

From the New York Business Journal:

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Expedia raises cash for hospitality startup Alice

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Who gets: Hospitality service Alice, which offers hotels a system that lets their guests request services via a mobile app, including late check-outs or room service.

Amount raised: \$9.5 million, in a Series A round. Prior funding for the New York-based company included a seed round of \$3.5 million in January 2015. The funding comes at as the hotel industry warms up to using tech innovation, such as the cloud.

Who invests: Online travel agency **Expedia** led the round. Last year, the Bellevue, Washington-based company — known for providing hotel reservations, airline tickets and vacation packages — invested in online travel agency Decolar.com. Other backers include property management giant Tishman Realty, Laconia, 645 Ventures and the founder of boutique workspace collective Neuehouse also participated. Seamless investor Todd Arky is also part of the Alice team.

What the founder says : “We have been working extremely hard with our hotels to help them bridge the technology gap that exists today in the industry,” said Alex Shashou, co-founder of Alice. “The need for hotels to find efficiencies and a competitive advantage through technology has never been greater and we’re thrilled to have the partnership and support of Expedia who have such deep



MICHAEL DEL CASTILLO

The founder and president of Alice App, Alexander Shashou, 25, on the rooftop of the Gansevoort Hotel in the Meatpacking District, one of his client properties.

experience in the industry and can help us accelerate our early momentum.”

What the CEO says: "Three years ago, we embarked on a very ambitious project: to build a software platform that can solve the barriers to delivering exceptional service in hotels today," said Justin Efron, CEO of Alice. The Series A allows the startup to work with many more hotels and new markets, he explained, adding: "It also repays the faith that our initial hotels have shown in working with us as a startup."

Company details: Hotels such as **Gansevoort Hotel Group**, Setai Miami Beach, Viceroy and Dorint Hotels use the Alice platform to receive, manage and execute any guest or internal staff requests across every department. The technology has helped hotels realize increased guest revenue and improve efficiency through reduced service times. Proceeds from the investment will go towards building sales teams, customer success, product and development.

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