

Just as Shopify transformed e-commerce and Eventbrite revolutionized ticketing, **Buchung is creating the platform for businesses where it's all about knowing your participants** to deliver exceptional service.



BUCHUNG

Sell experiences that wow participants.

Every day, businesses struggle with inadequate booking solutions - hacking e-commerce platforms, wrestling spreadsheets, and cobbling together plugins because existing platforms weren't built for participant-focused businesses.

Structured participant data

Problem 1

Every participant needs to provide crucial information: experience levels, dietary needs, medical details... Current solutions force this into basic text fields, making it hard to efficiently use this data for planning.

Complex resource coordination

Problem 2

Activities require multiple resources to align: equipment, instructors, facilities... Current solutions can't handle these cases, leading to overbookings or not selling to full capacity.

Participant self-service portal

Problem 3

Participants need to manage their own journey: adjust their details, complete check-in, access information... Current solutions force everything through email, overwhelming operators with manual tasks.

Smart planning tools

Problem 4

Operators need to turn bookings into actionable plans: schedules, group assignments, resource allocation... Current solutions mean copying data between spreadsheets, wasting hours and risking errors.

On-site management

Problem 5

Staff needs real-time access to critical information: participant details, special requirements, team communications... Current solutions end at check-in, leaving operators to manage with paper lists and chat apps.

Memory sharing

Problem 6

Great experiences should be shared: live updates, photo albums, achievement tracking... Current solutions force operators to use disconnected tools, missing opportunities to strengthen participant relationships.

Buchung is everything you need as an operator to sell and manage experiences - from first click to lasting memories.

Powerful operator dashboard

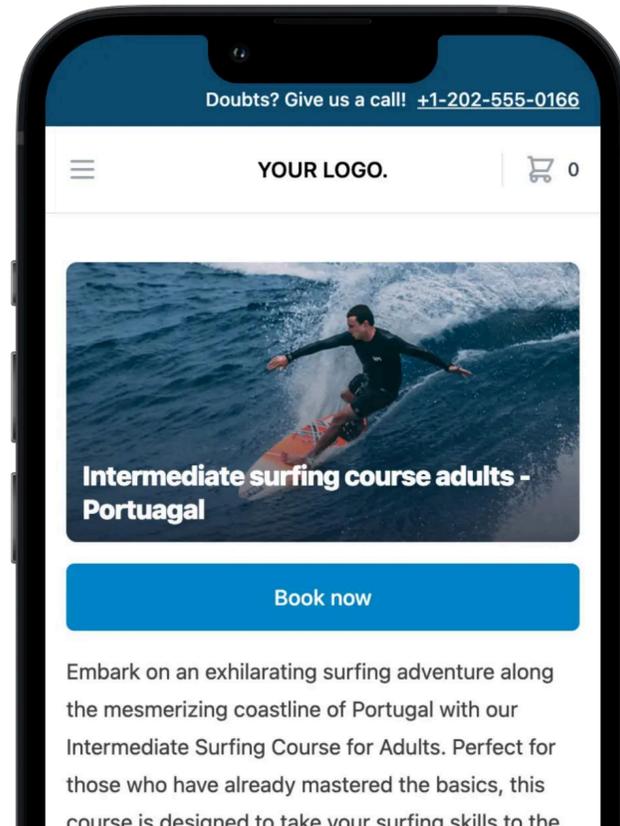
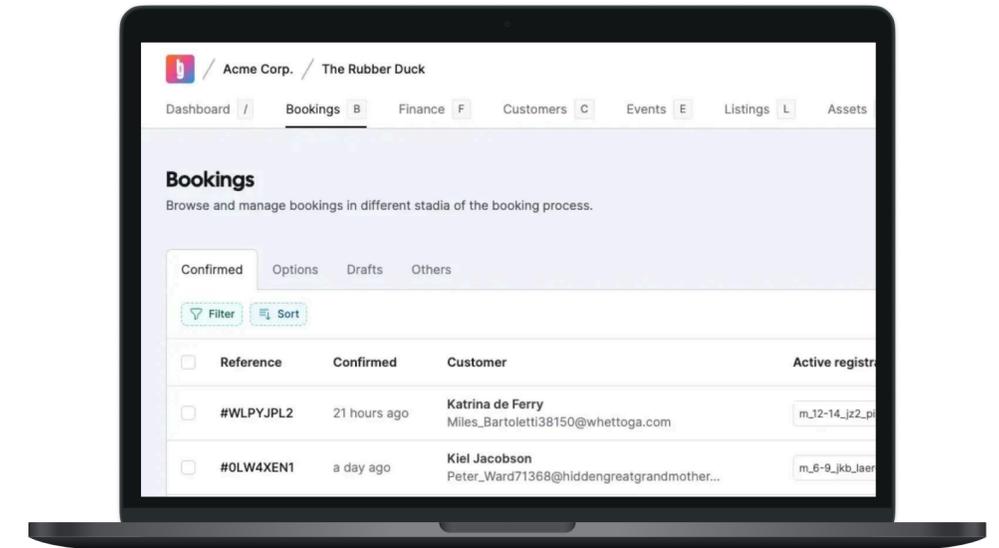
Solution

 Monitor your business growth with real-time analytics

 Connect to external tools, like bookkeeping or CRM systems

 Give access to all your staff, and track who changes what

 Keep internal notes about custom arrangements



Modern booking website

Solution

 Optimized for mobile, speed and SEO metrics

 Users rate the booking experience 4.4/5.0

 Optimized photo & video galleries that wow customers

 Smart forms that gather participant data effortlessly

 Custom branding possibilities for operators

 Uptime of >99.9%

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We're creating a new category of business software: experience commerce - because managing experiences is fundamentally different from managing products or tickets.

E-commerce

Event ticketing

Experience commerce

Leading players



eventbrite

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Main task

The primary goal of this type of commerce

A store sells products that need to be shipped to customers.

Webshops, food delivery ...

An organizer sells access to visitors of time-specific events.

Concerts, cinema, theater, conferences, exhibitions, workshops ...

An operator plans experiences for participants based on their preferences.

Summer camps, yoga retreats, art workshops, educational trips, language courses, ski lessons ...

How to determine availability?

The primary goal of this type of commerce

Simple inventory check

Do we have the white t-shirt size L in stock?

Basic capacity check

Do we still have capacity for the golden circle for this concert?

Complex resource coordination

Are the right equipment, instructors, and facilities all available at the right times?

Data focus

In which data are we most interested during the check-out process?

Shipping address

Where should we deliver your order?

Basic contact info & entry requirements

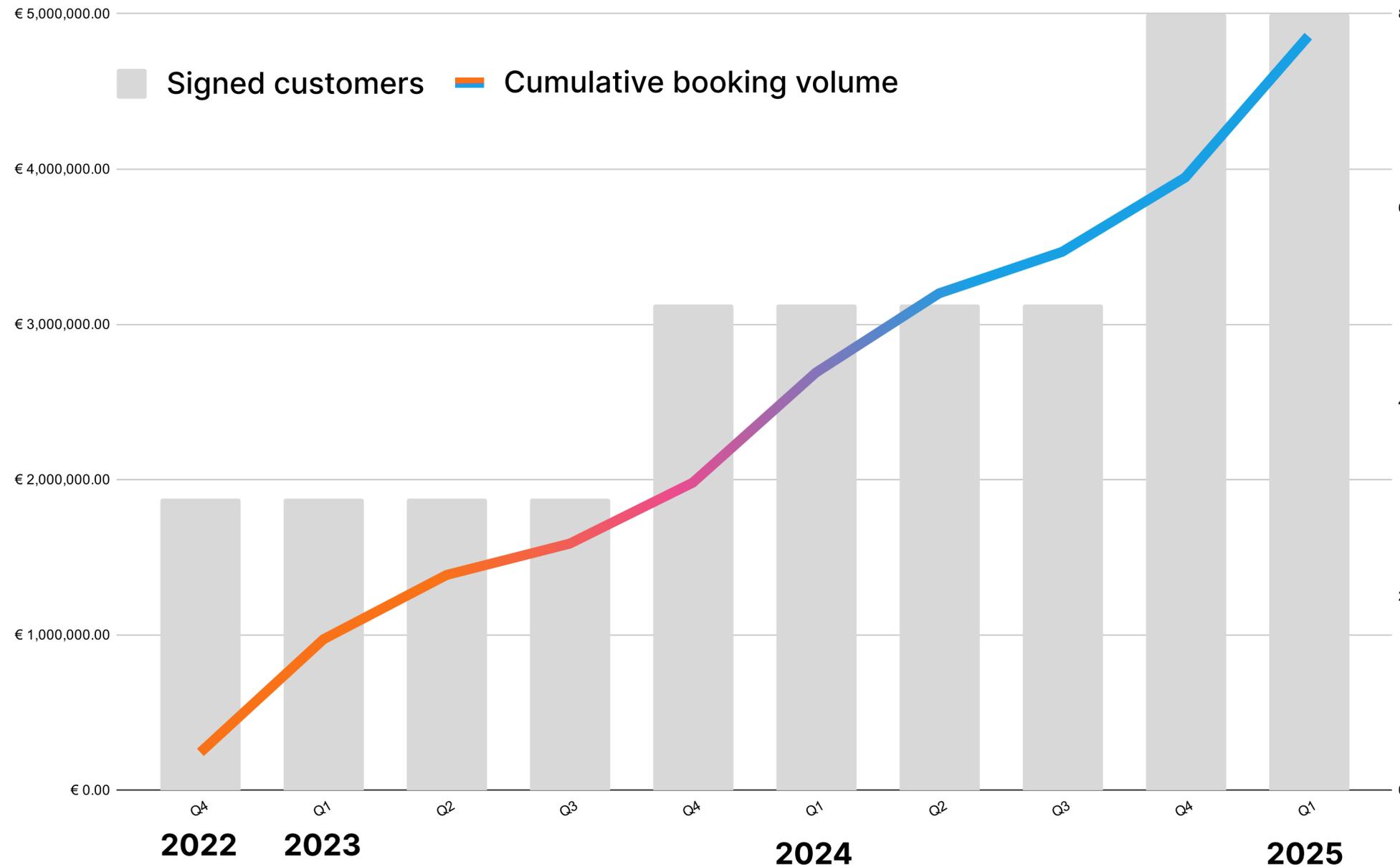
Can we have just your name to check your access at the venue?

Rich participant profiles

E.g.: experience level, preferences, dietary needs, medical conditions, learning objectives ...

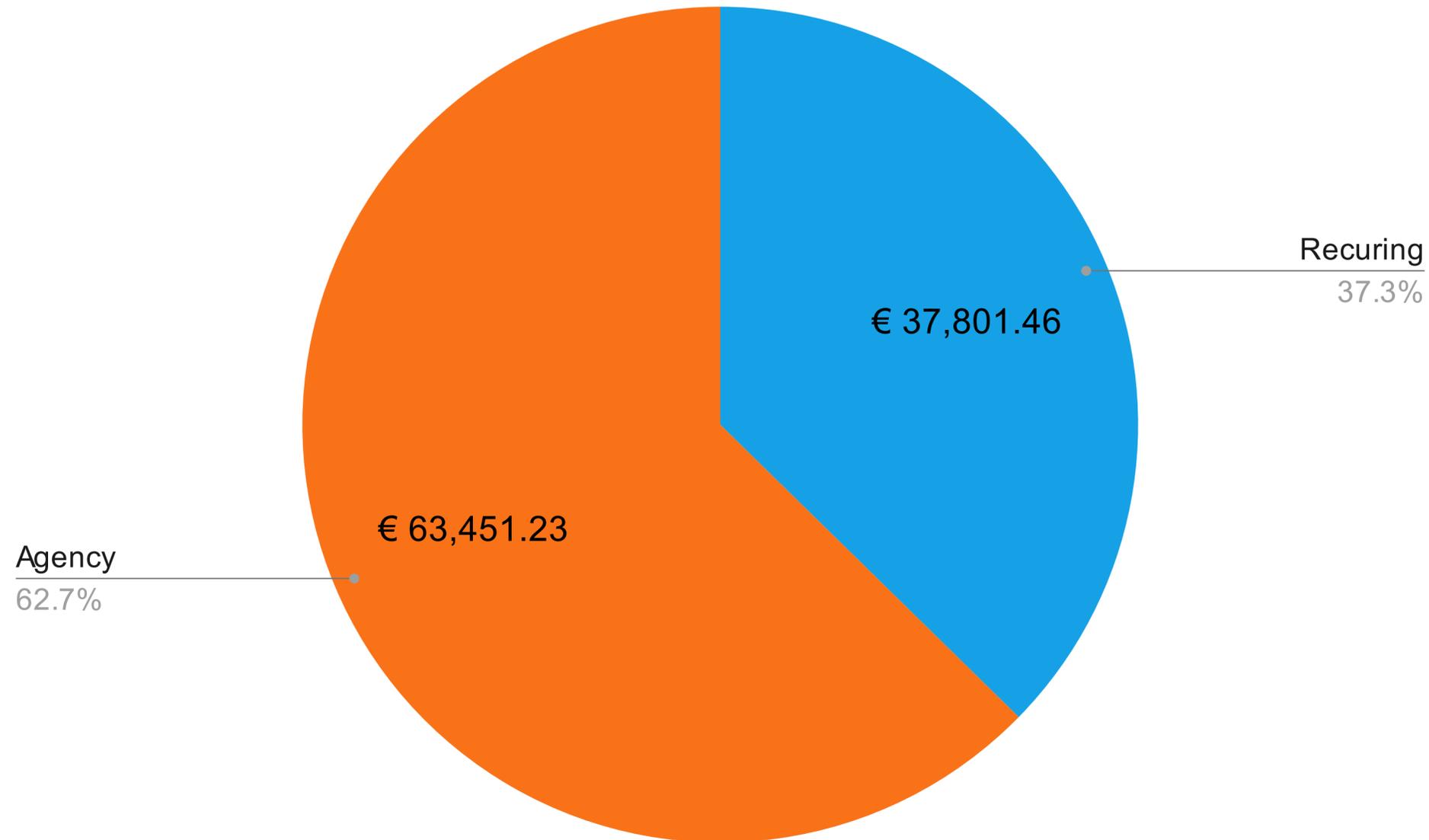
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Our platform has processed over €4M in transaction volume, **with a revenue model combining monthly subscriptions (€159/month) and transaction fees (1%).**



- **Clear seasonal pattern:** Peak booking volumes in Q4/Q1 for summer camps, with expected quieter periods in Q3
- **Ready to scale:** After focusing on product development and achieving problem-solution fit with minimal marketing spend, we're now shifting towards active customer acquisition
- **Future pricing strategy:** Planning tiered pricing with an entry-level booking module, plus premium features for marketing and operations

We've validated our solution with a demanding market: Dutch sailing schools need to coordinate boats, beds, instructors and participants. **We serve 8 leading schools, generating €101K revenue in 2024.**



- While our SaaS platform generates €38K in recurring revenue, we strategically invested time in agency work (€63K) to deeply understand customer needs
- Agency projects, particularly our partnership with Nationaal Watersportdiploma, helped refine our product while funding development
- This investment round will help us shift focus to growing recurring revenue, as we now have the deep market understanding to scale effectively

Built by a founder who understands both sides: technical expertise, combined with hands-on experience running sailing schools - supported by a lean team.



Maurits Misana

Founder / CEO

Age 28, The Hague (NL)

Engineer and ex. sailing school director - now building the solution I wish I could have used.

- 2015-2021** Sailing instructor and trainer
- 2021** Finished bachelor at Delft University of Technology
- 2021** Director at Netherlands' leading youth sailing school
- 2022** Founder Buchung



Thomas Brants

Student full-stack developer (part-time)



Anton

Front-end developer (freelance)



Elmer

Back-end developer (freelance)

Our roadmap: Automation, market expansion and participant management.

1: Automation

While our operator dashboard provides valuable insights, we need to automate key tasks to reduce support overhead and enable platform scaling:

- Give operators full control over their listings: content editing, media uploads, capacity settings and pricing;
- Build a template system for emails and booking module branding;
- Add payment flexibility with automated reminders and installment options;
- Let operators design their own participant data collection flows.

2: Market expansion

We're ready to strengthen our position in sailing schools while validating Buchung for other experience businesses:

- Document our impact through customer testimonials (several operators already volunteered);
- Create interactive demo environments for each operator type we target;
- Visit operator sites to understand their specific needs and pain points, and create personalized demos for them.

3: Event management

Moving beyond bookings, we'll tackle the operational challenges our customers face, starting with some of the highly requested features:

- Build a scheduling tool that matches participant preferences with available resources and staff;
- Ease ways in the participant portal for activity updates and one-to-many communication;
- Develop an on-site check-in system for quick access to participant details;
- Add photo/video sharing capabilities for post-event engagement.

Join our €100K investment round to scale the first dedicated platform for participant-focused businesses - helping them stop fighting systems and start delighting participants.

Contact details



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Round details

- Raising €100,000 through convertible notes
- Looking for investors with experience in SaaS, marketplaces and/or leisure industry - but all interested investors are welcome to reach out

See Buchung in action

I'll happily show you around our products, you can use this link to book a demo: [LINK](#)

Timelines

- First closing date: 2025-02-15
- Final closing date: 2025-04-15