

Case Study

TLV VIP

Upgrading connections

I landed in Israel in 2009 with a recovering broken knee from a football accident. I'd been invited out to go to see a friend for their wedding in Tel Aviv and I landed, and the experience wasn't great. When I arrived at that airport or any airport in the world, there's always been long lines and the lack of service after a long flight made me think about a world of VIP travel. You want it to be an enjoyable experience. If you're going for business, it needs to be effective and efficient and cost effective and professional. You know the ways you want to explore and discover a destination. You know, how do you find someone who's trusted and friendly to take you to the next part of your journey? What do you want? Who do you want to understand and take care of your needs and your reasons for your travel? When I started the business, it was to tailor the travel experience from exclusive and assistance to the airports. To private and secure transportation, personal tours, and activities. So, when I landed in Tel Aviv, I realised that what you've got on your flight ticket is TLV and what was missing was the VIP.

The Innovation

I attended the Hertfordshire Growth Hub Get Finance Ready Workshop to gain a comprehensive understanding of various funding and financing options available to support my business growth. My goal was to learn about effective strategies for securing finance and preparing my business for potential funding opportunities. Particularly useful was learning about the different types of funding available, including grants, debt financing, and equity investments. The detailed breakdown provided by Luke Desmond from Crisp Accountancy on managing debt (good and bad), effectively and understanding funding options was insightful and practical for my business needs.

The Challenge

After COVID in 2022 I was working really weird times and it was a nightmare, constantly dealing with people and issues, and then the traffic just stopped on October 7th last year due to the conflict in Gaza. I had to give loads of refunds back and I was thinking, OK. #1 is wanting everyone to be safe and well and having long lasting peace. But #2 and very quickly #2 is. Where's my income coming from? And that was it. I was dealing with the money that had to be paid back through the refunds. Back then I honestly thought and hoped that it's going to be over quickly. But it wasn't.

The Solution

I've always wanted to build an international brand and explore new market opportunities, including those related to the film & tv sector. I got started thinking but had no idea how to progress, so really the Create Growth

Programme, and especially the Supply Chain Innovation Course helped me structure the route towards doing that. I had feedback on the app – understanding how it should look, and how it should operate. I saw how to put a better pitch-deck together and value propositions. How important good processes are. I learned all about product design, about people (customers), digital – it all forced me to look at business in a very different way. It was very intense. I still haven't got over it yet.

Impact

Instead of pushing products on our clients and pushing loads of dining experiences and backstage passes and all these things on our clients, just ask them everything every time, which improves their experience. Clients generally book one service at a time. Such as the arrival service in the airport, or they book the departure service. Now 99% was that because of our system, it didn't allow you to book multiple things in a basket, so that's the number 1 thing we changed. We get wonderful feedback, we get consistent 5-star reviews, 70% of our clients either rebook or recommend us to their friends, family, and colleagues.

I'm moving away from the original brand that I built over the last 9 years and have the confidence and pathway to develop the brand internationally, change the company name, improve, and widen our offers and be scalable. We have Affiliates now – we control everything from the customer service, to content, and supplier contracts, but the most important thing is connections. Life, business, it's all about meeting people, establishing connections. I want people to benefit from travel, not to have to rush, but to connect and explore. True connections.

Next Steps

As a result of attending the workshop, I plan to explore grant opportunities and utilise resources like the Hertfordshire Growth Hub 'Grantfinder' tool to identify potential funding sources for my business. Additionally, I will focus on refining my business plan and financial forecasting to be better prepared for future funding applications.

Client testimonial

"Taking the time to learn guiding principles and how to implement them has been a huge benefit of the Create Growth Programme/Supply Chain Innovation Programme thanks to the Hertfordshire Growth Hub, ESTU Global, and the Royal Academy of Art. Some of the best experiences I've had are through meeting people, and I've had the opportunity to add value, improve experiences, and go for it. Upgrade!"

Get in touch.

To find out how we can help you turn your desire to connect into a career, a company, or an international brand, get in touch now.

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