



# PAXFLOW

PaxFlow Empowers Tours & Activities Operators to Streamline Operations with AI Powered Automation & Customer Self-Service

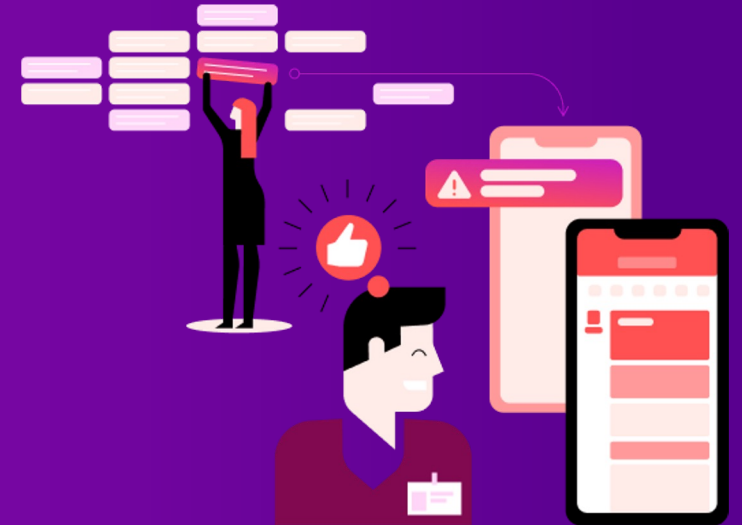
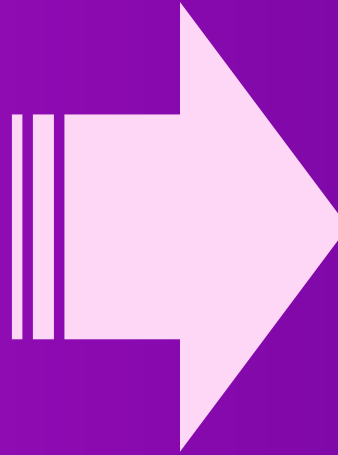


*Think of us as a supercharged Zapier for tours & activities operators in the ~\$300 billion tours and activities market*

## PAXFLOW IS SOLVING THE OPERATIONAL HEADACHE IN TOURS AND ACTIVITIES



When a booking  
has been made



90% of the work still needs  
to be done!!

...and traditional booking systems fall short of offering true operational features and automation

## TOUR OPERATION CHALLENGES THAT NEED TO BE TACKLED WITHIN A VERY CONDENSED TIMEFRAME

Poor quality customer information in booking data



Overbookings, last-minute cancellations, no-shows & disruptions



Shift scheduling and task assignments for employees



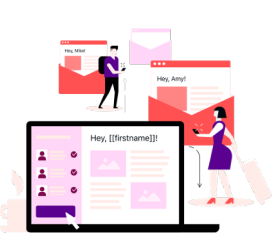
Managing and optimising resource utilisation



Keeping customers and staff informed every step of the way

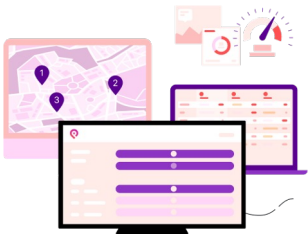


# PaxFlow integrates with leading booking platforms and complements existing solutions that fall short of true operational features and automation



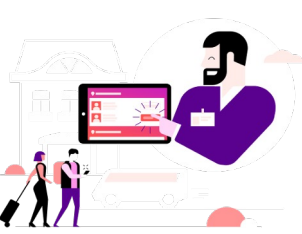
Pax CRM

Booking Data & CRM



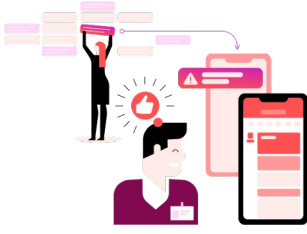
Pax PLANNER

Resources and Planning



Pax ENROUTE

Ground Staff Apps



Pax FLOWS

Workflows & Automation

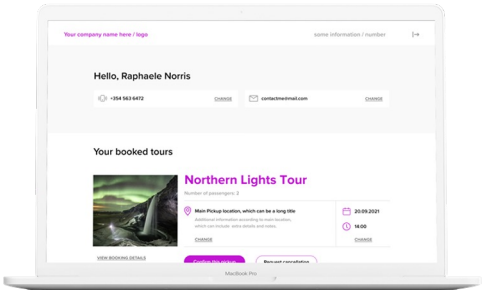
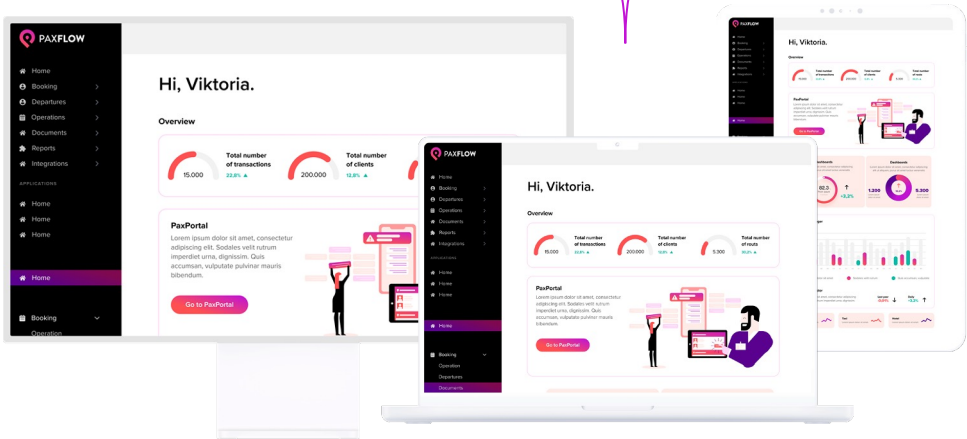


Pax PORTAL

Customer Self-Service  
Portal and AI Chatbots

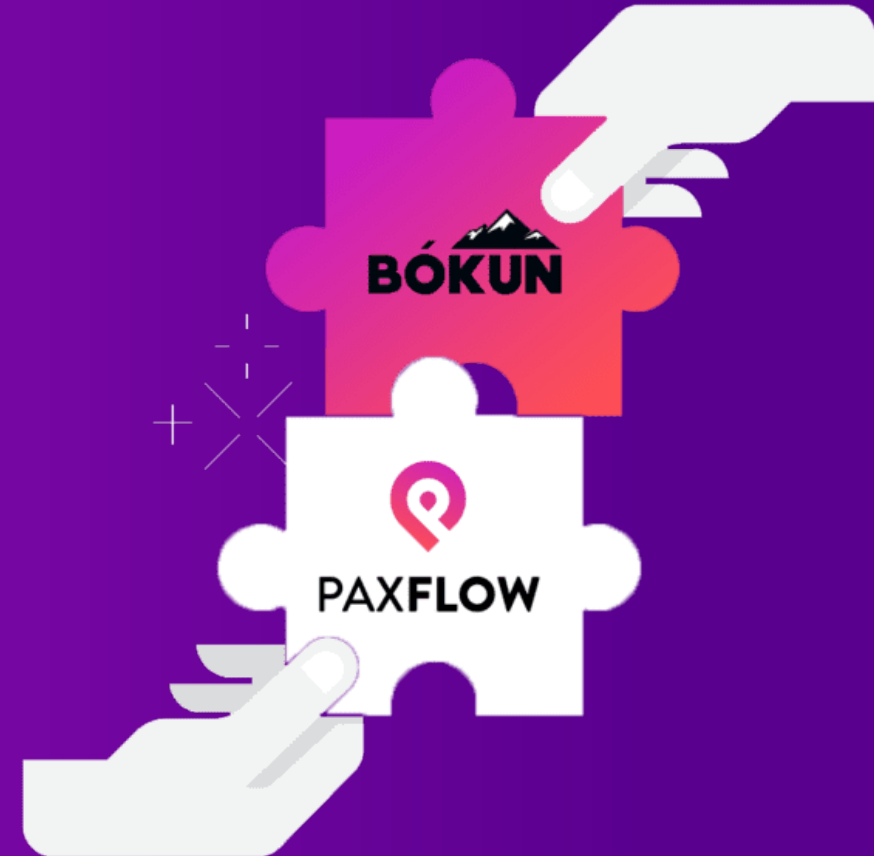
MANAGEMENT UI - <https://admin.paxflow.io>

PAXPORTAL - <https://paxportal.io>



## PaxFlow AI-powered platform complements existing booking systems that fall short of true operational features and automation

- ✓ Paxflow is a vertically aligned B2B2C SAAS and can be implemented by customers in any demographic in a simple, efficient and cost-effective way.
- ✓ PaxFlow compliments leading booking platforms that fall short of offering true operational features and automation,
- ✓ Paxflow is ready for global distribution via booking platform App-stores and is currently integrated with Bokun and iTicket (Visitgroup).
- ✓ PaxFlow syncs bookings, products, departures and availability from the source booking system and keeps a live backup of all bookings.
- ✓ With PaxFlow tour operators can enrich the bookings with custom data and associate it with operational tasks and AI powered automations.
- ✓ PaxFlow helps tour and activities operators run their business more efficiently tackling repetitive tasks and disruptions.
- ✓ Pricing strategy will be module-based subscriptions with usage driven fees based on number of PAX (passengers).





# Example: Streamline pickup operation with Gray Line Iceland

Pickup planning of up to 1000 pax/day in Reykjavik Iceland

Drivers and resources assigned based on booking data

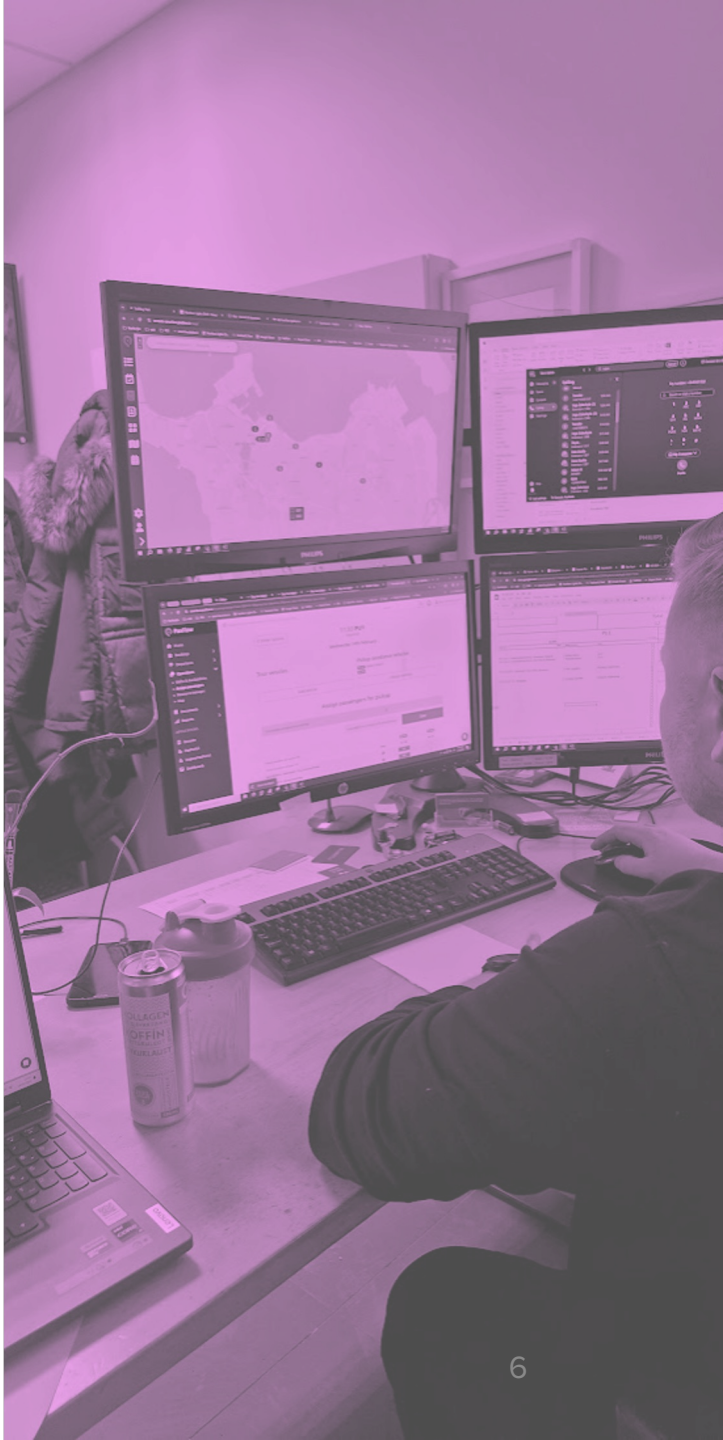
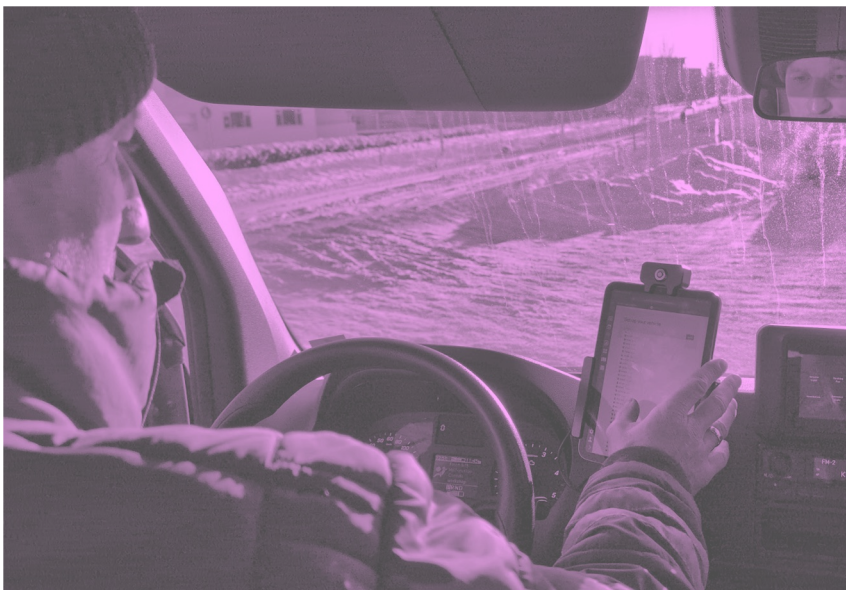
Real time arrival and no-show alerts to customers and operation teams

200%

Boost in Operation  
Team Productivity

Massive

reduction in errors and  
failed pickups





## Example: Collect passenger info for Brim Explorer Norway to comply with EU laws

PaxFlow collects all required passenger details post-booking via self-service portal and sends automated reminders until passengers complete check-in.

Brim Explorer onboards up to 500 passengers a day with PaxFlow ticket scanner that verifies passenger details and tickets, shortening ques and waiting time on the harbour.

Passenger lists submitted to Norwegian authorities no later than 15 minutes after boat leaves the harbour in Tromsø.



Brim Explorer

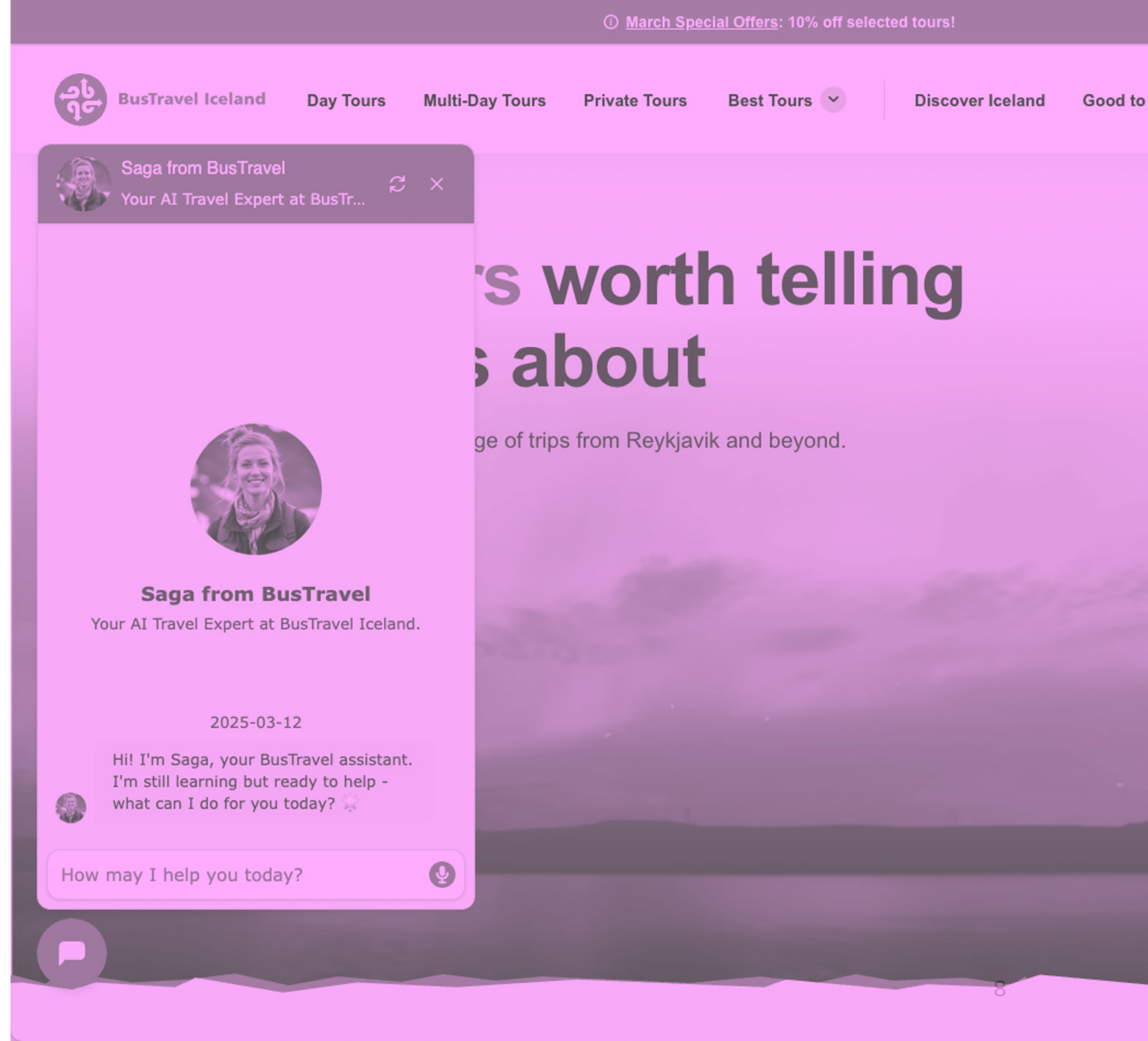


## Example: AI customer chatbot with Bustravel

Customer Support was unable to answer customer requests in real time and communication done mostly via phone and email

PaxFlow AI Chatbot can answer customers 24/7 all year round and assists with self-managing bookings on PaxPortal.

Hours of work saved daily on answering frequently asked questions.





# THE PAXFLOW TEAM



**Soffía Þórðardóttir, Founder & CEO**

15 years in leading travel tech for Icelandair, Reykjavik Excursions, Inspired By Iceland, Iceland Travel, Caren.io and DirverGuide.io.



**Andri Heiðar Kristinsson,  
Co-founder & Board Chairman**

MBA from Stanford University, CEO and Co-founder Travelade, Product Lead LinkedIn, Partner Frumtak Ventures



**Sigurjon Vidar Svavarsson, CTO**

Over 5 years of experience in Travel Tech and as development team lead. Sabre, Icelandair, TM Software, Novomatic & Poolard Digital Solutions



**Peter Hostacny, Lead Engineer**

6+ years of experience in Travel Tech with Origo, Bus Travel IT, Redhat



**Kormákur Sigurðarson  
Sales and Growth Manager**

5+ years in sales



**Ragnheiður Gyða Ragnarsdóttir**

Customer Success Manager  
5+ years as former tour guide and operation manager at Reykjavik Sightseeing & Gray Line Iceland



**Ólafur Starri Pálsson  
Engineer**



**Ísak Már Jónsson  
Engineer**

# WHAT WE HAVE ACHIEVED SO FAR



## Experience

- Named 1 of 10 top startups to watch in Iceland in 2024
- Team has 3 decades of combined experience in travel & travel tech



## The Product

- The first version of our product is ready
- Processing ca 2 million bookings and 7,5 million passengers per year
- Sending ~250K customer messages/month (email, SMS and Whatsapp)



## Traction

- Already generating revenue
- 50 customers in 15 countries in Europe, N-America & Asia
- Strong pipeline of organic new leads



## Funding

- \$500K grants from the Technology Innovation Fund in Iceland
- Seed funding from Brunnur Ventures of \$2.2 Million

A world map with a light blue background and dark blue landmasses. Numerous white location pins are placed across the map, each accompanied by the word "PAXFLOW" in white capital letters. The pins are distributed across North America, South America, Europe, Africa, Asia, and Australia, indicating a global presence.

# WHAT'S NEXT?

Expand integrations with leading booking platform to offer AI driven automation workflows and customer self-service tools world-wide

Raising A-series round to fuel growth to new geos in 2026

# Contact

For more information visit <https://paxflow.com> or email [soffia@paxlow.io](mailto:soffia@paxlow.io)

