

Booster - Startup Program

BOOKING.COM CASE STUDY

Stanford University

Over the last three years, Booking.com has contributed to improving destinations all over the world by volunteering time and expertise through their Booking Cares Volunteer Programme. 15,000+ employees have partnered with local organizations that are working on sustainable tourism initiatives all across the globe. Booking Booster has been a natural continuation of this path for the Booking.com team and a unique occasion to make Booking.com's expertise available to today's most promising startups that can shape the future of the tourism industry.

Program

Booking Booster is a three-week, accelerator program in Amsterdam and 2 million euro fund to help startups scale. Each year, 10 startups are invited to the Booking.com headquarters, and are connected directly to experts and mentors who help startups learn about scaling their business, and growing and measuring their impact. In addition, each startup has the opportunity to pitch to a final jury for a grant between € 100,000 to 500,000.

Our Solution

- Enterprise technology for a custom application and evaluation process
- Embedded application on website
- Sourced startups through targeted and broad outreach efforts



Results

650+

**Applications
Created**

Applicants from

102

Countries

2 **finalists**

**Sourced through
Younoodle's
network**



“ *Somewhere in the world, a startup has
already solved your problem.* ”

For more details or enquiries reach us at info@younoodle.com.