

# After Angels

Each year, many businesses apply to the British Chamber's Business Angel Programme to seek mentors, advice and possible funding to get their dreams off the ground. In a brief Q&A in each issue, Britain in Hong Kong will endeavour to reacquaint our members with the successful applicants of the programme and showcase who they are and where fortune and hard work has taken them.

**Sebastian Renzacci**  
CEO & Founder, Trip Guru

## When did you apply to the British Chamber's Angel Business Programme?

We participated in the Britcham Angels Programme in October 2017.

## What funding or other support have you received through the programme?

The Britcham Angels programme set me up with a

public speaking coach to refine Trip Guru's brand storytelling. My session with Patrick Eng from Connect Communications helped us restructure our deck and create an engaging presentation to deliver our message and brand with more impact. That was pivotal in our success in future public appearances, including CoCoon's pitch competition where we emerged as a finalist in December 2017 after two extremely competitive knockout rounds. The programme helped us raise awareness in Hong Kong's angel investor ecosystem and get a few introductions that wouldn't have otherwise been possible.



## What has your growth or development been since then?

In Q4 2017, we joined the Betatron Accelerator Programme, which helped us raise our profile and get exposure in Hong Kong's start-up scene. During those four months of intensive mentorship and support, we were able to quadruple our sales and refine our business model. That gave investors the confidence to seed as much as US\$500,000 which we plan to inject into market expansion, technology and headcount.

Trip Guru is currently available in 16 locations in Southeast Asia hosting more than 700 activities from 350 local tour operators. We are planning to launch our mobile app in early Q3 2018 and expand into China, India, Nepal and Myanmar among other key high potential markets. So far, we've been able to connect over 3,000 travellers through our curated experiences.

### What's next for the company and your team?

Trip Guru's co-founders Sebastian Renzacci and Francesco Piccolo plan to inject the new funding into Market Expansion. The goal is to achieve regional scale in its primary market, Southeast Asia, in the first semester of 2018. Aside from cementing its presence in seven countries and 16 destinations in the said region, Trip Guru also plans to open tours in new Asian markets including China, India, Nepal and Myanmar.



#### About the company:

Trip Guru is a booking platform that connects travellers via authentic experiences. Its curated group tours appeal to millennial globetrotters in search of social connections and unique activities.

The Hong Kong-based travel startup currently operates in 16 destinations within seven countries including Bali, Chiang Mai, Bangkok, Phuket and Ho Chi Minh. Since Trip Guru's launch in April 2017, it has become the preferred travel platform with 1,000+ adventures for over 10,000 independent travelers and discerning explorers.



#### About the Business Angel Programme:

The British Chamber's Business Angel Programme, launched in late 2007, was the first such initiative to be launched in Hong Kong. Since its inception, the Business Angel committee has reviewed applications from hundreds of enthusiastic Hong Kong entrepreneurs, introducing many of them to a wealth of Angel Investors and Professional Advisors drawn from the membership of the British Chamber. The Business Angel Programme runs a series of events every year, which allows shortlisted candidates to present their business plans in front of a panel of investors and enjoy the opportunity to network and make valuable contacts. The British Chamber Business Angel Programme is sponsored by Baker Tilly Hong Kong and supported by TiE HK and Connect Communication.

For more information visit [angel.britcham.com](http://angel.britcham.com)



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