COMPANY FACT SHEET

TakeUp

TakeUp is a revenue management platform built for independent hospitality properties, including boutique hotels, inns, bed & breakfasts, and glamping retreats. By combining AI-driven insights with the expertise of human revenue strategists, TakeUp delivers dynamic room pricing that automatically adjusts to market conditions and real-time demand. Seamlessly integrated with all leading PMS for easy set up, TakeUp helps property owners maximize revenue and save time—allowing properties to focus on what matters most: delivering an unforgettable guest experience.

COMPANY NAME	TakeUp
FOUNDED	2022
CEO	Bobby Marhamat
HEADQUARTERS	Remote-first company (U.S.-based)
INDUSTRY	Hospitality Technology / Revenue Management
PRODUCT TYPE	SaaS (Software-as-a-Service)
TARGET CUSTOMERS	Independent hotels, boutique inns, B&Bs, glamping retreats
DEPLOYMENT	Cloud-based platform, mobile-friendly
INTEGRATIONS	Leading Property Management Systems (PMS)

VALUE PROPOSITION

1 MAXIMUM REVENUE ON EVERY BOOKING
TakeUp's AI-powered dynamic pricing ensures a property is never leaving money on the table—or pricing too high and risking losing a booking. It finds the optimal rate, every hour, every day, for every room.

2 EXPERT REVENUE MANAGER. ZERO PAYROLL
Each customer has a dedicated revenue strategist who adds strategic oversight to the pricing strategy and acts as an extension of the property's team—without the costs of hiring internally.

3 SMARTER PRICING, LESS WORK
TakeUp eliminates manual spreadsheets, guesswork, and complex pricing rules. Instant, optimized pricing decisions free owners and operators to focus on delivering an exceptional guest experience.

KEY FEATURES

⊘ **CONTROL OVER PRICING STRATEGY**
TakeUp enables properties to define rate boundaries and strategic guidelines, ensuring that users maintain full authority over pricing decisions.

⊘ **COLLABORATIVE PRICING INNOVATION**
The Rate Nudge feature allows properties to test pricing ideas safely and intelligently within the platform's dynamic system.

⊘ **QUANTIFIED REVENUE GAINS WITH BOOST**
TakeUp's Boost feature transparently measures and reports the incremental revenue generated by the platform, providing a clear return on investment.

⊘ **MARKET COMPARISON THROUGH PACE HEALTH VISUALIZATIONS**
Properties gain valuable insights into their booking pace compared to the broader market, allowing them to make timely, informed adjustments.

⊘ **FOCUSED, ACTIONABLE INSIGHTS**
Rather than overwhelming users with raw data, TakeUp highlights only the most relevant information, offering practical guidance for revenue management decisions.

⊘ **AI-POWERED COMPETITIVE AND DEMAND INSIGHTS**
The platform's conversational AI functionality delivers clear, easy-to-understand analysis of competitive rates and demand trends.

⊘ **SIMPLE IMPLEMENTATION AND MOBILE ACCESSIBILITY**
Designed for ease of use, TakeUp features an intuitive setup and mobile-optimized interface, enabling revenue management from any location.

CONTACT FOR PRESS INQUIRIES

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OUR MISSION

To empower the hospitality industry by delivering transformative solutions for revenue creation and optimization, leveraging AI and expert revenue managers to unlock maximum potential