

EXECUTIVE SUMMARY

Imagine going on a personal or business trip and not having to print out numerous pages of confirmations and itineraries. Imagine not having to scroll through your entire inbox searching for emails for your flight, hotel, or rental car information. What if you didn't have to spend hours building a spreadsheet with every detail of your personal or business trip, and could access everything from a single location on your phone? When we say everything, we mean confirmations and information for your:

- Flights
- Hotels
- Rental Cars/Car Service
- Cruises
- Meetings/Events
- Dining
- Trains/Buses
- Attractions
- Entertainment
- Shopping
- Nightlife
- Local Weather

What if your entire trip plan was available through a single link or app, and all the information was arranged in chronological order? That is the foundation of the Go Trip Network platform.

The Go Trip Network platform was created for those Do It Yourself (DIY), or small business, travelers that like to have all their information readily available and organized. These travelers spend a significant amount of time planning every detail of their family's trip, have multiple meetings or events scheduled, want to maximize their precious time off from work, and want everything in one convenient location.

Go Trip Network is a web-based platform that allows its users to sign into a personalized dashboard, create a customized trip plan, and save their previous itineraries. Their trip plans can also be shared with details (confirmation numbers, etc.) or with general information that is relevant but not as sensitive.

The screenshot displays a web interface for a trip plan titled "Site Visits Week 1" for the dates 2021-07-05 to 2021-07-09, last updated on 2022-02-22. The interface is set against a background image of a tropical beach with palm trees and a wooden dock. The main content area is divided into three sections:

- TAMPA WEATHER:** Shows a current temperature of 61°F with broken clouds. A weekly forecast table follows:

Sun	Mon	Tue	Wed	Thu	Fri	Sat
☀️	☁️	☀️	☀️	☁️	☁️	☁️
79°F 61°F	77°F 66°F	77°F 66°F	77°F 66°F	77°F 66°F	72°F 59°F	70°F 54°F
- AIRLINES - American Airlines:** Details a flight from WISCONSIN-Appleton International Airport (ATW) to FLORIDA-Tampa International Airport (TPA) on 2021-07-05 at 5:40 AM. The arrival is at 2:40 PM. The aircraft type is E170/A321.
- TRANSPORTATION - SIXT - TAMPA INT AIRPORT:** Provides pickup and drop-off details for a SIXT rental car at the Tampa International Airport.
- LODGING - HOLIDAY INN EXPRESS CLEARWATER, US:** Lists the hotel address and a 1-night stay.

Figure 1: Sample Screen Shot - Shareable Trip Plan (fewer details)

While creating this tool, Go Trip Network also created:

- Personalized Travel Hubs (dashboards)
- an Online Travel Community
- City Guides (every city in the United States & Canada, and numerous cities in other countries)
- State / Province Guides
- Country/Region Guides
- Online Forums (share expertise, discussions, etc.)
- an Online Strategy Game (Hospitality Empire)
- a Sales Referral Program (allow members to promote Go Trip to advertisers for commissions)
- a Badge System (ability for Members to earn badges)

Go Trip Network is live and is currently being utilized by the initial Members/users, but the company is very early in its revenue generation and Investors should treat the company as a “startup”. It is also important to note that Go Trip Network is completely web based, though a mobile “app” for both Apple and Android phones/platforms is planned, as outlined in “USE OF PROCEEDS”.

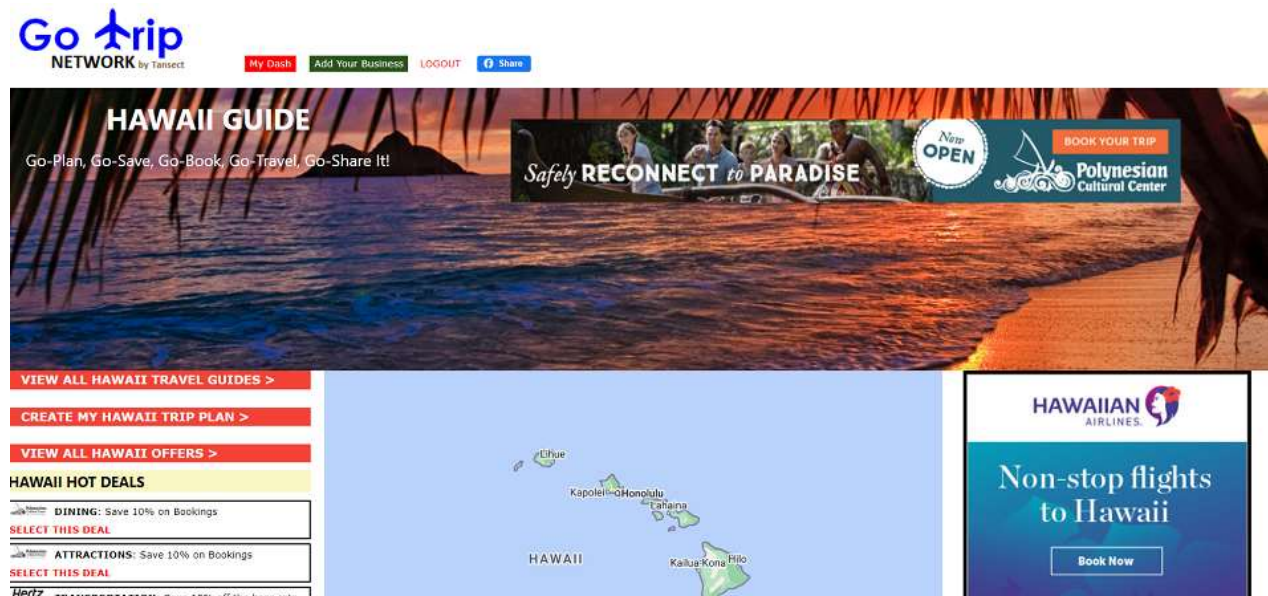


Figure 2: Sample State Guide Page (Hawaii)

Revenue

Go Trip Network, Inc. currently has several potential sources of revenue within its platform, which includes:

- Business Listing Advertising Revenue
- Travel Planning (Commissions: 5%-20%)
- Banner Ads Advertising Revenue (variable)
- “Hot Deals” Advertising Revenue (variable)
- Member / User Revenue
- Affiliate Income (Pay Per Sale: variable – currently agreements with approximately 150 firms)

A detailed analysis of Go Trip Network’s revenue channels is outlined within this Memorandum.

Concierge Style Travel Planning

It is the opinion of Go Trip Network that traditional travel agencies are redundant, as it relates to many aspects of travel. The exception to this is the planning and booking of business travel, Disney vacations, cruises, and a few other locations/packages. Likewise, prior to COVID people were less likely to use web-based meetings to plan a vacation, and expected their Travel Agent to live in the same city that they reside in. Go Trip Network intends to exploit these facets, along with its planned travel planning office to revolutionize the travel planning associated initially with Disney World trips and cruises.

The original Go Trip Network business plan established the first office in Orlando with the initial focus being Walt Disney World, however if there is no resolution between the state of Florida and the Walt Disney Company, Miami/Ft Lauderdale could be moved up to the first position, with Orlando tabled until a later date. This decision would be discussed with investors and ultimately left up to an investor vote, or the Board of Directors.

Disney World currently has a network of thousands of independent home-based Travel Agents that plan Disney vacations from their homes, and in many cases do this as a “side gig”, or a second after hours job. In exchange Disney pays commissions of approximately 7%-12% of the total billed amount for that vacation. However, even with the best planning things can go wrong. If something does happen with the client’s vacation, these home-based Agents are often hard to find as check ins and park admissions occur during the hours of the Agent’s primary job, or the situation is impacted by the Agent’s lack of Disney World knowledge or geographic distance from Walt Disney World.

Go Trip Network has developed a revolutionary concierge style service for Go Trip Network Members and Clients. Go Trip intends to contract current and former Disney Cast Members to plan vacations in exchange for a portion of the commissions earned from Disney. These Cast Members are expected to know the ins and outs of all the parks better than the than the secondary Agents currently in demand across the country...thus providing an “insider’s” knowledge for the trip planning. To plan they could either work remotely (from their Orlando area homes) or from the Orlando office. Likewise, the Go Trip Network Customer Service Representatives that would already be based at this office should be available to receive calls from those parties wanting to speak to a planner, or from customers that need immediate assistance on their current Orlando vacation. These Representatives are expected to already be employed to assist with the Go Trip Network, and this is expected to improve their utilization.

In the event there is a problem with their vacation, Go Trip Clients simply call Go Trip Network’s Orlando office and the Agent on duty can help resolve the issue, could come to the Guest’s hotel if needed, or the Guest could come to the Go Trip office that is expected to be conveniently located to the Walt Disney World Resort. It’s like Go Trip Network is vacation with them and immediately available like a concierge service, if needed.

This service is expected to deliver the highest level of customer service and travel planning experiences, while initially focusing on Walt Disney World. In addition, since the Agents are commission based and the Customer Service Representatives and Orlando office would already be established to serve the Go Trip Network platform incremental costs are expected to be minimal.

For the cruise industry the same concierge style approach would be utilized but done so during the check in process(es) within Miami and Fort Lauderdale (the two largest cruise departure points in the World). Go Trip Network could operate an office near the two ports and hire former cruise employees that have

knowledge related to securing the best rates, how to get free upgrades, and more. Likewise, if something goes wrong during check in, they would be a vital resource to help...and would be able to come directly to the dock...unlike a travel agent based elsewhere.

As the company grows, and requires additional Customer Service Representatives, instead of having a single large office Go Trip Network could deploy similar Travel Planning Centers (storefronts) in:

- Miami/Fort Lauderdale, FL (Cruises) or Orlando, FL (Disney) – *dependent on current Disney status*
- Anaheim /Los Angeles, CA (Disneyland)
- Tampa, FL (Cruises)
- Las Vegas

Additional details about Go Trip Network’s planned Concierge Style Travel Planning are outlined within this Memorandum.

Use of Proceeds (Summary)

Go Trip Network does not intend to use an escrow account for any proceeds from the sale of these shares, and any invested funds will be made available for immediate use by the Company. Go Trip Network has established the following estimated use of proceeds from the sale of these shares.

- \$250,000 (25%) Retained Op Capital
- \$210,000 (21%): Labor
- \$200,000 (20%) Marketing & Soc Media
- \$120,000 (12%) First Office
- \$ 80,000 (8%) Coding / Development
- \$ 63,000 (6.3%) Emp Benefits/Taxes
- \$ 30,000 (3%) Misc., Admin, Travel
- \$ 30,000 (3%) Travel Planning Startup
- \$ 17,000 (1.7%) Reg D Offering Costs
- \$1,000,000

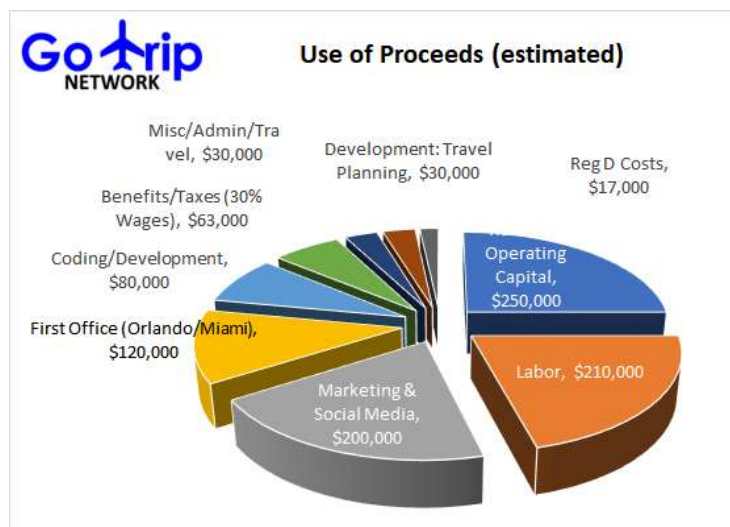


Figure 3: Estimated Use of Proceeds

A detailed analysis and explanation of Go Trip Network’s estimated use of proceeds is outlined in greater detail within this Memorandum.

Planned Monthly Dividend

In relation to dividends, Go Trip Network intends to provide a monthly payout to its investors, with an estimated start date determined by the Board of Directors. This payout is expected to be 10% of the online revenue from the Go Trip Network platform (excluding the Travel Planning revenue) divided evenly across the outstanding shares, as all shares within the Company are the same (Common). Go Trip Network has been designed to be scalable with greater flexibility associated with costs, and the Company intends to grow its revenue without substantial increases to its cost structure. The result is expected to provide enough funds to support this monthly dividend. Travel Planning revenue is excluded as the margin is not expected to be as high as the platform revenue because of the commission-based Travel Planner compensation. Payouts are expected to be based on the outstanding shares on the last day of each month. Once established, the Board of Director is expected to approve all dividends. It is assumed that the model dividend is approved for all investors.

Labor (Summary)

As previously stated, Go Trip Network's labor force has been designed to scale with revenue with salaries and commissions representing a percentage of gross sales. However, the Company has budgeted one year of salaries and benefits within the Use of Proceeds for some key positions to help ensure they are funded through the initial operations. A more detailed analysis of labor is provided within this Memorandum, but Go Trip Network expects the initial roles within the company to be as follows:

- General Manager, CEO
- Go Trip Network Manager
- Go Trip Vacations Manager
- Business Development
- Marketing / Social Media
- Travel Planners (commission)
- Customer Service (hourly)

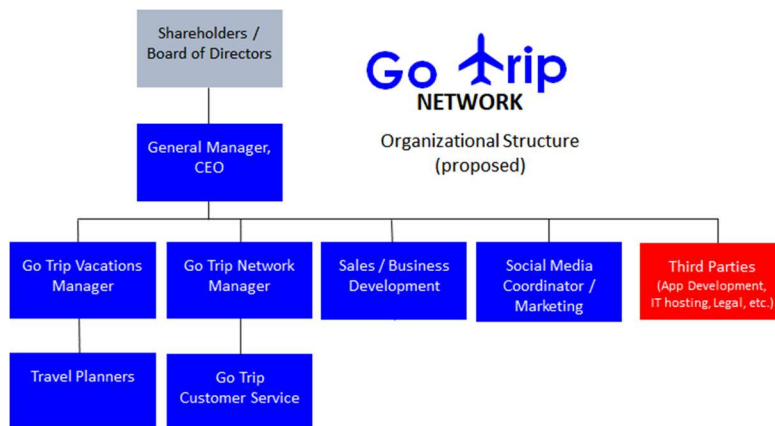


Figure 4: Proposed Go Trip Network Organization Structure

The role of General Manager, CEO is expected to be filled by Michael Heisman, Founder, and his salary is expected to be 100% commission based on sales.

Board of Directors

Go Trip Network intends to develop and operate with a Board of Directors consisting of either 5 or 7 members, with the final number being dictated by the Board. Whether 5 or 7, the Board of Directors is expected to consist of:

- Chairman of the Board (currently Michael Heisman)
- Investors (3)
- To Be Determined/ Experts (1-3)

Initially, all Board of Director positions are not expected to be compensated, and are expected to be voted on, and approved, by Shareholders. Michael Heisman is listed as Chairman of the Board as he is currently listed as the CEO/General Manager of Go Trip Network, and he coded and developed more than 90% of the existing Go Trip Network platform. His company, Tansect, is also expected to own 50% of the shares upon completion of this offering, and he is a former Disney World Cast Member. His positions as both CEO and Chairman should be approved or rejected by the Board of Directors/Shareholders, once established.

Exit Strategy / Selling Shares

Since a public market does not exist for these shares, and because these shares cannot be transferred, the Company permits the sale of Go Trip Network shares back to the Company, until a public market exists. The share price that Go Trip Network, Inc. is paying Investors for their shares is independent of the price Go Trip Network is selling shares to the public, and share price for sale back to the company is expected to be determined as follows:

$$\text{Share Price} = \text{Shareholder Equity in most recent Balance Sheet} / \# \text{ Outstanding Shares}$$

Go Trip Network intends to post the current share price within the Investor Hub within the first 5 days of each month, or after a significant event that could impact the share price.