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Biography of the Founder

Dave Logan is a traveler, adventurer, entrepreneur, and businessman. He has travelled to over 40 countries on 5 continents, has been Chairman of 8 companies (and has therefore been to countless business meetings!), and holds two patents with others pending. He is the Founder of Onli Travel, LLC, which is creating a revolutionary three-part modular luggage system. He is married, with one son and one daughter, and lives in the Boston area.

Dave was born in New York, and moved to the San Francisco Bay Area after 4th grade. He attended Whitman College, where (after taking a year off after his sophomore year to hitchhike around Europe and North Africa) he graduated first in his class. He then attended the University of Chicago, where he obtained an MBA. During his diverse career, he has been a consultant, run divisions of large companies, been CEO of a video game company, and been a partner in several investment funds that invest in smaller companies and help them grow. In this capacity, he has been chairman of 8 companies. All of this has required a LOT of travel!

Overview of the Company and the Product

Onli Travel is a start-up travel company, launching on Kickstarter in March of 2019. It is based in the Boston area, and it's web site is OnliTravel.com. The web site contains a lot of information about the product, a blog, several videos, and an e-commerce store.

The initial products of Onli Travel are:

Onli Venture Rolling Pack: We believe this is the most advanced one-bag travel solution on the market. The Onli Venture Rolling Suitcase and Backpack connect together into a single integrated TSA checkpoint-friendly carry-on bag, that can be rolled or carried as a backpack - your choice! The front and back components of the Onli Venture Rolling Pack unzip and then re-integrate together with a patent-pending design to make a great backpack for commuting to your meetings or exploring your destination. If the airplane is crowded the bag can be separated into three pieces so you don't have to check it. The front section straps to the seat in front of you for access to all your items and electronics during flight, and the top pocket unzips to become a shelf for your tablet. The pockets have great organization and ergonomics. A ***dedicated cube system*** (sold

separately) fits the bag perfectly and makes packing organized and effortless. The styling is minimalist and classic at the same time, with a hint of daring and adventure lurking beneath it's dignified presentation.

In addition, the Onli Venture Rolling Pack has over 25 features you would expect in a world class bag of this stature: RFID blocking pockets, suitcase and daypack expansion gussets, lockable zippers, advanced water and abrasion resistant materials, flawless electronics organization, charger or headphone cable access, quick-stash convenience pockets, rear cover with compression straps for when you need them, fully removable sternum strap, stowable shoulder straps, rivet reinforced leather handles on multiple sides, vented breathable back padding, and quick-zip side pockets, to name a few. Travel as long as you want, and never check a bag again. This is the Onli bag you need.

Venture Backpack: The front and back components of the Onli Venture Rolling Pack combine together to make a great backpack on it's own. It's expandable, with over 13 liters of extra space when you need it, but a minimalist, close-to-your-back design that works well in crowds when not expanded. The front of the backpack zips off, creating two smaller/lighter daypacks when needed. The front also straps to the back of an airline seat, providing easy access to all of your items during flight, and the top pocket zips open into a shelf for your tablet. The handle between the backpack straps makes it easy to grab like a briefcase, and it also stands up like a briefcase. The back has vented padding for comfort. The sternum strap is fully removable; use it or not, as you wish. The rear unit is equipped with a TSA checkpoint-friendly laptop pocket to store a computer and extra space with elastic straps to stow papers, clothes or folders. The RFID protected top front pocket has cable access for headphones or a charger cable to connect to electronics inside the bag. The pocket is organized to hold a tablet or iPad, a charger, pens, a cell phone, business cards, a notepad, and other quick access items. The bottom front pocket perfectly holds your charging cables, 3-1-1 cube, umbrella, or raincoat. Two pleated quick-stash pockets hold your train tickets, passport, receipts, or access cards. Multiple water resistant zippers are lockable. The backpack is made out advanced durable water resistant materials.

Venture Rolling Suitcase: The middle compartment of the Onli Venture Rolling Pack. Handles on three sides allow for easy grabbing off the luggage carousel from multiple angles. A waterproof side pocket accommodates a wet umbrella or water bottle without worry. In addition to the main compartment, the suitcase has four additional smaller exterior convenience pockets for all your travel storage and quick access needs. The suitcase is expandable by 3 inches (8 cm) when needed. The main compartment includes elastic straps to hold down your items, plus two small interior side pockets, an additional zippered side pocket and a large zippered mesh pocket perfect for a suit on the top inside of the main compartment. It is made with tough, rugged and water resistant advanced fabrics. The slightly smaller size enables it to fit under the airplane seat or in a tight overhead compartment when needed.

How Onli Travel Was Founded

The patent-pending Onli Venture Backpack was born on a frigid runway in South Dakota. Here's the story of it's birth and how Dave Logan decided to start Onli Travel.

At age 19, Dave took a year off after two years of college. Unsure about what to do, he worked for 9 months for a moving company, saved up his money, packed a few clothes into a backpack, got into his '65 Plymouth Valiant with two friends, drove across country, and boarded a flight to London. For the next five and a half months, he travelled, hitchhiked, wandered, and explored Europe, North Africa, and the Middle East. His wanderlust and love of lightweight travel was born!

Dave went back to school, got an MBA, and eventually ended up traveling to many portfolio companies that were part of an investment fund. Over the years, he attended countless Board meetings, trade shows, new product introductions, planning meetings, and acquisition discussions. He also travelled extensively with his family, as all the Logans loved adventure vacations, and his wife Holli and children Kyle and Kate loved travel as well. (His daughter took a job in China and his son served in the Peace Corps in Ukraine after graduation, so he feels proud to have raised two kids with a broad view of the world.)

One night in 2016, Dave was traveling late to a board meeting in Sioux Falls, South Dakota on a small regional jet with cramped seats and almost no overhead space. He was already traveling light with only a backpack, but it wouldn't fit in the overhead. He said to myself, "I wish I could just zip it in half, and then it would fit!" Instead, he gate checked it, and waited on the frigid tarmac in Sioux Falls, in January, for his bag. Shivering, the idea for Onli Travel was born!

Dave realized that lightweight, one-bag travel, was increasingly necessary to travel easily and without stress, given tighter airline restrictions, aggressive baggage charges, and more crowded flights. Technology was also making lightweight travel easier. But no one seemed to be focused on making one-bag travel easier for real travelers! Dave had never sewn a stitch in his life, but he decided to design a bag that would do just that.

Now we are launching Onli Travel! It's been an adventure along the way, but we can honestly say that I think we've achieved our objective. We look forward to sharing what we've learned along the way, from a traveler's and an entrepreneur's perspective.

Design Philosophy

Here is the design philosophy that underlies Onli Travel products:

1. Good ideas can come from anywhere! The paper mockup shown below is made by the factory in Vietnam that makes our product. We worked with them for over a year in designing our product, and they contributed countless good ideas! Far from being a distant source of low-cost labor, they are a modern multi-national innovator that partners deeply with their customers. In addition to their ideas, over five designers at some point worked on the Onli Venture bag, and each contributed to solving some problem. We also asked countless travelers what they wanted in a bag, and got some great ideas from the travelers in the seat next to me. And the smart engineers at YKK helped us engineer the zipper tensile strength tolerances exactly right.

2.



The customer should have the choice! With the Onli Venture backpack, you can:

- Have a sternum strap or not (it's fully removable)
- Have a hip belt or not (it's optional)
- Roll it or put it on your back, or switch between the modes easily
- Expand the suitcase or not
- Expand the daypack or not
- Carry the daypack like a briefcase, or on your back
- Have two daypacks or one.

We believe that no other bag has this kind of a commitment to customer choice. You can literally make this bag what you want it to be... and you can change your mind while you're on the road!

3. Design for functionality, and quality, and style! You won't find a more rugged pack, with more valuable features, or better organization. But you also won't find another pack that is as good looking, that can move from the boardroom to the playroom to the city street without losing its authenticity and character. It's full of features that make your life easier, like the flawless organization, the Checkpoint Friendly certification, and the ability to split into pieces to enable you to carry it onto a crowded plane. But, it's also full of features to make it look great, from the dark grey heather to the smooth curves of the pockets (which also enable easy zipping) to the reassuring feel of the leather handles. And, it also is full of features that ensure durability and fight for you on the road, like the zip-up rear cover to protect the back padding, the bumpers at the bottom to resist wear and tear, and the use of highest-quality YKK zippers throughout the bag.

4. Enable one-bag travel, and increase flexibility and convenience for the traveler! These are the values we are all about, and every decision about the design of our products is guided by this philosophy. We know how much easier it is to travel with onli one bag, never checked, hands free, as long as you want, in the style you want. And we intend to deliver on this promise to our travelers.

So, we love paper prototypes... so long as they turn into the Onli Bag You'll Ever Need.

Our Vision

Our vision is simple: We want our customers to be able to travel easily, with more flexibility and less hassle and stress.

One bag should be able to anticipate and meet your needs, whether commuting to work, exploring a new city, hopping on a plane for a four-day, four-city business trip, or for three weeks trekking in Nepal (Yes, we did test the Onli bag in all of these conditions, including Nepal!).

We want to defeat airport and airline stress and replace it with convenience, productivity...and maybe even some fun!

We want people to be able to:

- Travel with only one bag and have everything they need
- Never have to check a bag
- Have more freedom moving through airports, hotels, subways, and airplanes
- Travel for as long as they want, for business or pleasure, in the style they want.

Dave Logan founded Onli Travel after over 25 years of business, adventure, and vacation travel in over 40 countries and all kinds of travel environments. He has been an adventure traveler in all kinds of remote locations and have travelled to hundreds of cities for business meetings. As airlines tightened requirements, as baggage fees rose, as planes became more crowded, he wanted to use technology and design to help people travel hassle free and easily adapt on the fly to whatever their journey throws at them.

We're starting with a unique, patent-pending bag (it's really four bags in one!) that will work perfectly for your daily life and is also a one-bag travel solution. In early 2019, we'll be launching a Kickstarter campaign and set foot on an exciting adventure toward making the Onli Venture Backpack the Onli bag you'll ever need. But we're not stopping there! We intend to continue to develop additional products to help make travel more effortless and flexible.

The Onli Travel Top 5 Features

Someone once asked Onli Travel founder Dave Logan what the five coolest features of the Onli Venture Backpack are. He felt like the student who had been unexpectedly called on in class! He had to think about it for a minute. When you've worked so hard on something, you tend to have a passionate commitment to every feature and a real desire to list them all. Pick the five coolest features?! Challenge accepted.

Putting our traveller's perspective hat on, we came up with this list:

1. The front and back of the Onli Venture Backpack zip off from the rolling bag.

They then recombine into a world class daypack. This patent-pending feature has several benefits: the bag is TSA Checkpoint Friendly compliant, the daypack can be taken to a meeting or around town while the rolling suitcase stays in the hotel, and the daypack can be separated into two lighter, smaller backpacks. This feature enables one-bag travel, because you don't need to carry a separate backpack. And one-bag travel is easier and more enjoyable for any traveler!

2. The front of the daypack can be strapped to the airplane seat in front of you.

The top pocket of the daypack becomes a zip-down shelf that can hold your tablet, enabling travelers to have all the legroom they need, while still having everything they want easily accessible for the flight. Now, you can work or watch a movie on the plane with ease. The middle seat never looked so good!

3. The bag splits into three pieces, which helps you avoid being forced to gate-check a bag.



Each of the pieces is pretty flat (and can easily fit under the seat in front of you), maximizing the chance that you can (somehow, someday!) get it to fit in a crowded overhead compartment. Since we began traveling with the prototypes of the Onli Venture Backpack, we've never had to check a bag!

4. The dedicated cube system perfectly fits the bag and teaches you how to pack light!

A lot of people want to travel light, but have trouble figuring out how. The cube system solves this problem! Pack the cubes as indicated. Put them in the bag. They fit, and you probably have everything you need.

5. The daypack is a great everyday bag.

It's perfectly suited to fit today's electronics and for well-organized, convenient access. It not only looks sleek and stylish, but is appropriate for any meeting. The close-to-your-back design is more comfortable and works better on a crowded bus or subway. And the fact that it is expandable (a rare feature in most daypacks) means you'll never run out of space, and you'll be able to pack for a weekend using just the daypack.

So there you have it! Five great features, all with the Onli Travel commitment to quality and functional design, and the philosophy of letting the traveler choose the configuration they want, so they're never unprepared while on-the-go. We believe that no other bag enables one-bag travel so easily or better anticipates a traveler's needs on their journey than the Onli Venture Backpack.