate and content-marketplace publisher revenue are not commissionable — those follow the separate publisher programme
- Partner commission and affiliate rewards do not stack; a customer belongs to one commercial programme unless an exception is approved in writing
- Dedicated tenant, self-hosted, air-gapped, compliance and managed-service packages carry lower partner economics and must be approved in the quote
- Larger deals can earn an extra incentive — 1% on \$100,000–\$249,999 capped at \$2,500, 2% on \$250,000–\$499,999 capped at \$7,500, 3% on \$500,000 and above capped at \$25,000 — where the deal was registered early and the partner materially helped
- We approve every quote, discount and contract term; resellers must have written authorisation before quoting, and margin plus customer discount must not breach the enterprise regional floor
- Do not promise features, compliance status, discounts or timelines without written approval, and no payments or benefits may go to government officials on public-sector deals

GETTING PAID

Paid after revenue is realised, with a standard payout 15 days after realisation, once settlement, refund, cancellation, fraud, tax and payout-document checks clear. Multi-year deals pay as customer cash is collected rather than on contract value. Refunds, chargebacks and credits reverse or reduce commission. Partners handle their own invoices, tax forms and local compliance; we withhold and report where the law requires it. Payment currency follows the partner agreement.

These are the standard GGNomad partner programme terms as published. They are indicative, not an offer: the terms that bind are those in your signed partner agreement and in the quote we issue to the customer. Rates, caps and eligibility can change, and every quote needs our approval before it reaches a customer.

22 Contact Information

YOUR CONTACT

Vignesh T.V.

vignesh@burdenoff.com

+91-7358445777

BOOK A 1-1 CALL

<https://calendly.com/vignesh-burdenoff/1-1>

Use this for anything — qualification, pricing, a joint call with your prospect, or a live demo.

EVERY BURDENOFF PRODUCT

<https://burdenoff.com/products>

If GGNomad is not the right fit, the answer may well be on that page.

WHICH CHANNEL FOR WHAT

- **A live opportunity** — email with the handoff details in section 20, and copy the phone number in if it is time-sensitive.
- **A question you cannot answer** — book the 1-1 call; it is usually faster than email.
- **A prospect who wants to meet us** — send them the calendly link directly, or ask for a joint call.

23 Useful Links & Sales Assets

ASSET	WHERE	WHAT IT IS FOR
GGNomad website	https://ggnomad.com	Positioning, features, use cases and FAQ in the product's own words
The app	https://app.ggnomad.com	Where a prospect creates a workspace and tries the free tier, no card required
Documentation	https://docs.ggnomad.com	Product guides, API reference and integration tutorials
Use-case library	https://ggnomad.com/use-cases	Twenty-plus scenarios by persona — the best thing to send after a first conversation
Head-to-head comparisons	https://ggnomad.com/vs	Against Booking.com, Airbnb, Expedia, GetYourGuide and Klook, with the concessions included
Services	https://ggnomad.com/services	Consulting, implementation, migration, integrations, training and managed marketplace operations
How AI is handled	https://ggnomad.com/ai	What the assistant does, what it cannot do, and what is still roadmap
Security	https://ggnomad.com/security	Transport encryption, role-based access, least privilege, verification and payment handling
Book a 1-1 call	https://calendly.com/vignesh-burdenoff/1-1	Send a prospect straight here, or book it yourself and bring them
Email Vignesh T.V.	mailto:vignesh@burdenoff.com	Deal registration, introductions and anything you cannot answer — phone +91-7358445777
General enquiries	mailto:contact@ggnomad.com	For prospects who want to write in themselves
All Burdenoff products	https://burdenoff.com/products	The wider portfolio, if your prospect's problem turns out to be somewhere else

WHAT YOU CAN SHARE, AND WITH WHOM

- Share freely: anything published on ggnomad.com and docs.ggnomad.com — the use-case library, the comparison pages, the services catalogue, the security page and the FAQ. It is written for the public and already carries the honest status labels.
- Prospect-facing only: this playbook, the cheat sheet, and the pricing and commercial detail in them. Send them to a named prospect in a live conversation, not to a mailing list, a public post or a forum.
- Never public: the partner commission tiers, caps and incentive thresholds, anything about a registered deal, and anything a prospect told you in confidence.
- Needs our sign-off before it goes out: any written claim about capability, compliance status, timelines, pricing or discounts that is not already published on the site; any quote to a customer; any use of the GGNomad name or logo in your own marketing, on a website, or in a press release.
- Never invent: no customer names, logos, testimonials, booking volumes, revenue figures or ratings. There are none, and the product's own material says so — being caught fabricating one costs more than the deal.

24 Product Mockups — Complete Visual Appendix

30 SCREENS

Every screen in the GGNomad design set — 30 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

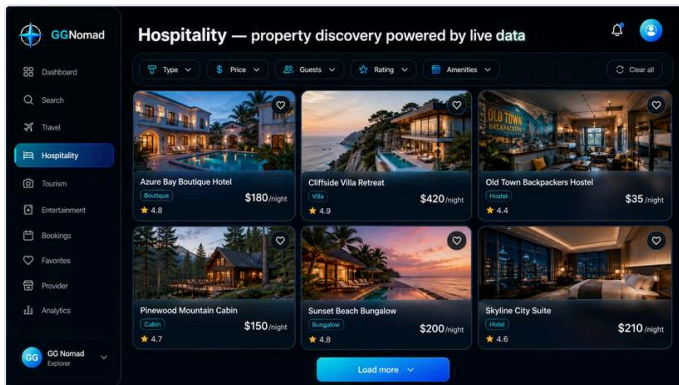
PRODUCT SCREENS • 30 SCREENS



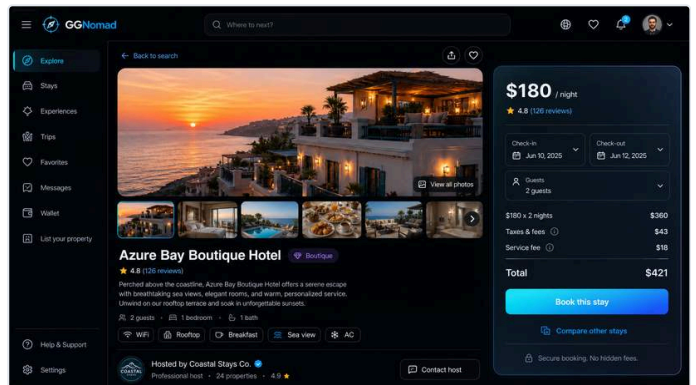
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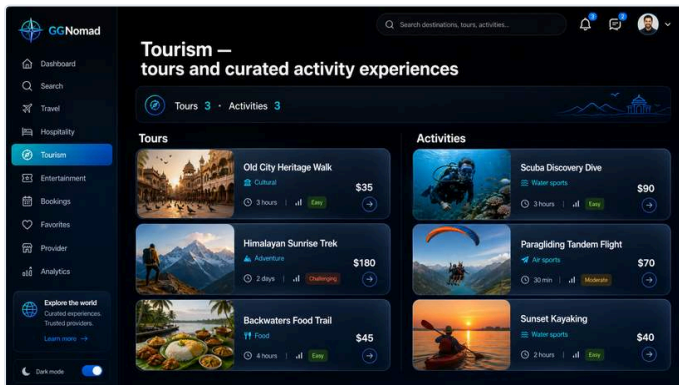
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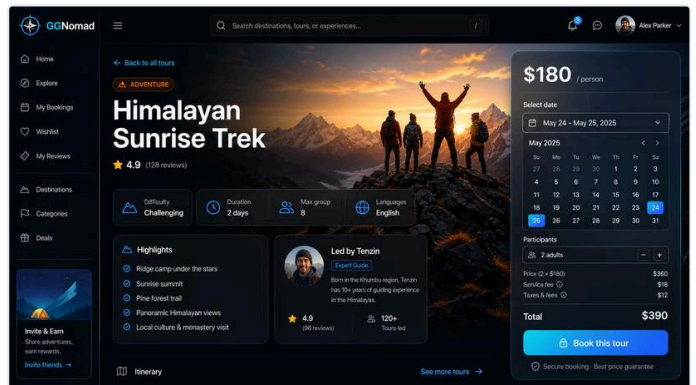
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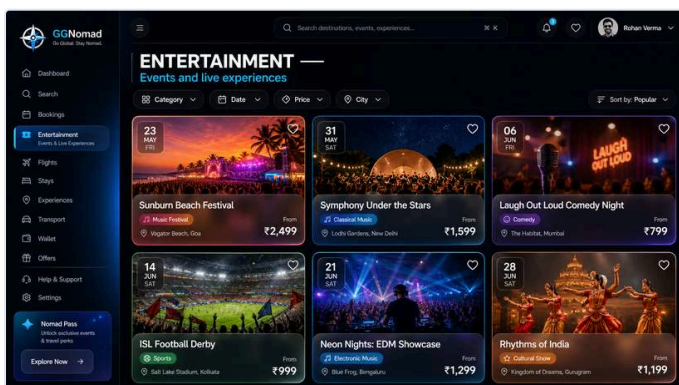
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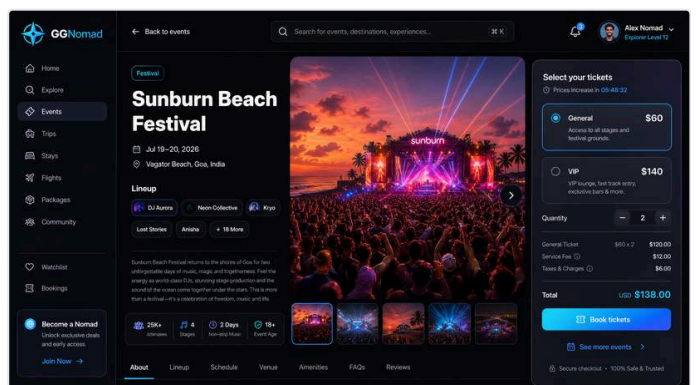
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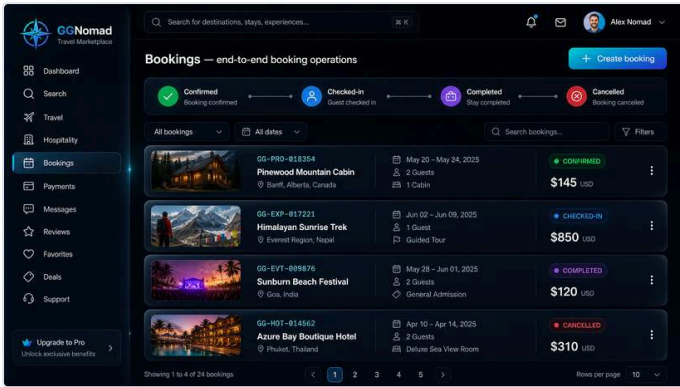
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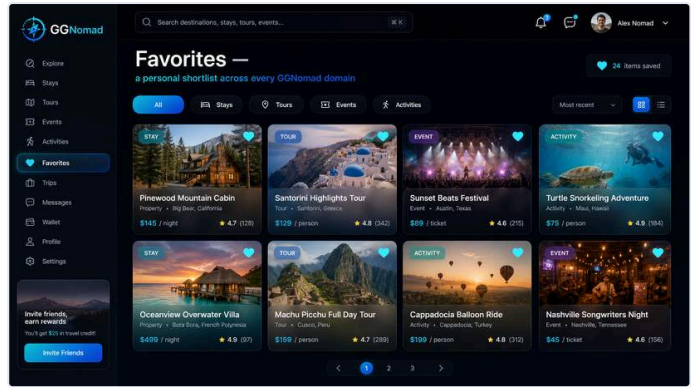
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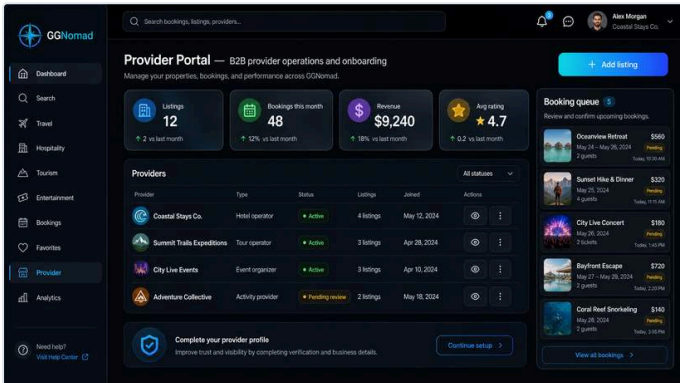
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009 Ggnomad 09 Bookings



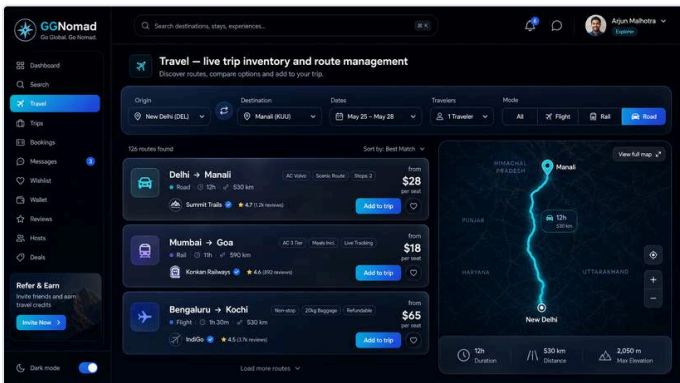
010 Ggnomad 10 Favorites



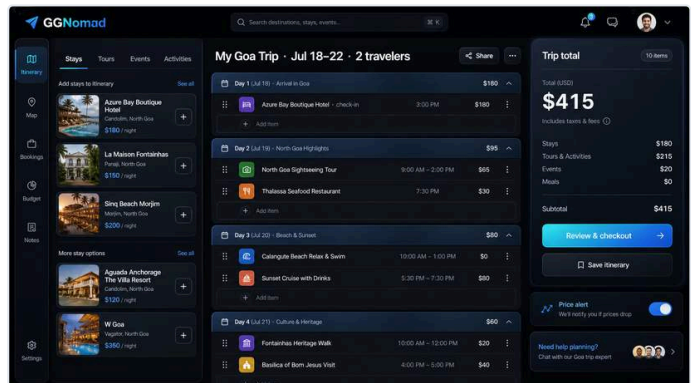
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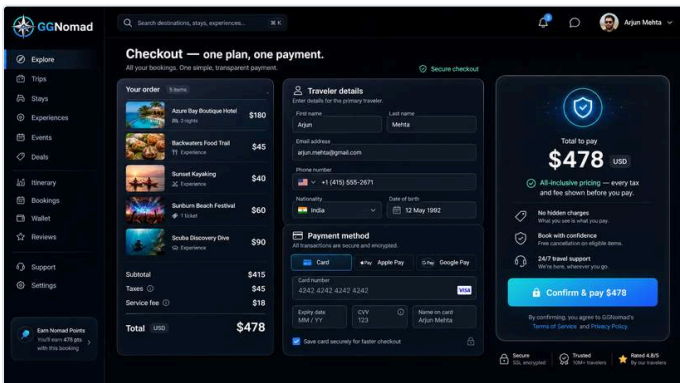
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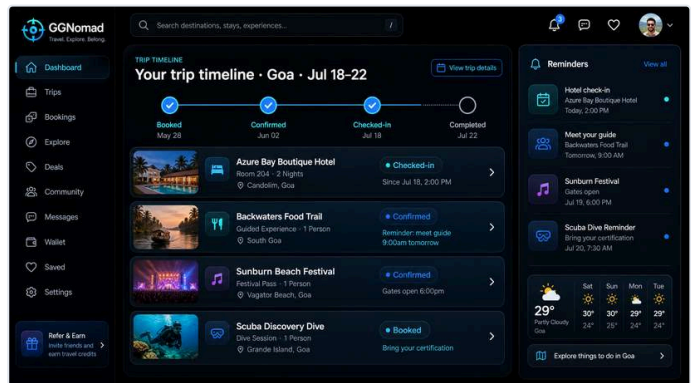
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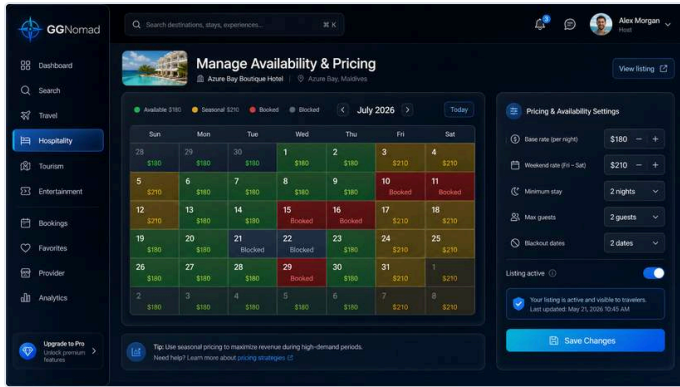
014 Ggnomad 14 Itinerary Builder



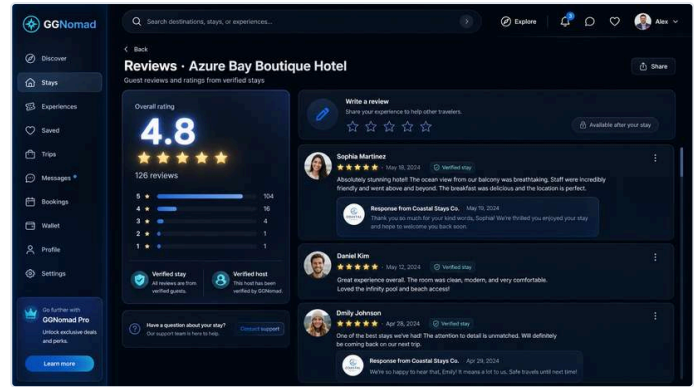
015 Ggnomad 15 Checkout



016 Ggnomad 16 Trip Timeline



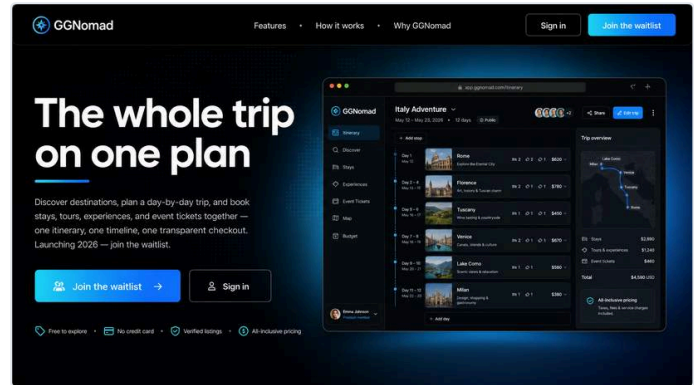
017 Ggnomad 17 Availability Calendar



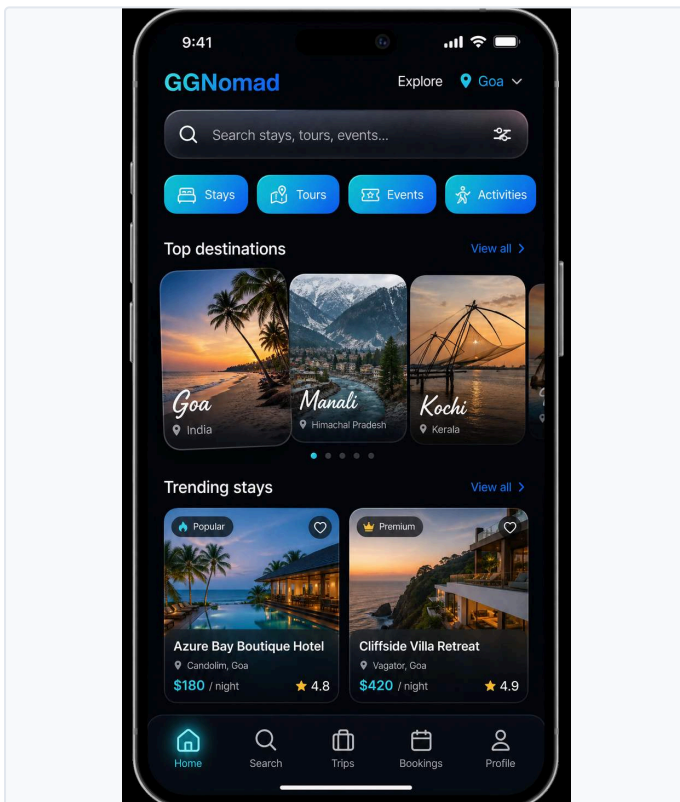
018 Ggnomad 18 Reviews



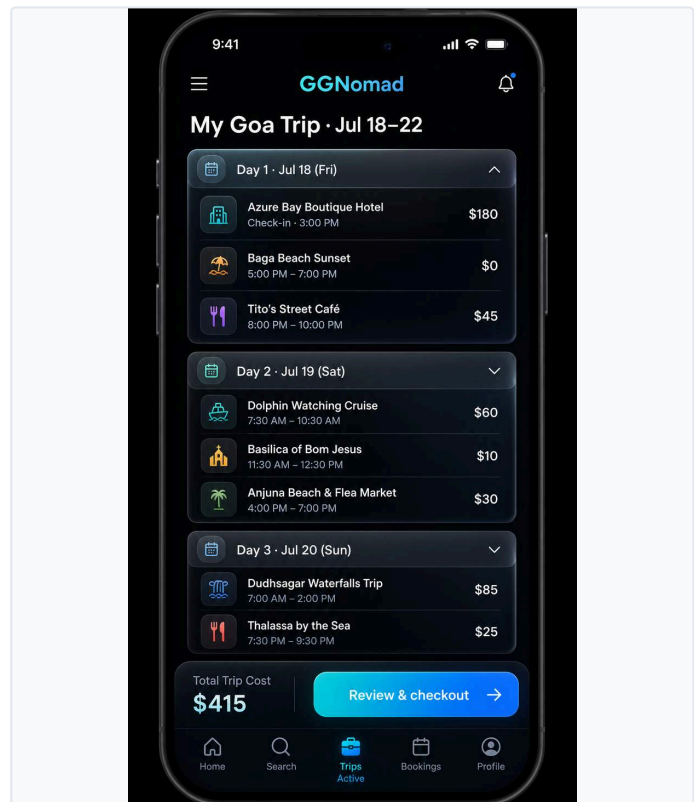
019 Ggnomad 19 Group Trip



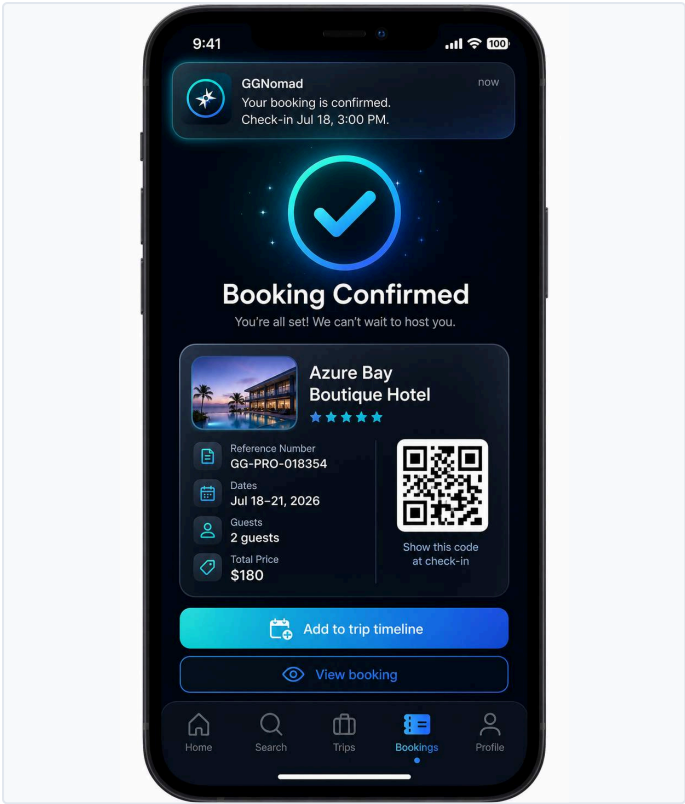
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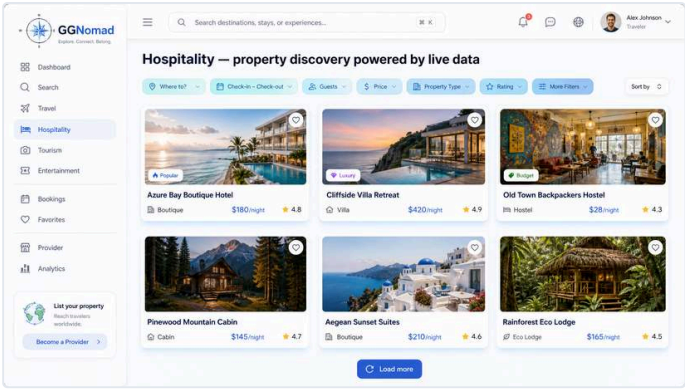
021 Ggnomad 21 Mobile Discover



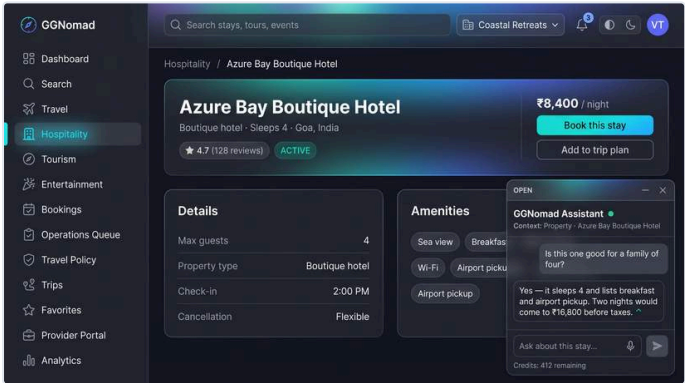
022 Ggnomad 22 Mobile Itinerary



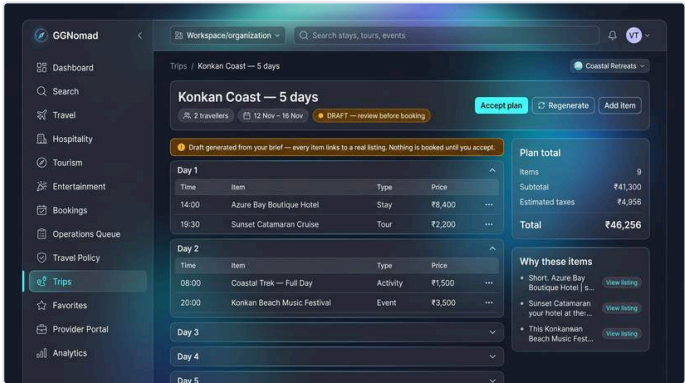
023 Ggnomad 23 Mobile Booking



024 Ggnomad 24 Hospitality Light



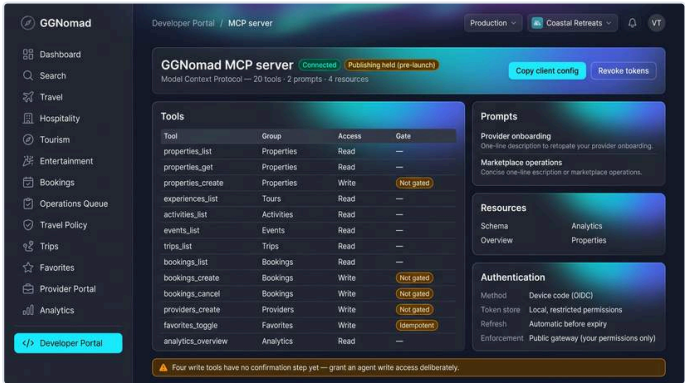
025 Ggnomad 25 AI Assistant Context



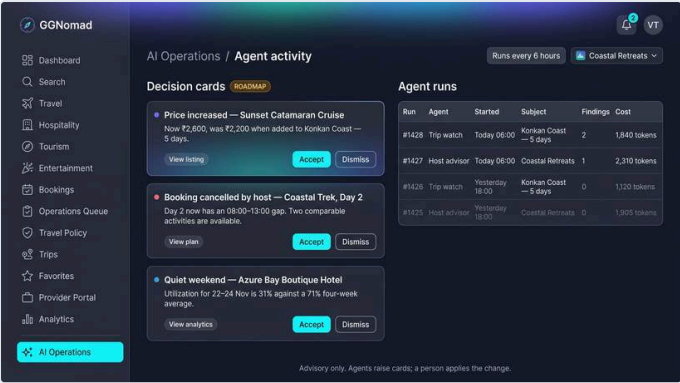
026 Ggnomad 26 AI Itinerary Draft



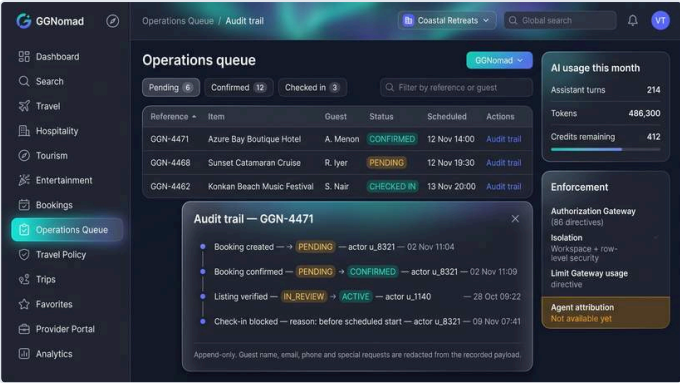
027 Ggnomad 27 AI Host Pricing Copilot



028 Ggnomad 28 AI MCP Agent Tools



029 Ggnomad 29 AI Trip Watch Agent



030 Ggnomad 30 AI Governance Audit Metering



Found someone who needs GGNomad?

You do not need to close anything or know the product in depth. Spot a travel business that is paying a marketplace for the privilege of losing its own customers, say the one-liner, and make the introduction. We will take it from there and keep you in the loop.

EMAIL OR CALL

Vignesh T.V.

vignesh@burdenoff.com

+91-7358445777

BOOK A 1-1 WITH VIGNESH

<https://calendly.com/vignesh-burdenoff/1-1>

ALL BURDENOFF PRODUCTS

<https://burdenoff.com/products>



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