



Business Travel Innovation Faceoff



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BY NORTHSTAR



emPath

GREG WILCZEK

CEO, emPath Travel & Expense

emPath

Travel & Expense



The #1 AI powered Travel & Expense platform for Guest Travelers



Built by ex-Google execs who love travel, tech, and product



The #1 AI powered Travel & Expense platform for Guest Travelers

Built by ex-Google execs who love travel, tech, and product



Guided booking



Centralized payment



One-click reimbursement

Not just candidates, broader industry pain...



Candidates



Vendors

Athletes

Mascots

Family

Officials



**Health Care
Providers**



Patients Doctors Nurses

Pre-hires

Interns

Contractors

Students

Visiting faculty

Speakers

Entertainment

Media

Crew

Talent

Freelancers



The Problem? Hidden, unmanaged, unmeasured spend

NON-PROFILED TRAVEL

15% OF TOTAL
TRAVEL SPEND

OPEN BOOKING IN PLAIN SIGHT

Companies can't measure,
control, or leverage non-profiled
spend.

Yet, they're held accountable.

Expensive \$750!

No solution!

“

What if we were able to fix this
problem and bring Googleyness
to business travel?

”

Our team brings Googleyness to business travel!



Greg Wilczek

CEO

>30 years of
corporate travel
experience



Vishal Chouhan

CPO

>22 years of
product & digital
ops experience



Josh Foure

CTO

>20 years of
travel software
engineering



Tejas Shah

Lead Eng

+20 engineers with
business travel
experience



Launched. Delivering. Winning.



Happy Customers

96% CSAT



Launched. Delivering. Winning.



Savings

Seamless integration. Your tools, our platform working together from day one.



ROI

\$1.10 for every \$5 in T&E

Time Savings

**15 days of employee
time for every 100 trips**

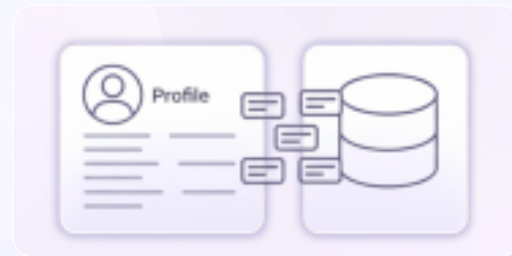
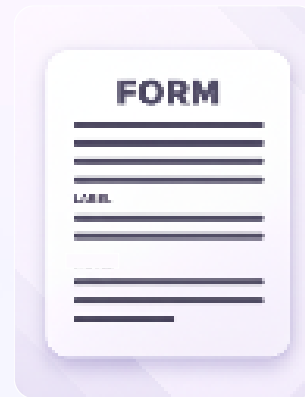
Plug & play: human by design & AI powered



Easy
intake



Intake to
invite in 60
seconds



Plug & play: human by design & AI powered



Easy
intake



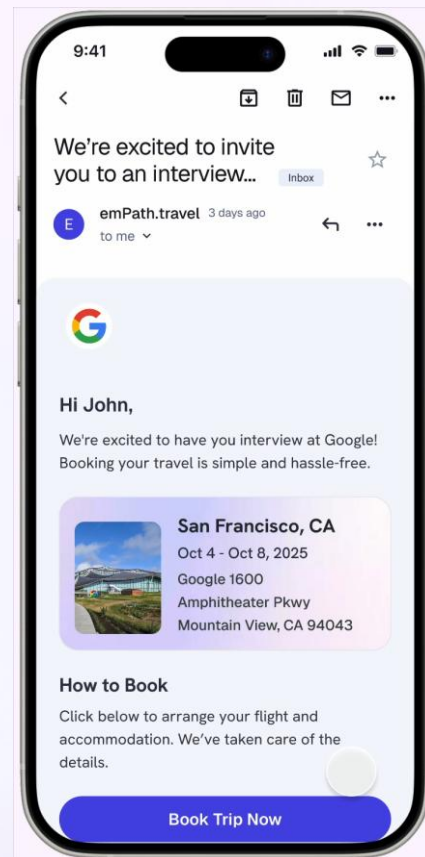
Instant
travel
booking



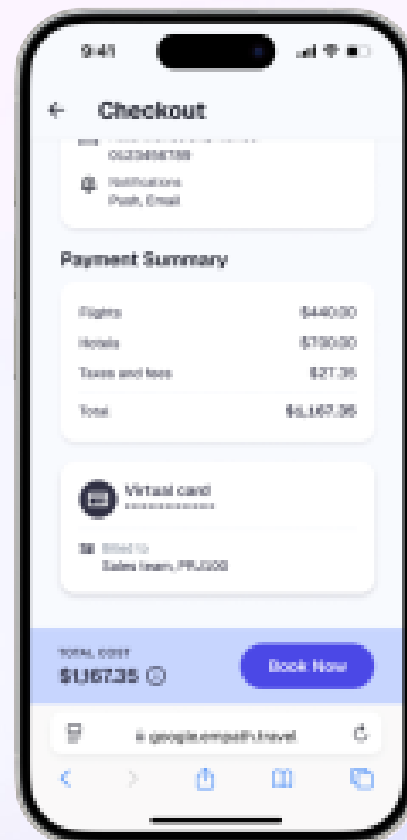
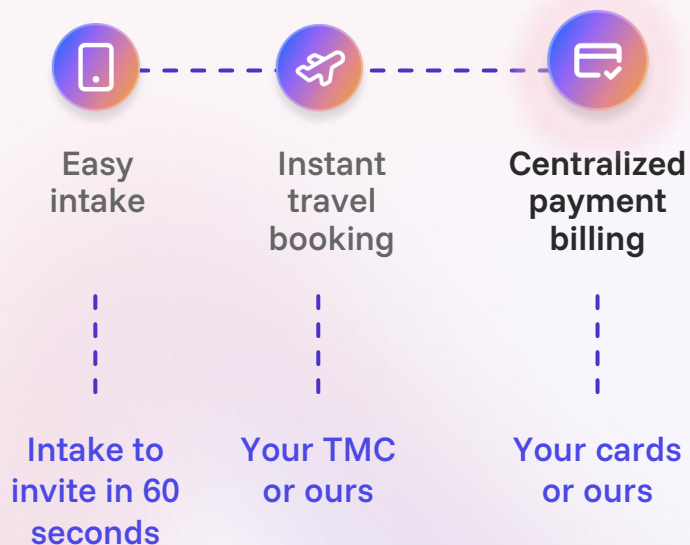
Intake to
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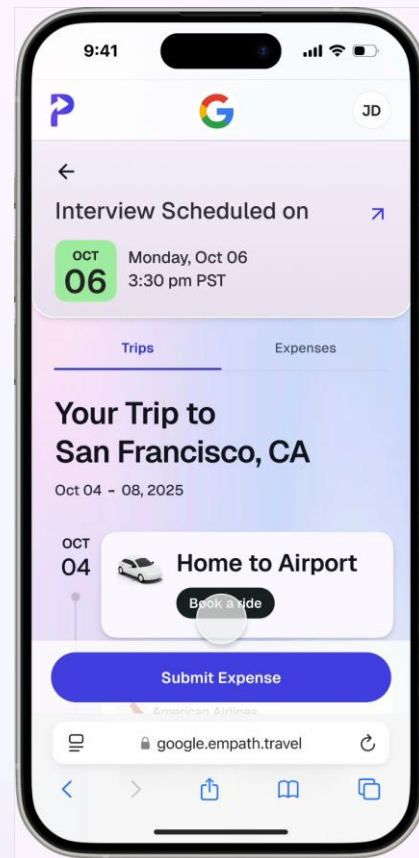
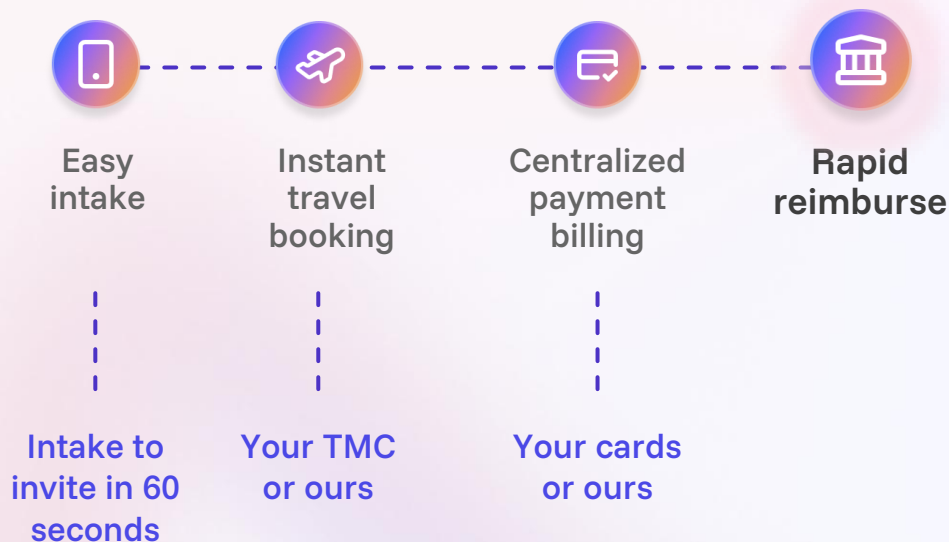
Your TMC
or ours



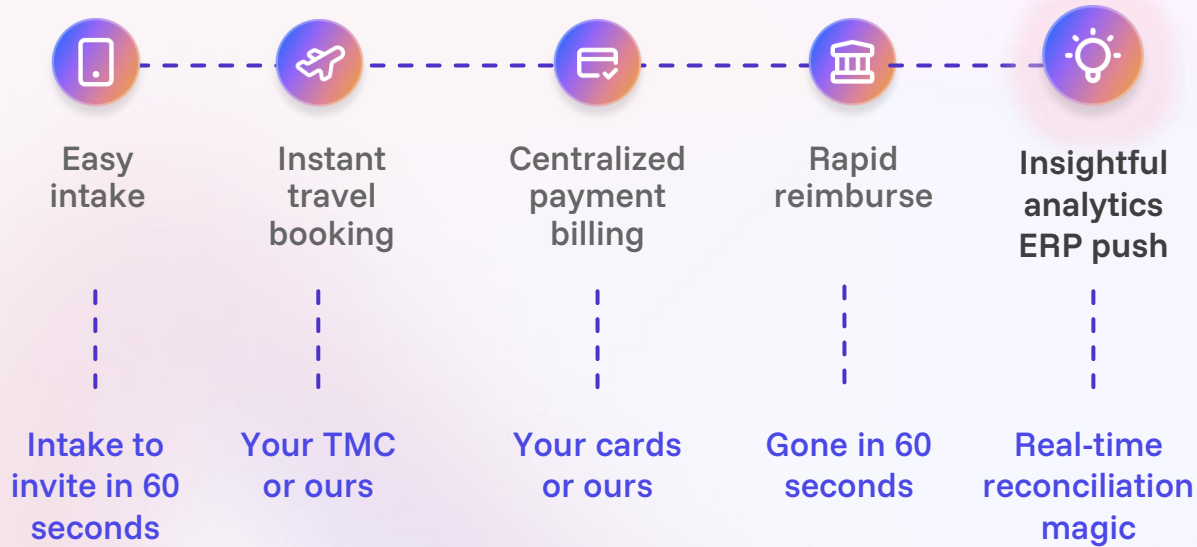
Plug & play: human by design & AI powered



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Plug & play: human by design & AI powered



Every industry moves differently — so do our workflows

Workflows built for your world



Production Travel

Lights. Camera.
Travel.



Athletics

From fairways to
airways



HCPs

Sunshiny
compliance



Billable travel

It's you're spend, not
theirs

Meet Your New AI Travel & Expense Guide

Meet Your New AI Travel & Expense Guide



Say hello to emmi



Your new AI travel & expense guide

1-Click booking

Confirm Booking

 Hotel Sep 08, 2025	\$35
 Travel Vouchers Sep 08, 2025	\$35

[Book Now](#)



[Cancel](#)



Receipt magic, auto approvals

REIMBURSED

OUTSTANDING

 Burrito Bar Sep 08, 2025	\$28.08 REIMBURSED
 Taxi Sep 08, 2025	\$35 OUTSTANDING

24/7 Chat support



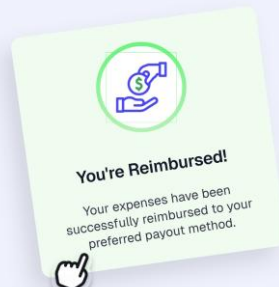
Hi, I'm emmi — your
emPath guide, always here
when you need a hand.

emmi changes



Disruptions, cancellations,
rebooking

Instant reimbursement



Your pain led to **emPath** innovation



Personalized communication channels

PII sharing

Manual receipt processing

Too many travel options

Payment and cost allocation

Zero budget visibility

Hotel virtual payments

1

“Guests want to talk on **their favorite channel** and we’re juggling all of them at once. It’s chaotic.”

Communication that feels natural, not forced

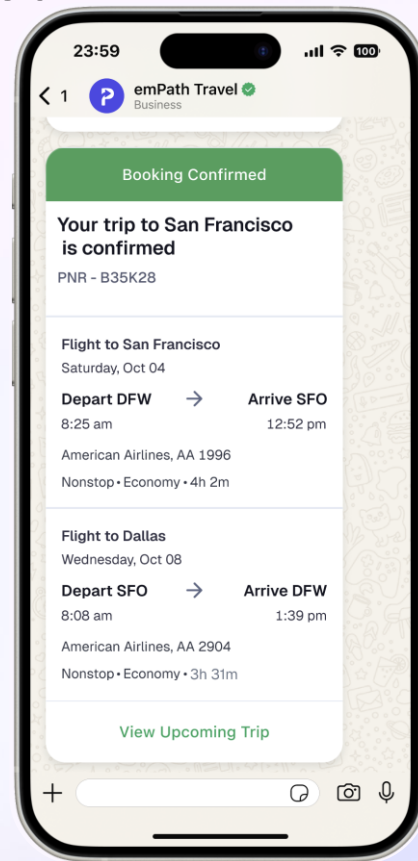
For every guest, on every channel



emPath Travel

You're invited to the interview at

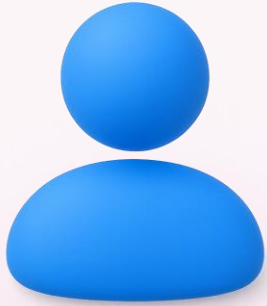
Confirmations, reminders, and updates in real time.



2

“Guest data is a mess! Our **employees are handling personal data** through spreadsheets, email, and docs. Our compliance team is having nightmares.”

emPath profiles the world's non-profiled travelers



One login, one identity.
Guest travel effortless and
consistent across organizations.

9:41

Your Personal Information

Please ensure all details match your government ID

First name
Ethan

Last name
Wilson

Email
Ethanwilson@gmail.com

Date of Birth

Gender

Emergency Contact

Save

google.empath.travel

9:41

Choose Company

STAR LIGHT Startlight Studios

Google ✓

Evercura Solutions

Continue

google.empath.travel

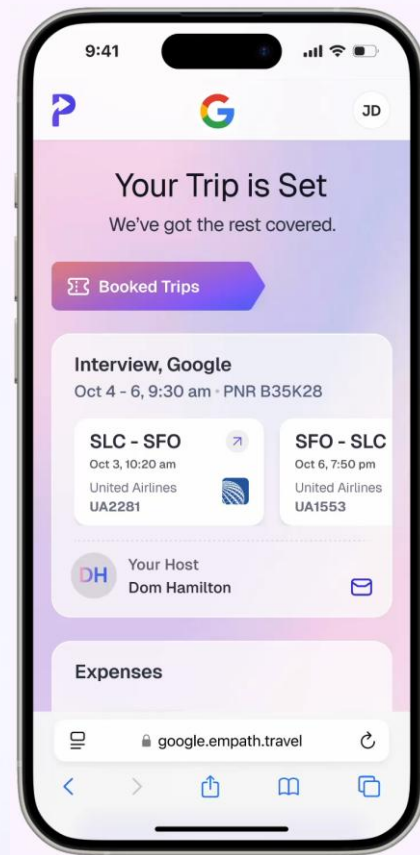
3

“Processing **out-of-pocket receipts is exhausting**. Manual policy checks take forever, and rejecting non-compliant ones is awkward.”

Incidentals made easy



Upload receipt, auto-approve,
get paid. Powered by intelligent
automation.



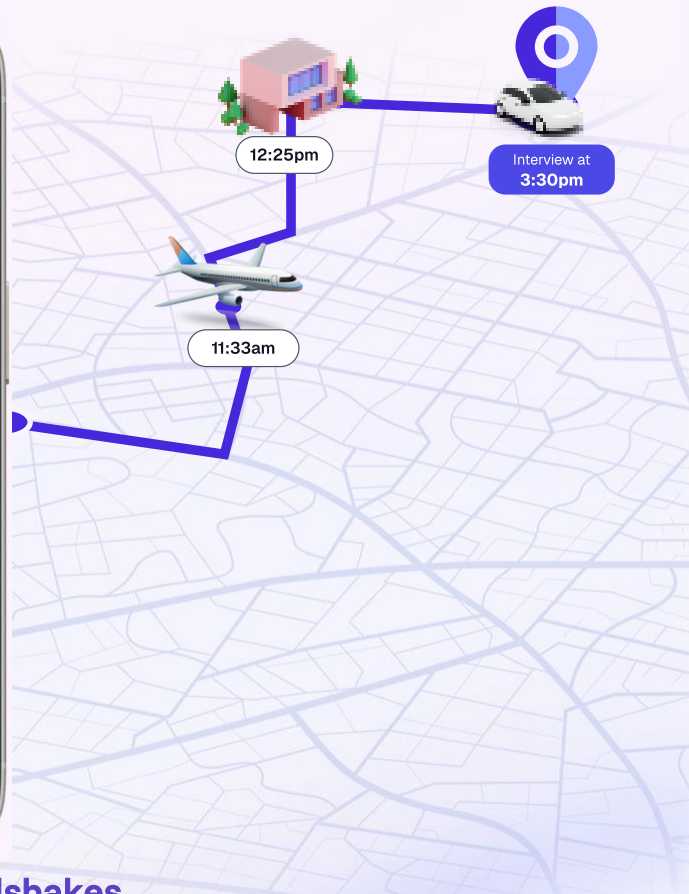
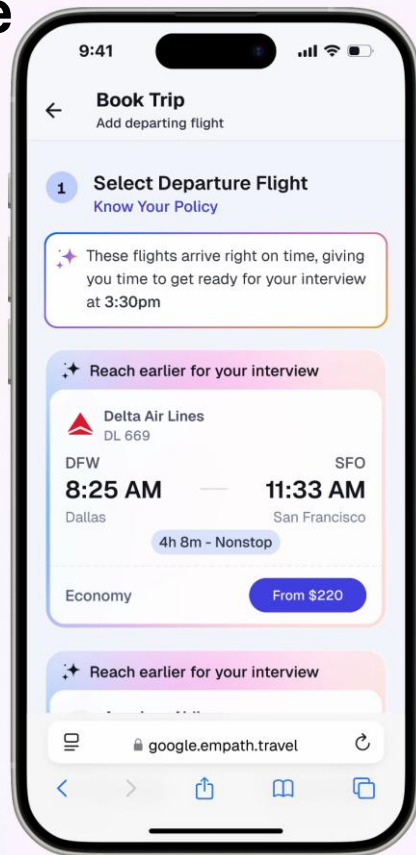
4

“Guests didn’t sign up to be travel planners, but they’re drowning in flight options, drive times, and every step in between.”

The smarter way to arrive



Flight arrivals and
drive times, synced
to your meeting.



Guests arrive with firm handshakes,
not sweaty palms

5

“We have **zero visibility** into real-time spending, so we can’t control event **budgets** effectively.”

Travel intelligence at your fingertips

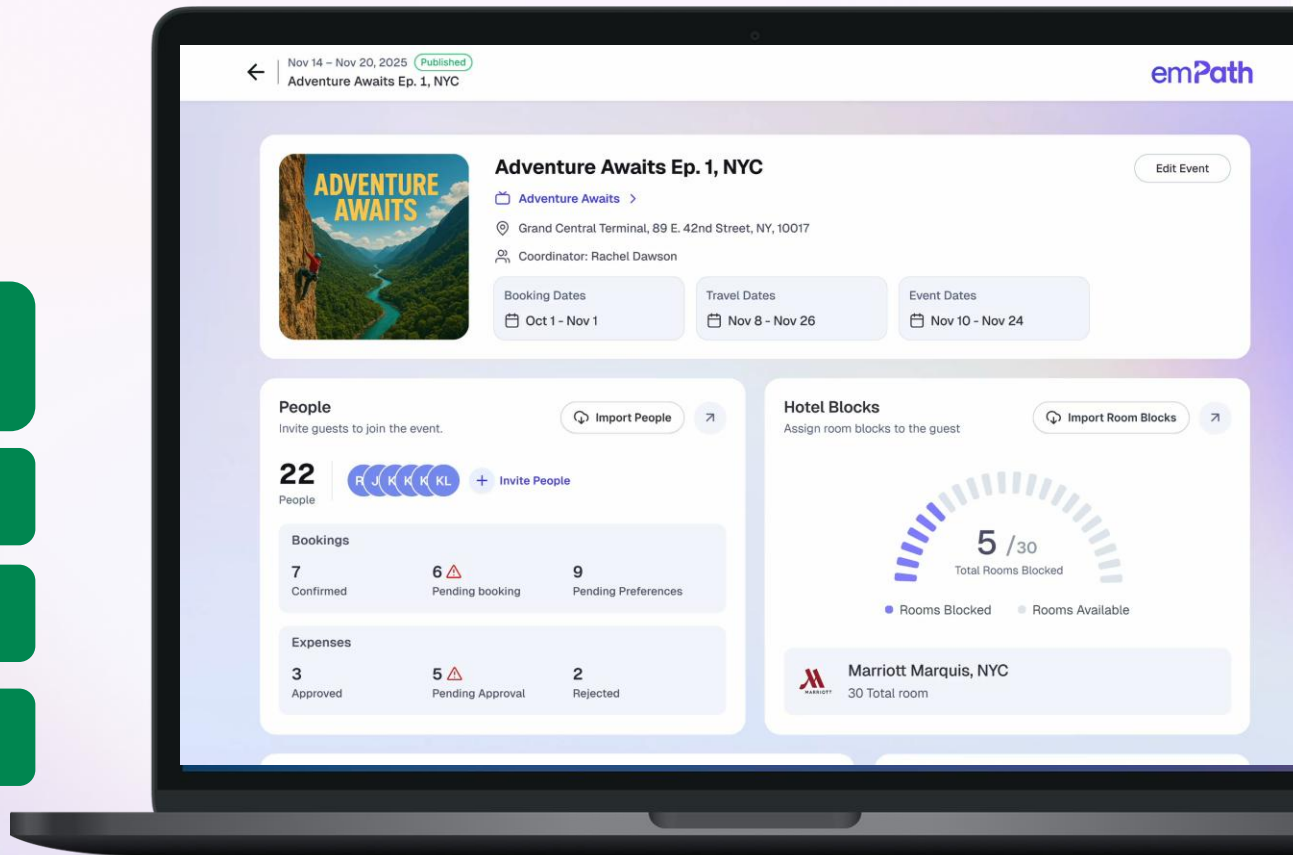


Budget Management in
Real Time

CSAT

Insights

Compliance

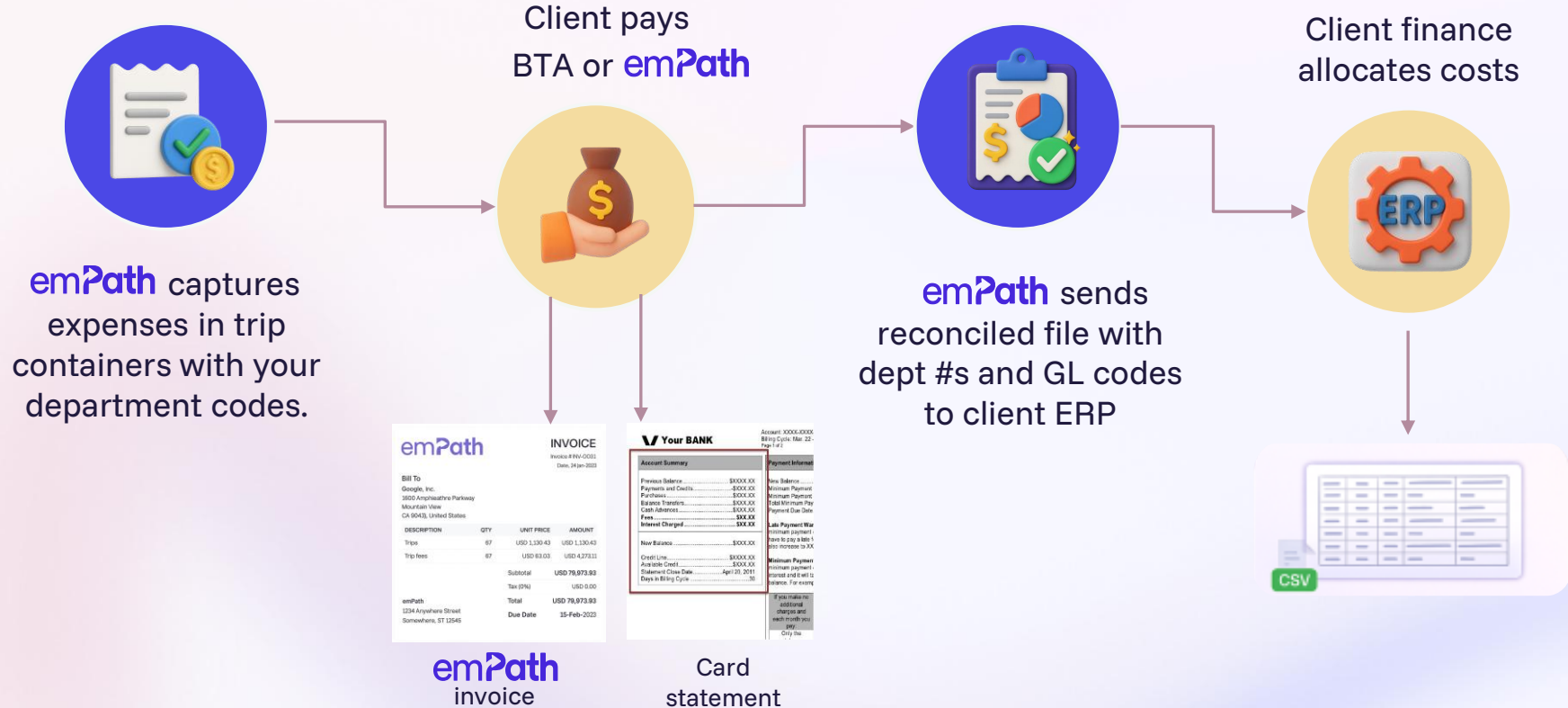


6

“I love emPath, but I have no idea how to bill back expense charges.”

ERP ready files with every invoice

Easy reconciliation



7

“Even after we set up virtual payments, guests are still asked for a card at check-in. The disconnect is frustrating for everyone.”

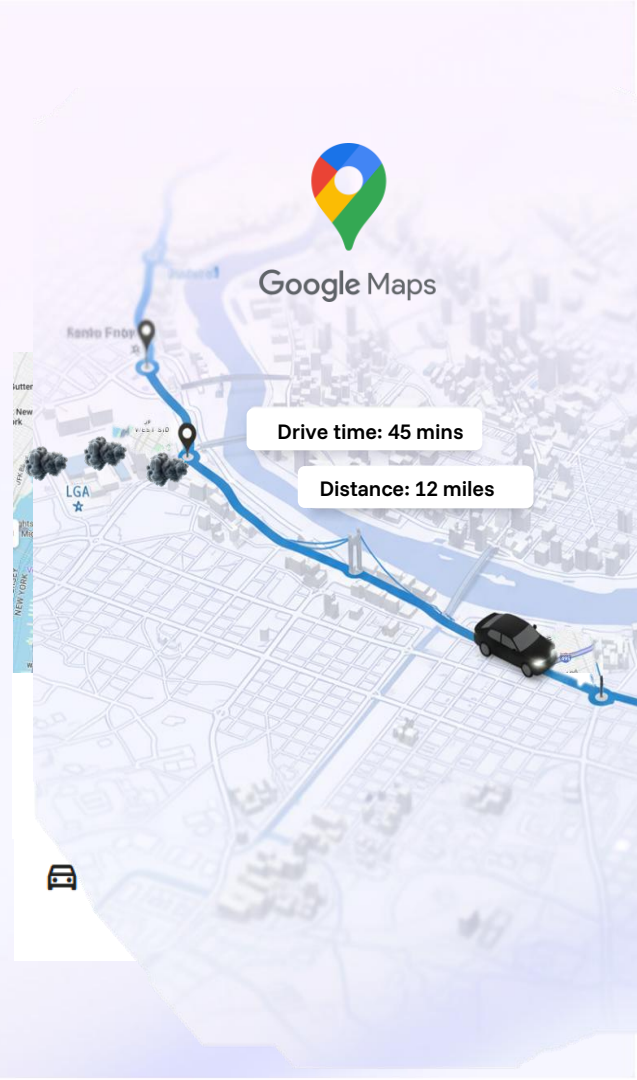
Hotel virtual payments

emmi alerts the property



The plane hits the tarmac.

emmi alerts the front desk.





built by travel pros, for travel pros

we breathe travel

we breathe tech

so you can breathe ... easy



**No profile? No problem.
guest travel solved**