GUIDE APPROVED AB

An Investment Opportunity by Kamino Holdings AB

USD 1 million for 10% equity. One proven concept. A world of opportunities.

The traditional travel guidebook is outdated. We are replacing it with something better.

Guide Approved is building a global portfolio of curated travel apps, combining local knowledge, continuously updated recommendations, events, interactive maps and membership benefits.

We started small. On purpose.

The Proof: Koh Lanta Approved

Our first app, Koh Lanta Approved, serves a relatively small Thai island with an estimated 300,000 annual visitors. With minimal marketing, the app has already delivered:

- Over USD 52,000 in consumer sales
- 5,768 purchase transactions
- 511 active subscriptions at the January 2026 reporting point
- 243% growth in monthly recurring revenue between September 2025 and January 2026

During the six-month 2025–2026 tourist season alone, the app generated approximately USD 27,000 in sales. Most planned revenue streams have yet to be activated.

We didn’t need a large market to prove the concept. Now we’re taking it to one.

The Opportunity

Bangkok attracted approximately 33 million international arrivals in 2025. Bali received close to 7 million direct international arrivals.

At just USD 0.05 per international arrival, Bangkok Approved would generate approximately USD 1.65 million in annual sales. This is an illustrative scenario, not a forecast.

We don’t need massive market penetration. We need modest commercial success across multiple major destinations.

Built to Scale

Guide Approved runs on the established Loialcard platform, originally developed by Peter Åsbrink. A new destination app can be launched in approximately 2–3 months, using reusable technology and a capital-efficient network of local partners.

Subscriptions start at approximately USD 3.90/week, USD 10/month and USD 60/year. Advertising, sponsored placements, bookings, commissions, premium offers and local partnerships create further revenue opportunities.

Our next products are already in development: Bangkok Approved. Bali Approved. Fight Approved. The model can be replicated across destinations and special-interest markets worldwide.

The Investment

We are raising approximately USD 1 million for 10% of Guide Approved AB, implying a post-money valuation of approximately USD 10 million through a new equity investment.

The capital will accelerate international launches, customer acquisition, local operations and commercial monetisation. Our five-year ambition is to build a company capable of supporting a valuation of USD 30–50 million or more.

We are looking for an investor who brings more than capital - ideally experience in tourism, international marketing and global expansion.

Guide Approved was initiated and developed by Kamino Holdings AB, which owns 50% of the company.

We are not selling a PowerPoint concept. Our technology exists, our first app is generating revenue and our next destinations are being prepared.

Download Koh Lanta Approved. See what we've built. Then imagine Bangkok, Bali and 50 more destinations.

We have proven that people will pay. Now we intend to prove how far this can scale.

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