SALES & PARTNER PLAYBOOK

GGNomad

GGNomad puts every leg, booking and traveler of a trip on one record, for travelers and for the travel businesses that serve them.

Every leg | Rentals | All travel apps | Groups | Tour operations



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 which businesses to look for and which to leave alone. Use the talking points and objections in the conversation itself. You never need to demo or price anything: your job is to spot the fit and introduce us.

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 one AI-native platform for everything that happens when people travel, and for the businesses that make it happen. Travelers plan, book and manage journeys leg by leg by air, sea, road and rail in any kind of vehicle, rent bikes, scooters, cars, campervans and boats inside the trip, bring the travel sites and booking apps they already use into one place, and travel together as groups and communities. Tour and travel operators, rental fleets, transport providers, hosts and venues run their whole lifecycle on the same trip record. A companion that knows the whole trip talks with everyone in their own language.

CATEGORY

Travel, tourism, activities and entertainment platform, for travelers, groups and communities, and the businesses that serve them.

WHERE IT STANDS TODAY

Live and self-service at app.ggnomad.com, with a free plan for travelers and businesses and published paid plans. There are no public reference customers, no published usage figures and no third-party security certifications.

HOW CUSTOMERS GET IT

Cloud, multi-tenant, with each business in an isolated workspace; sign-up is self-service on the free plan and paid plans are bought online. Enterprise buyers can contract a dedicated tenant or self-hosting, with single sign-on, SCIM, audit streaming and data residency as contracted options. Our services team takes migration, integration and managed operations.

- Web app at app.ggnomad.com for travelers, groups and travel businesses
- Mobile apps with the trip wallet, live timeline, voice companion, offline mode, handover photos and ticket scanning
- Desktop apps for the operator console and operations board
- The companion and trip alerts on the messaging channels travelers already use
- Public, bookable operator storefronts
- A browser extension to save and import bookings and compare prices while browsing travel sites
- A federated GraphQL API, CLI and Node and Python SDKs
- An MCP server so AI agents work with GGNomad under the user's own permissions
- Marketing site at ggnomad.com and documentation at docs.ggnomad.com

02 One-Line Pitch

SAY EXACTLY THIS

"GGNomad puts every leg, booking and traveler of a trip on one record, for travelers and for the travel businesses that serve them."

SHORTER, FOR A CHAT MESSAGE

One platform for the whole trip: every leg, rental, booking and traveler.

THE CATEGORY SENTENCE

GGNomad is an AI-native travel, tourism, activities and entertainment platform for travelers and the tour operators, rental fleets, transport providers and hosts who serve them.

03 30-Second Elevator Pitch

SPOKEN, ROUGHLY 30 SECONDS

"A real trip is a flight on one app, a train on another, a ferry ticket bought at the port, a scooter rented by phone and a group chat to settle up. Tour operators and rental businesses have the same mess from the other side. GGNomad keeps the whole trip on one record: every leg by air, sea, road or rail, the rentals, the bookings made anywhere, the group and the payments. Travelers plan and travel on it, businesses run their whole operation on it, and a companion that knows the trip helps both."

IF THEY ARE TECHNICAL

GGNomad models a trip as one record of journeys, legs and connections in any mode and vehicle, rentals, listings, bookings from GGNomad and from connected sources, groups and payments, exposed over a federated GraphQL API on the Burdenoff platform. Authorisation is enforced at the API gateway on every query and mutation, every record is scoped to a workspace with row-level isolation, and the AI companion and any MCP agent act with exactly the permissions of the person using them.

IF THEY ARE A BUSINESS BUYER

A tour operator, rental fleet or transport provider on GGNomad designs, prices, sells, runs and settles its products in one workspace, on the same record its travelers see. Bookings from its own storefront, from GGNomad and from other channels land in one queue, and a copilot takes on the routine quoting and monitoring.

04 Problem We Solve

These are the binds travel businesses and their travelers are in. If a prospect nods at three of them, keep going.

The tour runs on spreadsheets and chat apps

Who feels it: Tour operators and destination management companies

What it costs them: Itineraries, costings, supplier rates, rooming lists and pickup times are copied between tools by hand, and every change is a round of messages.

How GGNomad answers it: Tours are designed day by day, priced with margin, scheduled as departures and run from manifests and run-sheets that build themselves from the bookings.

The traveler disappears after the booking

Who feels it: Operators, agencies and hosts

What it costs them: The business cannot tell a traveler about a change in time, and the traveler cannot tell the business they are running late.

How GGNomad answers it: Operator and traveler work on the same trip record, so a change on one side reaches the other at once, in the traveler's own language.

Rentals leak money at the counter

Who feels it: Bike, scooter, car, campervan and boat rental operators

What it costs them: Double bookings across channels, deposits argued over and damage claims without evidence.

How GGNomad answers it: One booking queue with automatic allocation, a guided offline handover app with photos at both ends, and claims that carry their evidence.

Passengers miss their onward connection

Who feels it: Bus, coach, ferry and cab operators

What it costs them: Delays reach passengers late or not at all, and nobody knows who was connecting onward.

How GGNomad answers it: Seats are sold as legs of real journeys, so live status reaches every passenger and their onward connections are re-checked automatically.

Every channel is a separate calendar

Who feels it: Hosts, activity providers and operators selling on several channels

What it costs them: Rates and blocked dates are updated several times, and one missed update is a double booking.

How GGNomad answers it: One calendar of availability and rates kept in step across the storefront, GGNomad and connected channels, with every booking back in one queue.

Group and community trips run on goodwill

Who feels it: Clubs, schools, companies and the operators who serve them

What it costs them: Sign-ups, deposits, licences, rentals and on-road headcounts live in one volunteer's inbox.

How GGNomad answers it: Communities publish trips with seats, deposits and requirements, members pay their share, and organizers run check-ins and alerts on the road.

Routine work eats the team's day

Who feels it: Small operators and agencies

What it costs them: Twenty enquiries a day each want a slightly different quote, and departures at risk are noticed too late.

How GGNomad answers it: The operator copilot drafts itineraries and quotes, flags departures at risk and answers routine traveler questions; a person approves anything that commits money.

05 Value Proposition

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

One record for both sides of travel

The traveler's trip and the operator's booking are the same record. Changes, messages and documents flow both ways at once, so neither side is guessing.

Evidence: Every leg, rental, stay, ticket and imported booking sits on one trip with its own live status and history.

The whole lifecycle in one workspace

Design, contract, price, schedule, sell, manage, assign, prepare, run, close and learn, for tours, rentals, transport and stays alike. No more stitching five tools together.

Evidence: Manifests, rooming lists, assignments, run-sheets, supplier reconciliation and departure P&L live on the same booking spine.

Any mode, any vehicle

Flights, trains, buses, ferries, cabs, charters, rentals and own-vehicle legs are all first-class, so a business can sell the leg it runs as part of a real journey.

Evidence: Connections are checked before booking and re-checked on every change.

Keep the channels you have

GGNomad brings the travel sites and booking apps people already use into one place instead of asking anyone to switch, and keeps availability in step across every channel.

Evidence: One calendar for every channel; imported bookings stay in sync with their source.

AI that knows the trip and stays in bounds

Travelers get a companion that plans, books with consent, watches every leg and re-plans; businesses get a copilot for quotes, risk and routine questions.

Evidence: The AI acts with the user's own permissions, confirms before money moves, and is metered and audited.

06 Ideal Customer Profile

A tour operator, rental fleet or transport provider that runs its operation across spreadsheets, chat apps and separate booking tools, and wants one system its travelers can see too.

SEGMENT	TYPICAL SIZE	WHY THEY BUY
Tour operators and destination management companies	2–200 staff, from single-guide tours to multi-city programmes	They design, price, sell and run departures by hand today, and the whole lifecycle is exactly what GGNomad does.
Vehicle rental operators	From a 20-scooter shop to fleets of hundreds of bikes, cars, campervans or boats	Channel double bookings and handover disputes are daily pain, and rentals inside travelers' trips bring demand.
Bus, coach, ferry and cab operators	Regional operators with scheduled routes	Selling seats as legs of real journeys, with live status to passengers, changes how they reach travelers.
Hosts, activity providers and venues	Homestays to boutique hotel groups; single activities to attractions	One calendar for every channel, a storefront and a place on travelers' timelines.
Clubs, communities and corporate travel teams	Riding clubs and alumni groups to company travel desks	Group trips, deposits, policies and approvals that run on goodwill and spreadsheets today.
Tourism boards and destination organizations	Regional and city destinations	A regional marketplace of local businesses with verification and oversight.

GEOGRAPHIES

Global by design: listings and bookings carry currency, the interface and the companion are multilingual, and pricing is published in US dollars with regional bands, including a published India rupee schedule.

NOT A FIT — DO NOT CHASE

- A consumer looking for a cheaper way to book their own holiday — point them at the free traveler plan instead
- A business that only wants a single booking widget on its own website and nothing else
- A buyer who needs a specific third-party security certification signed today
- A large airline or rail operator looking for a core reservation system
- Anyone expecting reference customers or published booking volumes before a first call

07 Buyer Personas

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

Tour operator owner

WHAT THEY WANT

Sell more departures, fill them earlier, and stop running the business on spreadsheets.

WHAT FRUSTRATES THEM

Quotes, costings and rooming lists by hand; departures that do not fill; no idea which tour earns money.

Open with: **"What happens in your office the night before a departure?"**

They will ask: "Can my team build, price and run a tour in here, and do my travelers see the same thing?"

Rental fleet manager

WHAT THEY WANT

More rental days per vehicle, fewer disputes, fewer double bookings.

WHAT FRUSTRATES THEM

Bookings by phone, chat and several websites; scratches argued over at return; vehicles out overdue for service.

Open with: **"How do you settle a dispute about a scratch at return?"**

They will ask: "Does the handover app work with no signal, and does it stop double bookings across channels?"

Transport operations head

WHAT THEY WANT

Full seats, informed passengers and fewer missed connections.

WHAT FRUSTRATES THEM

Counter sales, a patchwork of agents and no way to reach passengers when something changes.

Open with: **"When the ferry is late, who tells the passengers on the coach?"**

They will ask: "Can we publish our own timetable and sell seats as part of travelers' journeys?"

Agency or DMC director

WHAT THEY WANT

Sell complete trips, keep clients and get planners off spreadsheets.

WHAT FRUSTRATES THEM

Multi-leg, multi-supplier itineraries built by hand, then booked across many sites.

Open with: **"How many tools does one of your itineraries touch?"**

They will ask: "Can a planner build the whole trip, every leg and every supplier, in one place?"

Community or travel manager

WHAT THEY WANT

Trips that run themselves: sign-ups, deposits, policy and safety.

WHAT FRUSTRATES THEM

A volunteer or a travel desk chasing payments, licences and approvals by email.

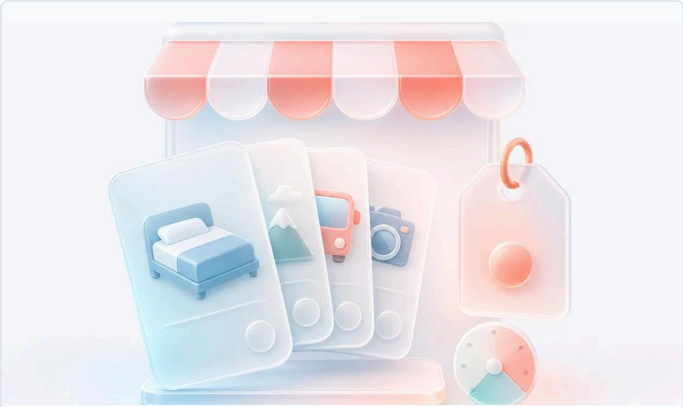
Open with: **"Who chases the deposits for your next trip?"**

They will ask: "Can members pay their own share, and can we see who has arrived on the day?"

08 Top Use Cases

14 SCENARIOS

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



TOUR OPERATOR

Design, price and sell a tour from one workspace

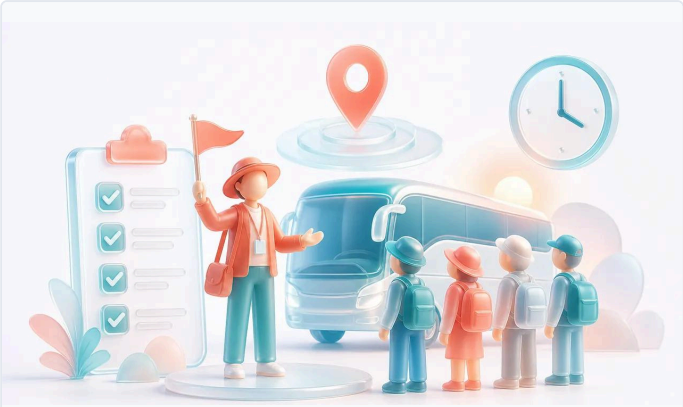
THE SITUATION

A six-day heritage tour lives in a document, a costing spreadsheet, supplier emails and a chat app.

WHAT HAPPENS WITH GGNOMAD

The tour is built day by day from stays, activities and transport, costed with margin, scheduled as departures and sold on the storefront, on GGNomad and on connected channels.

One product record from idea to sale, with every booking on the departure it belongs to.



OPERATIONS MANAGER

Run a departure day without the scramble

THE SITUATION

The night before a departure is spent on rooming lists, guide availability and pickup times.

WHAT HAPPENS WITH GGNOMAD

Manifests and rooming lists build themselves, assignments are checked for conflicts, documents go to travelers and the day runs from a live run-sheet.

The team runs the day instead of chasing it.



TOUR OPERATOR

Close a departure and know what it earned

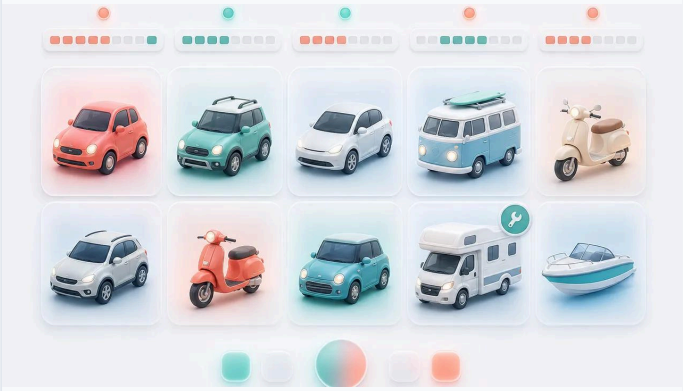
THE SITUATION

Suppliers, guides and agents are settled weeks later, and nobody knows if the departure made money.

WHAT HAPPENS WITH GGNOMAD

Reviews, supplier reconciliation, guide settlements and commissions are closed on the same record, leaving a departure P&L.

The next season is planned on what actually happened.



RENTAL OPERATOR

Run a rental fleet end to end

THE SITUATION

Sixty scooters and a dozen cars, bookings from several channels and a whiteboard for the fleet.

WHAT HAPPENS WITH GGNOMAD

Fleet, rates and deposits are set up once; bookings from every channel are allocated automatically; handovers run offline with photos; claims carry evidence.

Fewer double bookings and fewer disputes.



TRAVELER (AND THE FLEET THAT SERVES THEM)

Rent a scooter inside the trip

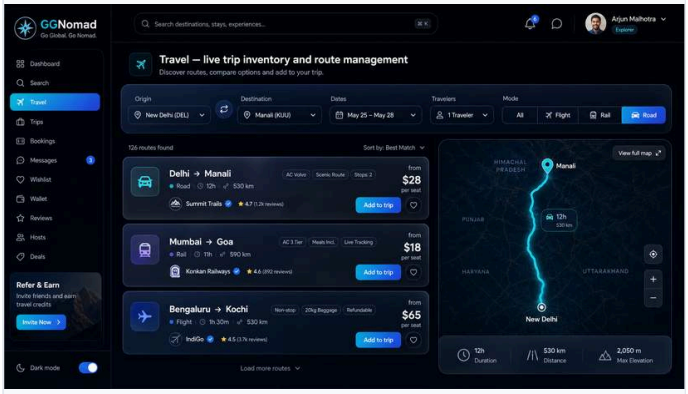
THE SITUATION

Two friends arrive by train and want a scooter for the week.

WHAT HAPPENS WITH GGNOMAD

The rental is offered as a leg from the station, compared by full cost, the licence is verified once and the handover is recorded with photos.

The fleet gets a booking timed to the train; the travelers get a fair handover.



BUS, COACH OR FERRY OPERATOR

Sell seats as legs of real journeys

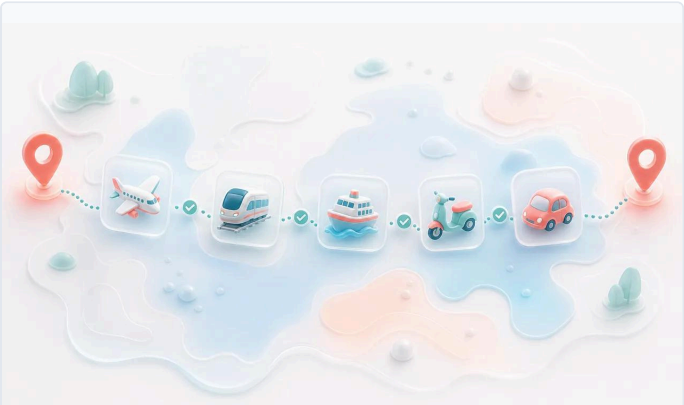
THE SITUATION

Seats are sold at the counter and through agents, and passengers never hear about a delay.

WHAT HAPPENS WITH GGNOMAD

Routes and timetables are published, seats become legs in travelers' journeys, and live status reaches every passenger and their onward connections.

Full seats and informed passengers.



TRAVELER

Plan a door-to-door trip across four modes

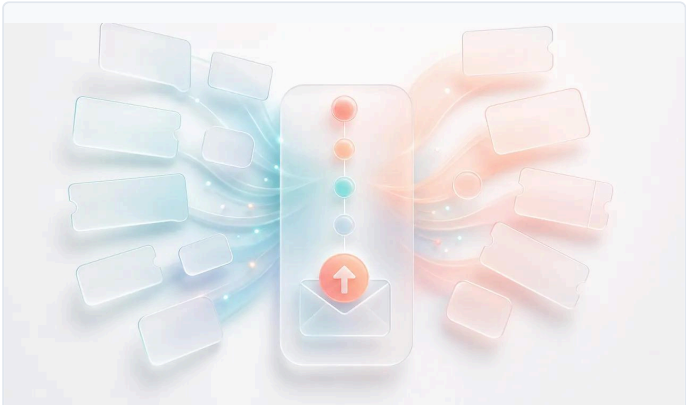
THE SITUATION

A flight, a sleeper train, a ferry and a scooter, booked in four apps.

WHAT HAPPENS WITH GGNOMAD

GGNomad plans the journey as one chain, checks every connection and keeps plan B ready.

One timeline, every leg live.



TRAVELER OR AGENCY PLANNER

Bring every booking into one trip

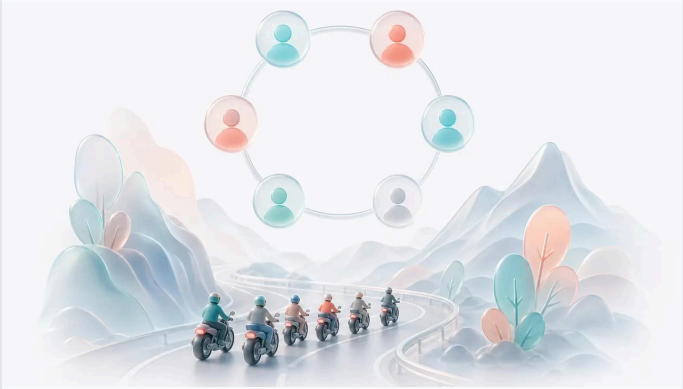
THE SITUATION

Bookings sit across several apps, a PDF and a screenshot.

WHAT HAPPENS WITH GGNOMAD

Confirmations are forwarded or uploaded, confirmed and kept in step with their source, alongside GGNomad bookings.

The whole trip in one place, whatever app it was booked on.



COMMUNITY ORGANIZER

Run a club trip as a community

THE SITUATION

An annual seven-day ride is one volunteer's unpaid job.

WHAT HAPPENS WITH GGNOMAD

The ride is published with seats, deposits and requirements; licences are verified; members rent bikes inside their booking; organizers run check-ins on the road.

The ride fills and runs itself, and next year starts from this one.



GROUP ORGANIZER

Plan a group trip and split the cost

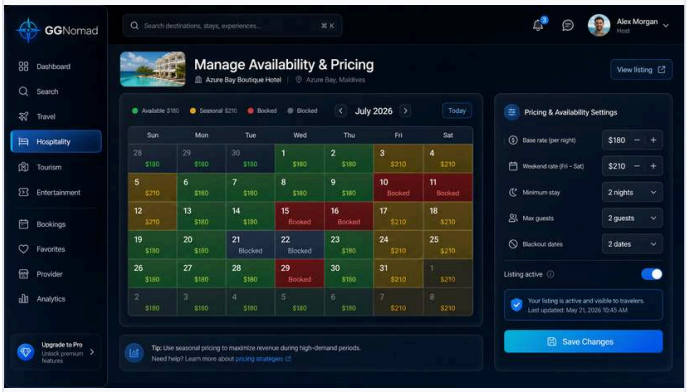
THE SITUATION

Six friends, a hundred messages and a spreadsheet of who owes what.

WHAT HAPPENS WITH GGNOMAD

The group votes on options, books in one checkout or each pays their share, and costs are split per item and settled at the end.

Decided, paid and settled in one place.



HOST OR ACTIVITY PROVIDER

Keep availability in step on every channel

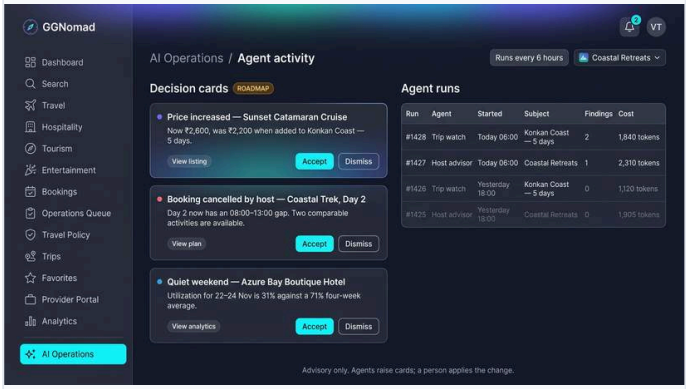
THE SITUATION

Every rate change is made on several channels and one missed update is a double booking.

WHAT HAPPENS WITH GGNOMAD

One calendar of rates, rules and blocked dates is kept in step everywhere, and bookings from every channel return to one queue.

No double bookings, one view of the channel mix.



TRAVELER (AND EVERY BUSINESS ON THE TRIP)

Get through a delay with plan B in hand

THE SITUATION

A late flight breaks a train connection.

WHAT HAPPENS WITH GGNOMAD

The companion has options ready, rebooks on one tap and tells the homestay, the rental desk and the group.

The trip survives, and the businesses downstream hear in time.



TOUR OPERATOR

Give the team a copilot for routine work

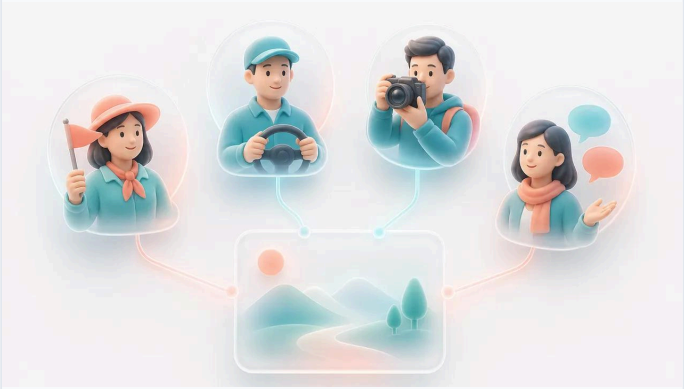
THE SITUATION

Twenty enquiries a day and three departures short of their minimum.

WHAT HAPPENS WITH GGNOMAD

The copilot drafts itineraries and quotes from the operator's own products and rates, flags departures at risk and answers routine traveler questions.

More quotes out, fewer surprises; a person approves what commits money.



TOUR OPERATOR

Hire guides and drivers through ProServiceWorld

THE SITUATION

A Spanish-speaking guide for two departures and a driver for an airport transfer.

WHAT HAPPENS WITH GGNOMAD

Professionals are found and booked through ProServiceWorld and assigned to the departure in GGNomad.

The right people on the run-sheet, settled after the job.

09 Product Capabilities

What the platform does, grouped the way a travel business thinks about it.

Journeys and transport

Every leg in any mode and vehicle, as one journey.

Multi-leg journeys
Air, sea, road and rail, any vehicle, door to door, ranked by cost, time, comfort, emissions or changes.

Connection checking
Transfer times, terminal and port changes, desk hours and night arrivals checked before booking.

Disruption re-planning
Live status per leg; alternatives ready and downstream stays and rentals updated.

Transport services
Routes, schedules, vehicles, seats, manifests and live status for transport providers.

Trip wallet
Tickets, vouchers, QR codes and documents, available offline.

Rentals

Vehicles rented inside the trip, and the fleets that rent them.

Rentals in the trip
Bikes, scooters, cars, campervans and boats, timed to the other legs, self-drive or with driver.

Full-cost comparison
Rate, deposit, distance limit, fuel policy, delivery and protection side by side.

Fleet operations
Fleet and locations, rate plans, automatic allocation and utilization.

Offline handover app
Photos, odometer, fuel or charge and signatures at pickup and return; evidence-backed claims.

All your travel apps, together

Search, compare and manage across every source.

Search across sources
GGNomad inventory and the travel sites and booking apps a traveler connects, searched together.

True-total comparison
Fees, baggage, deposits and cancellation cost normalized.

Booking import
Forwarded emails, PDFs, screenshots and calendar feeds, always confirmed by the traveler.

Channel sync for businesses
One calendar of availability and rates kept in step across channels.

Groups and communities

Travel together, decide and pay fairly.

Group trips
Shared plans, votes, one checkout or individual shares, per-item cost split and settle-up.

On-road coordination
Meeting points, headcounts, opt-in time-boxed location sharing and alerts.

Communities
Organizers, members, rules, community trips with seats and deposits, and a feed.

Corporate travel
Policies, approval holds, offsites as group trips and spend summaries.

Operator operations

The whole tour lifecycle on one record.

Design and contract
Day-by-day tour builder, supplier directory, net rates, allotments and release dates.

Price and schedule
Cost sheets, margin, seasonal and group pricing, departures with minimums and cut-offs.

Sell everywhere
Bookable storefront, GGNomad, connected channels, agents, custom quotes and group requests.

Run the day
Manifests, rooming lists, conflict-free assignments, run-sheets, headcounts and incidents.

Close and learn
Reviews, supplier reconciliation, settlements, commissions, departure P&L and channel mix.

AI companion and copilot

A companion that knows the whole trip, and a copilot for the business.

Companion conversation
Typed or spoken, in the traveler's language, on web, mobile and messaging.

Plan, book and re-plan
Drafts multi-leg plans, books on confirmation, watches every leg and re-plans.

Local guide and translator
Nearby suggestions with directions; menus, signs and conversations translated.

Operator copilot
Drafts itineraries and quotes, flags departures at risk, answers routine questions.

MCP agent tools
Governed tools for MCP-compatible agents under the user's own permissions.

Platform and ecosystem

Governance inherited from Burdenoff, specialists connected.

Roles and audit
Role-based access on every operation and an audit trail of every change.

Workspace isolation
Each business isolated, with row-level security.

Burdenoff integrations
MoveTheWheels, AssetHandler, PlanMagnet, EventfullyManaged, ComradeCircle, FluidGrids, HeadshotMarketing, ProServiceWorld.

API and SDKs
Federated GraphQL API, webhooks, CLI and Node and Python SDKs.

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
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

Each kind of tool beats GGNomad at something, and saying so is what makes the rest of the comparison credible. Talk about the category, never a named company.

ALTERNATIVE	WHAT IT IS	WHERE THEY ARE STRONG	WHERE WE WIN
Online travel agencies	Large consumer booking sites that sell flights, hotels and packages one item at a time.	Enormous demand and brand recognition with travelers on day one.	Every leg in any mode on one journey, rentals, groups and imported bookings, and a full operator workspace on the same record.
Stay and activity marketplaces	Consumer marketplaces where hosts and activity providers list rooms or experiences.	Traffic and a familiar listing flow for hosts.	The business keeps its storefront and the traveler relationship, and its listings sit inside travelers' whole trips.
Rental booking apps	Apps and aggregators for renting bikes, scooters and cars.	Focus and a simple flow for a single rental.	Rentals timed to the rest of the trip, full-cost comparison and an operator side with offline handovers and claims.
Trip planner apps	Apps that keep itineraries, notes and confirmations.	Lightweight and quick to start.	Planning that books, connections that are checked, a companion that re-plans and businesses on the same record.
Tour operator software	Back-office systems for tours, packages and departures.	Depth in their niche and years of operator workflows.	The operator and the traveler on the same trip, rentals and transport on the same spine, and an AI copilot.
Spreadsheets and chat apps	What most small travel businesses actually run on.	Free, flexible and already familiar.	A free plan with the whole lifecycle built in, and nothing copied by hand.

THE POSITIONING LINE TO HOLD

Most travel tools cover one part of the trip; GGNomad keeps every leg, booking and traveler on one record that travelers and travel businesses share.

12 Why Us / Differentiators

If you only remember seven things about why this is different, remember these.

One trip record for both sides

Travelers and businesses work from the same record, so a change on one side reaches the other at once.

Any mode, any vehicle

Flights, trains, ferries, buses, cabs, rentals and own-vehicle legs are all first-class legs of one journey.

Keep the apps you use

GGNomad brings the travel sites and booking apps people already use together instead of replacing them.

Travel is social

Groups and communities are built in, with votes, fair splits, community trips and on-road coordination.

The whole lifecycle

From tour design to departure P&L, for tours, rentals, transport and stays.

A companion that knows the trip

Proactive, multilingual, consent-first AI for travelers, and a copilot for businesses.

Specialists connected

MoveTheWheels, AssetHandler, PlanMagnet, FluidGrids and other Burdenoff products under one sign-in.

13 Customer Proof & Credibility

There are no customer references to lean on, so credibility comes from what a prospect can inspect: the free plan, the depth of the product, the way access and data are handled, and how plainly the public material is written. Point at those, and invite the technical check.

TRY IT FREE

The free plan is self-service at app.ggnomad.com, so a prospect can set up a workspace and a first product without talking to anyone.

AUTHORISATION ON EVERY OPERATION

Every query and mutation carries an access directive the API gateway enforces before a request reaches the service.

TENANT ISOLATION AT THE DATA LAYER

Workspace-scoped records carry row-level isolation that is forced, with application filters as the second line.

CONSENT BY DESIGN

Connected sources, mailbox imports, location sharing and documents are opt-in, scoped to the trip and revocable.

AN AUDIT TRAIL YOU CAN OPEN

Changes are recorded with actor, target and result, and AI actions land in the same trail.

DEPTH INHERITED FROM THE PLATFORM

Single sign-on, billing, notifications, files, conversations, translation and accessibility come from shared Burdenoff services.

Be straight about this. GGNomad is live and self-service, but there are no public reference customers, no published booking, revenue or usage figures, no case histories and no third-party security certifications. Say that before a prospect finds it out. What they should weigh is whether the platform does the job they need, whether the security and access model survives their review, and 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 plan. If you do walk someone through it, follow the order below.

HOW TO GET A DEMO

The free plan is self-service at app.ggnomad.com, so a curious operator can create a workspace without talking to anyone. For a guided walkthrough with their own scenario, book a call with Vignesh.

Runs about Twenty minutes for the guided version; ten if you only show a journey and a departure.

WHERE TO LOOK

- **The app** — `https://app.ggnomad.com`
- **Product site** — `https://ggnomad.com`
- **Use-case library** — `https://ggnomad.com/use-cases`
- **How GGNomad compares** — `https://ggnomad.com/vs`
- **The AI companion** — `https://ggnomad.com/ai`
- **Book a walkthrough** — `https://calendly.com/vignesh-burdenoff/1-1`

The walkthrough, in order

1. **A multi-leg journey**
   A flight, a train, a ferry and a scooter as one journey, with every connection checked. Ask how many apps that takes today.
2. **The traveler's live timeline**
   Every leg, rental and ticket with live status. This is the same record your business sees.
3. **A tour being designed and priced**
   Day by day from stays, activities and transport, with a cost sheet and margin. Then scheduled as departures.
4. **The booking queue**
   Bookings from the storefront, GGNomad and other channels in one place, each with its source.
5. **A departure run-sheet**
   Manifest, rooming list, assignments, pickups and headcounts, built from the bookings.
6. **The rental handover**
   Photos, odometer and fuel at pickup and return, offline. That is the end of scratch arguments.
7. **The companion and the copilot**
   The traveler talks in their own language; the operator gets drafted quotes and departures at risk. Both ask before money moves.
8. **The pricing page**
   A free plan to start, published paid plans and a transparent fee on completed bookings.

15 Sales Talking Points

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

Your travelers and your team would be looking at the same trip.

It names the gap every operator lives with: losing sight of the traveler after the booking.

Design, sell, run and settle the tour in one place.

It replaces the five-tool stack in one sentence.

Any mode, any vehicle — your leg becomes part of a real journey.

Transport and rental operators hear demand, not software.

Keep the channels you sell on; keep one calendar.

Nobody has to give anything up to start.

Handovers with photos end the scratch argument.

Every rental operator has had that argument this week.

A copilot drafts the quotes; you approve them.

Small teams feel the time saved immediately, and stay in control.

Clubs and groups can run their own trips with you.

It opens repeat business operators did not know how to serve.

Start free and see it for yourself.

It removes the risk of the first step.

16 Objection Handling

10 OBJECTIONS

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 I can name, and I will not invent anyone. What you can do is try the free plan yourself and judge the product on your own tour.
>
> PROOF · Free self-service plan at app.ggnomad.com and a public use-case library.

> **"We already sell through the big booking sites."**
>
> Keep them. GGNomad keeps your availability in step across channels and brings every booking into one queue, so those sites become channels rather than your system.
>
> PROOF · One calendar for every channel and one booking queue with the source on each booking.

> **"Our spreadsheets work fine."**
>
> They do until the night before a departure. Manifests, rooming lists and run-sheets that build themselves are where you get the evenings back.
>
> PROOF · Departure run-sheets and documents generated from the bookings.

> **"We are a rental shop, not a tour operator."**
>
> Rental fleets run on the same platform: fleet, rate plans, one queue for every channel, offline handovers and claims, and rentals inside travelers' trips.
>
> PROOF · The rental fleet use case and the handover app.

> **"Is the AI going to book things on its own?"**
>
> No. It acts with the user's permissions and asks before any booking, payment or cancellation, and everything it does is audited.
>
> PROOF · The AI page on ggnomad.com/ai describes the rules in plain language.

> **"What does it cost?"**
>
> There is a free plan, published paid plans and a transparent fee on completed bookings. We quote enterprise and services.
>
> PROOF · ggnomad.com/pricing.

> **"Do you have a security certification?"**
>
> Not one I can hand you today, and I will not pretend otherwise. We can walk your team through access control, isolation and audit in detail.
>
> PROOF · The security page and the technical walkthrough.

> **"Our travelers will not install another app."**
>
> They do not have to switch anything: GGNomad works in the browser, keeps the apps they use and reaches them on the messaging channels they already have.
>
> PROOF · Web app, imported bookings and the companion on messaging.

> **"We are too small for this."**
>
> The free plan is made for a single host, guide or small rental shop, and the paid plans grow with you.
>
> PROOF · Published Free and Starter plans.

> **"Can it connect to what we already use?"**
>
> Through connectors, the API and webhooks, plus Burdenoff products for fleet tracking, upkeep, projects and automation. Tell us what you run and we will be specific.
>
> PROOF · Integration services and the developer documentation.

17 Discovery / Qualification Questions

Ask these before you pitch anything. The answers tell you which part of the product to talk about, and whether there is a fit at all.

ASK THIS	LISTEN FOR
What do you run: tours, rentals, transport, stays, activities, or a mix?	The mix tells you which use cases to lead with.
What happens in your office the night before a departure or a busy rental day?	Copying names, chasing guides or vehicles, writing pickup times by hand.
Where do your bookings come from, and how many calendars do you keep in step?	Several channels and at least one double booking story.
How do you tell travelers about a change, and how do they tell you?	Chat groups, phone calls, or nothing at all.
How do you settle a dispute at a rental return?	No photos, arguments over deposits.
Do you serve groups, clubs or companies?	Deposits, licences and approvals chased by email.
How long does a custom quote take your team?	Hours, and quotes going out late.
Do you know what each departure or vehicle earned last season?	A pause; nobody knows.
Who would have to say yes, and is a budget cycle open?	The owner can decide, or a clear path to who can.

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 run tours, rentals or transport on spreadsheets and chat apps
- They can tell you a double-booking or handover-dispute story from this month
- They sell on several channels and keep several calendars
- They serve groups, clubs or companies and chase deposits by hand
- The owner is in the conversation and can decide

Introduce us straight away.

WORTH A CONVERSATION

- They are happy with a back-office system and only want one missing piece
- They need a specific third-party certification before any pilot
- Their season is about to start and they cannot change anything until it ends

Qualify further before an introduction.

POOR FIT — DO NOT CHASE

- A consumer who just wants a cheaper holiday booking
- A large airline or rail operator looking for a core reservation system
- A buyer who insists on reference customers before a first call

Politely park it; suggest another product if one fits.

THE ONE-QUESTION TEST

Ask: "If your team and your travelers could look at the same trip, what would stop going wrong?" A specific answer means introduce us.

19 How to Introduce Us

Keep it short. One sentence about their pain, one about what GGNomad is, and an offer to put them in front of us.

IN CONVERSATION

"You know the night before a departure when everything gets copied between spreadsheets and chats? There is a platform called GGNomad that runs the whole tour, rental or transport operation on the same record the travelers see, with a copilot for the routine work. There is a free plan to try. Want me to introduce you?"

EMAIL — SUBJECT: RUNNING YOUR TRIPS ON ONE RECORD

Hi [Name],

You mentioned how much of your week goes on [rooming lists / handovers / channel calendars]. GGNomad is worth twenty minutes.

It lets a travel business design, price, sell, run and settle its tours, rentals or transport in one workspace, on the same trip record its travelers see. Bookings from every channel land in one queue, and a copilot drafts quotes and flags departures at risk.

There is a free plan if you would like to look first. Shall I introduce you to Vignesh at Burdenoff?

[Your name]

SHORT MESSAGE / LINKEDIN

"[Name] — you run [tours / rentals / transport] across several tools. GGNomad puts the whole operation and your travelers on one record, with a copilot for quotes. Free plan 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 — there are none to cite, and the product's own material says so; 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 name or criticise other travel companies; compare with kinds of tools, as the website does; Do not promise a certification, a custom integration or a timeline without written approval; 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 run — tours, rentals, transport, stays, activities, 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 products, vehicles or routes they run and how many bookings a month
- Which tools and channels they use today, and where it hurts
- The pain in their own words, and what triggered them raising it now
- Any hard requirement you already know about — a connector, 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 under the GGNomad name, 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 plan
Documentation	`https://docs.ggnomad.com`	Product guides, API reference and integration tutorials
Use-case library	`https://ggnomad.com/use-cases`	Thirty-plus scenarios for travelers and travel businesses — the best thing to send after a first conversation
How GGNomad compares	`https://ggnomad.com/vs`	Comparisons with kinds of travel tools, with the concessions included
Services	`https://ggnomad.com/services`	Consulting, implementation, migration, integrations, training and managed operations
The AI companion	`https://ggnomad.com/ai`	What the companion and the copilot do, and the rules they follow
Security	`https://ggnomad.com/security`	Encryption, role-based access, consent, documents per booking and governed AI
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.
- 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

32 SCREENS

Every screen in the GGNomad design set — 32 in total, none omitted. Use these to show a prospect what the product looks like before a live demo.

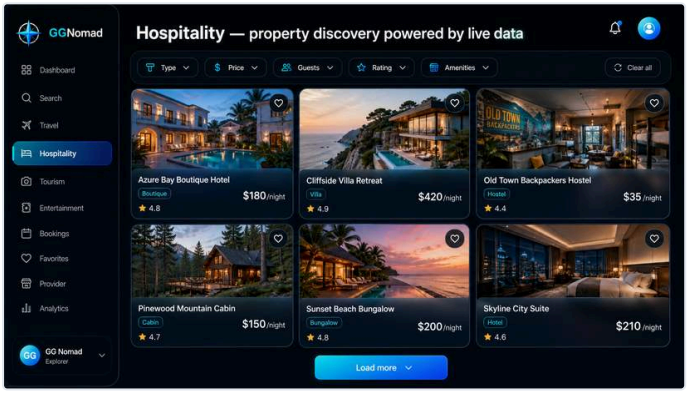
PRODUCT SCREENS · 30 SCREENS



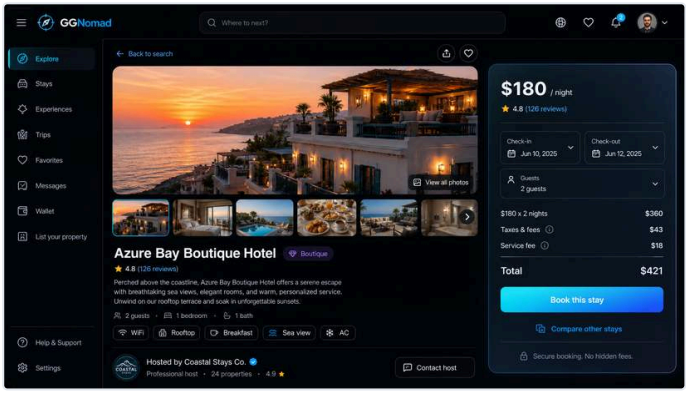
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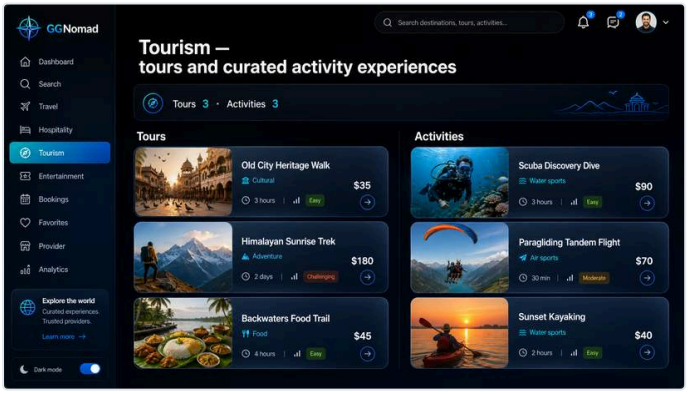
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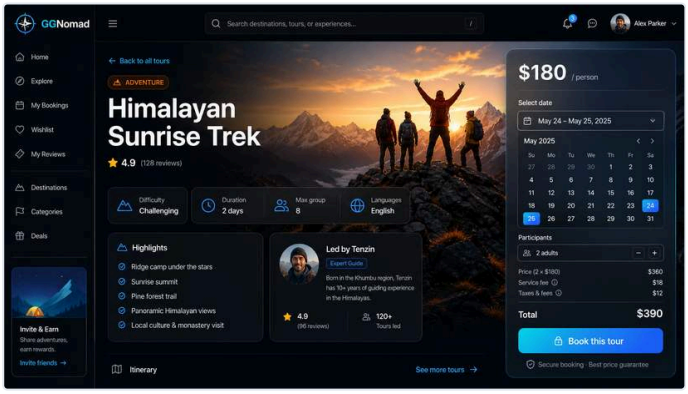
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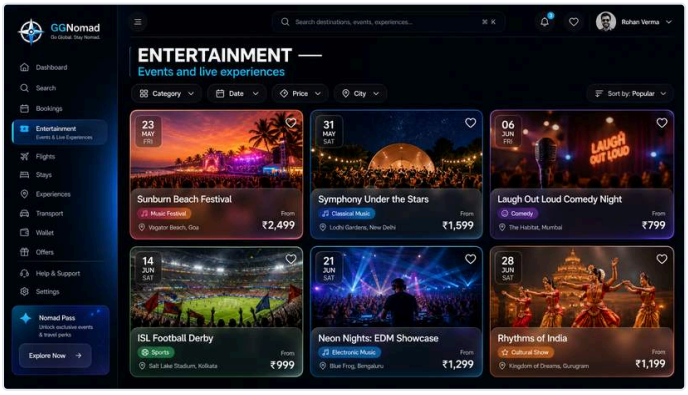
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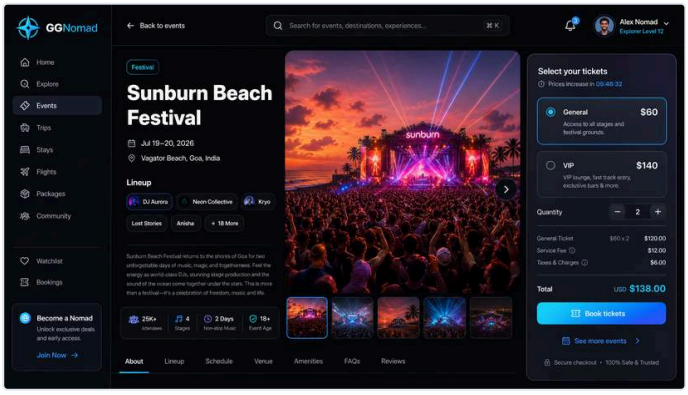
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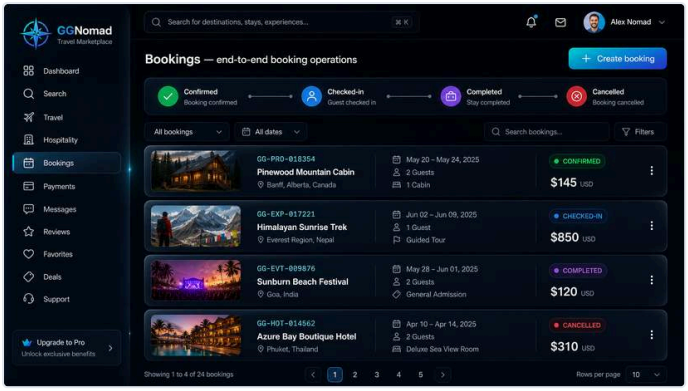
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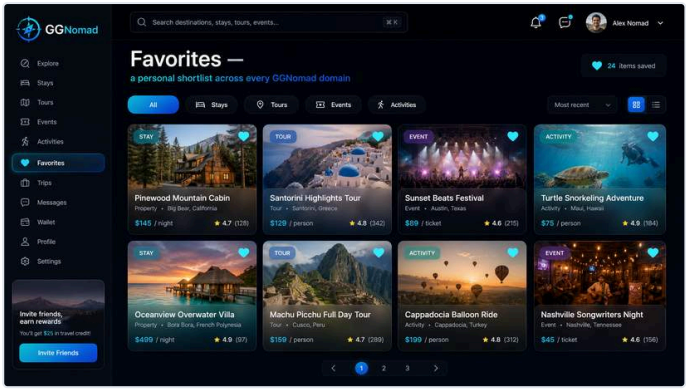
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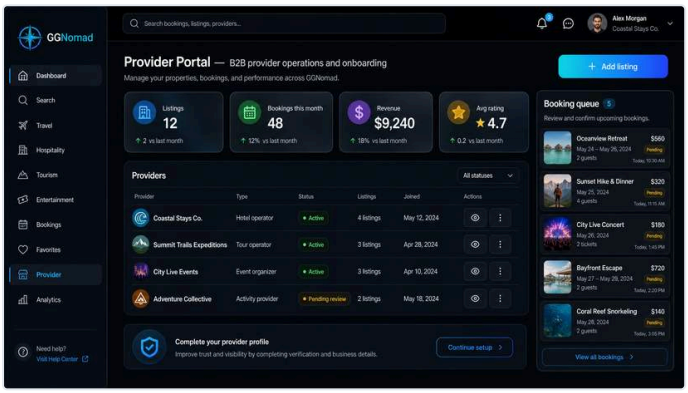
008 Ggnomad 08 Event Detail



009 Ggnomad 09 Bookings



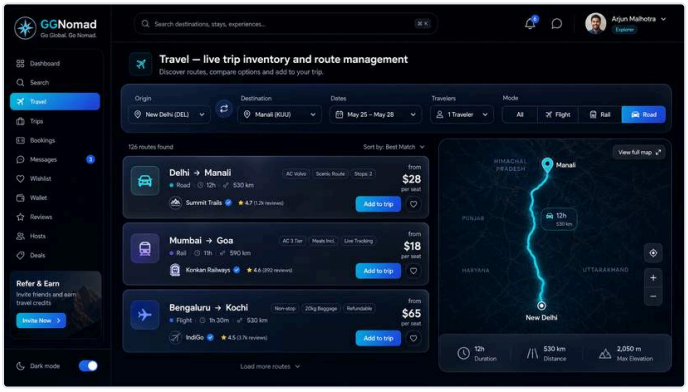
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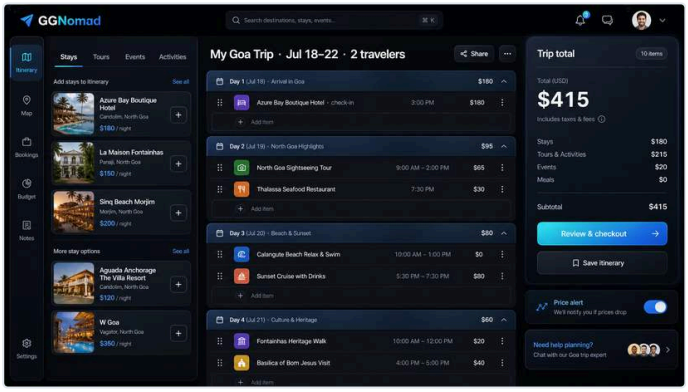
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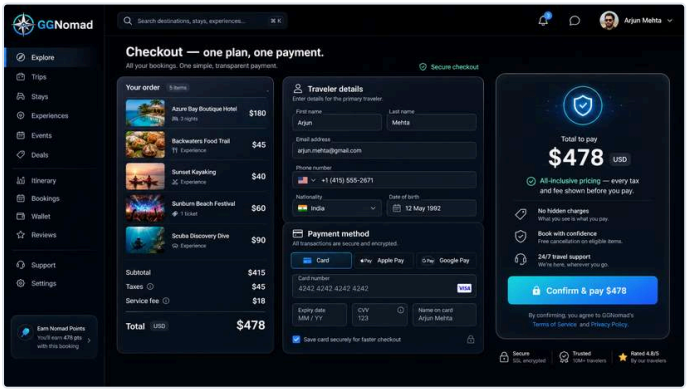
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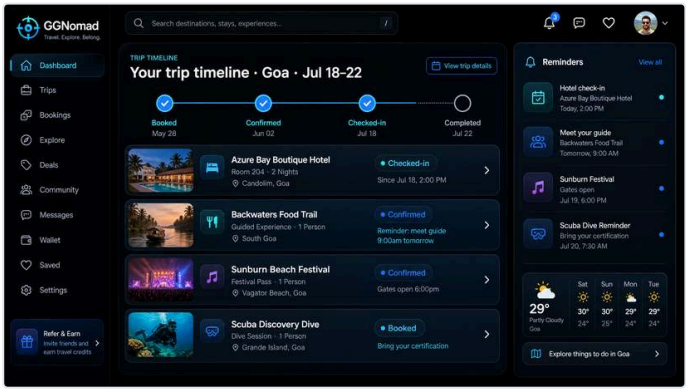
013 Ggnomad 13 Travel



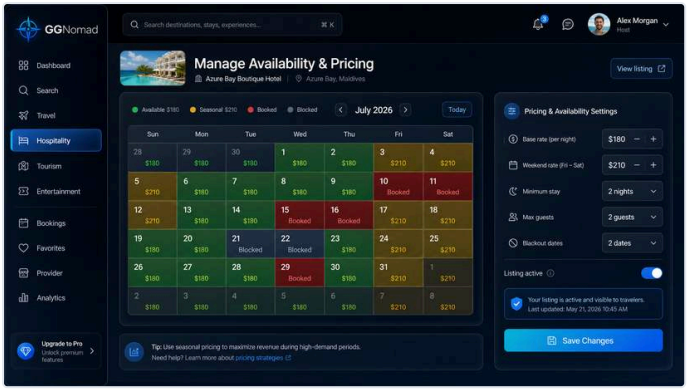
014 Ggnomad 14 Itinerary Builder



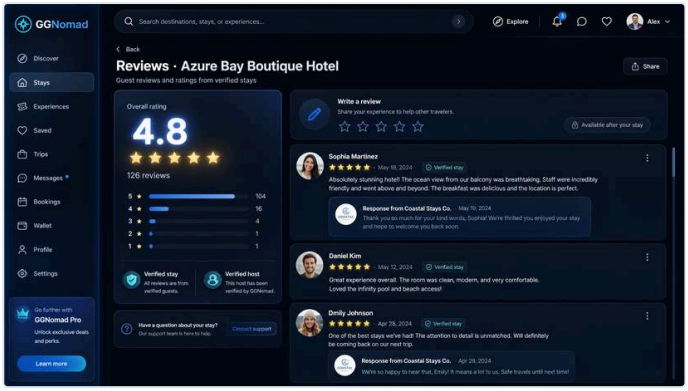
015 Ggnomad 15 Checkout



016 Ggnomad 16 Trip Timeline



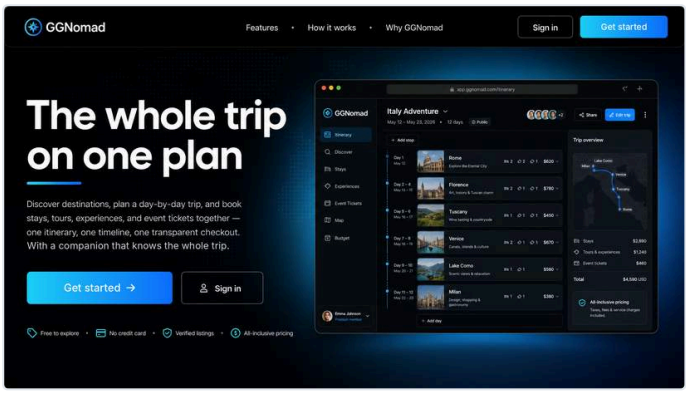
017 Ggnomad 17 Availability Calendar



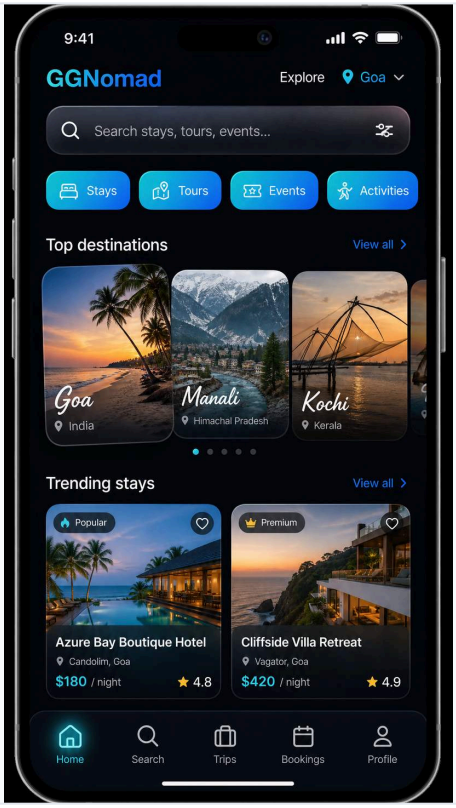
018 Ggnomad 18 Reviews



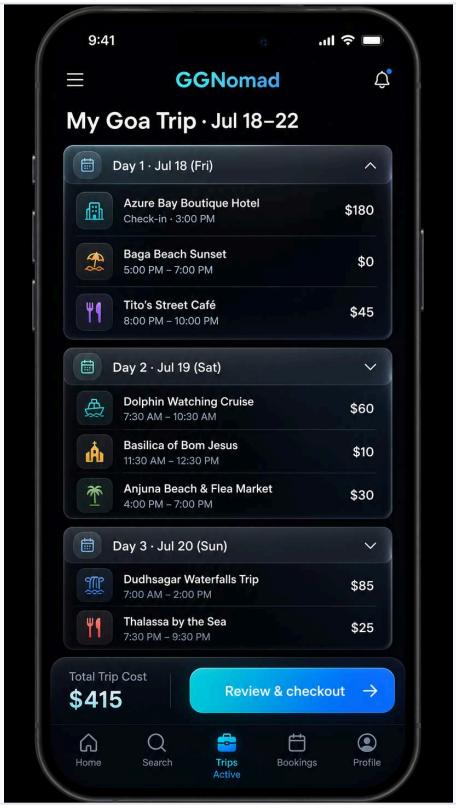
019 Ggnomad 19 Group Trip



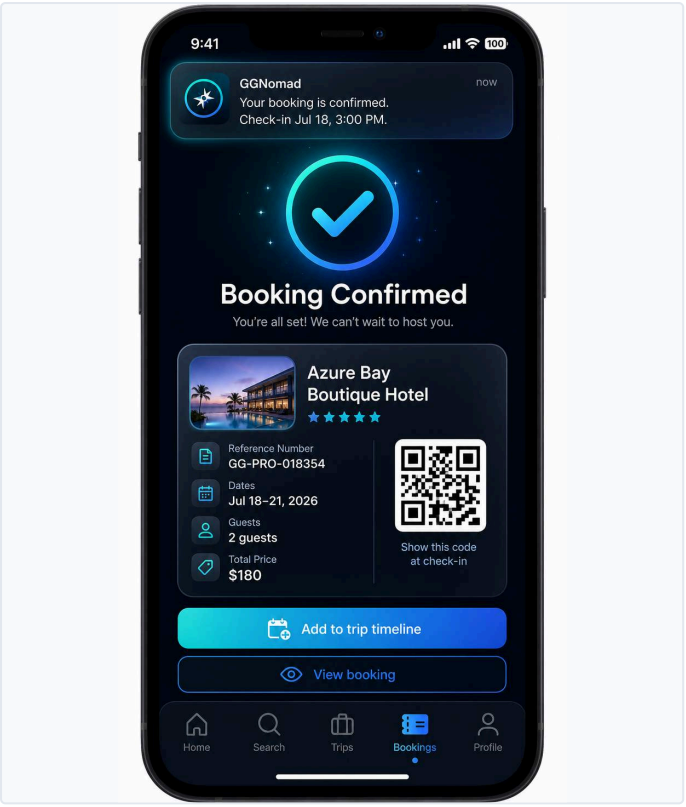
020 Ggnomad 20 Landing



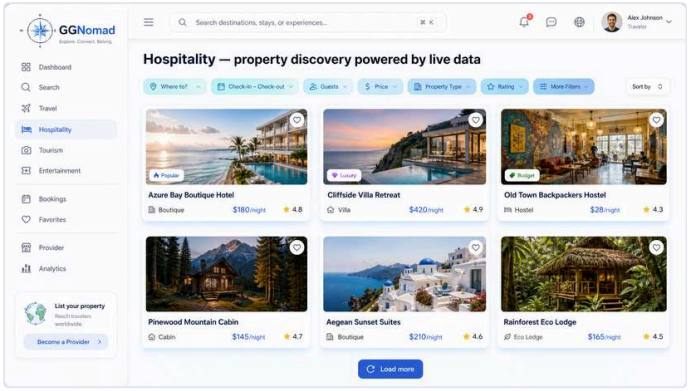
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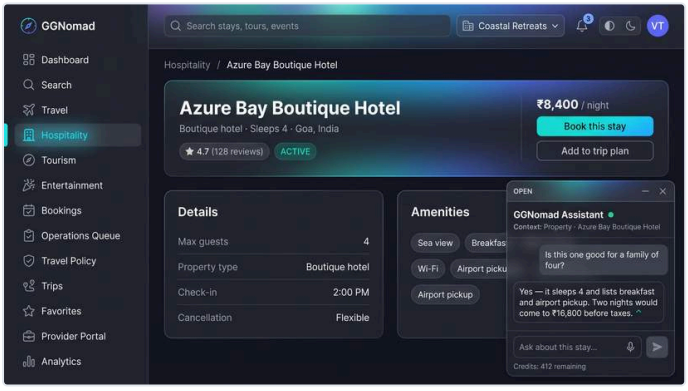
022 Ggnomad 22 Mobile Itinerary



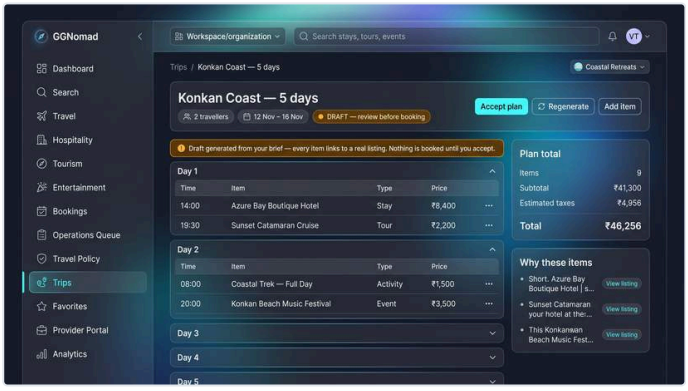
023 Ggnomad 23 Mobile Booking



024 Ggnomad 24 Hospitality Light



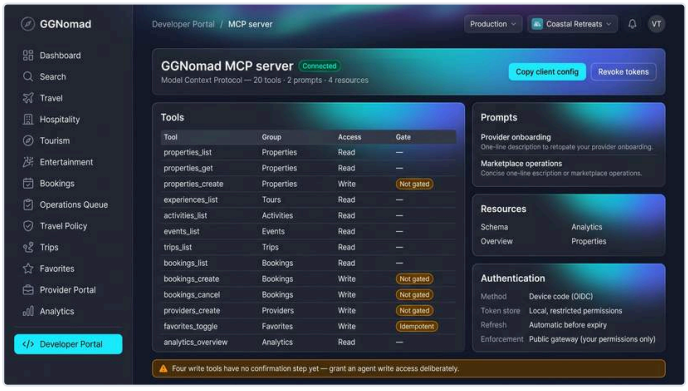
025 Ggnomad 25 AI Assistant Context



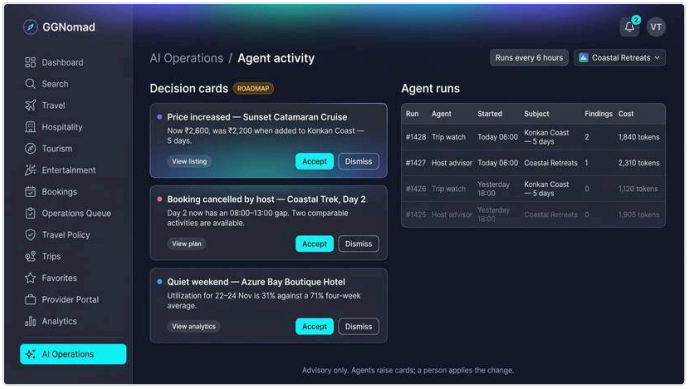
026 Ggnomad 26 AI Itinerary Draft



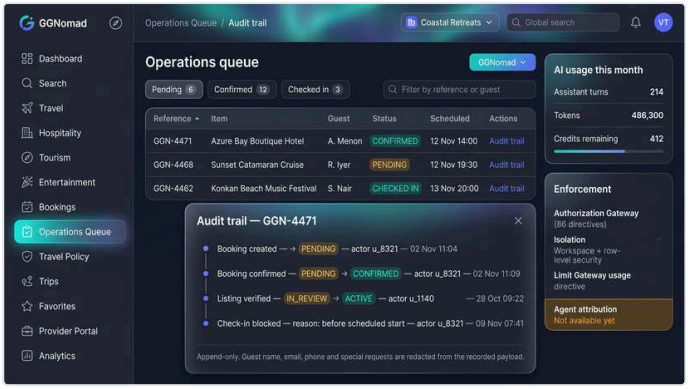
027 Ggnomad 27 AI Host Pricing Copilot



028 Ggnomad 28 AI MCP Agent Tools



029 Ggnomad 29 AI Trip Watch Agent



030 Ggnomad 30 AI Governance Audit Metering

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031 Team Tournament Travel Planner 1 Tournament Trip Plan

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032 Hotel Room Block Pickup Tracker 1 Group Room Blocks

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