

CASE STUDY

EQ Ventures

Builds an Investor-Ready Destination SuperApp on AWS with Shri Sai Tech LLC DBA SST

Executive summary

EQ Ventures Pte. Ltd., a Singapore-based strategy, leadership and investment partnership active across Southeast Asia, is building a Destination SuperApp — a unified digital platform that serves as the operating infrastructure for a managed tourism destination, connecting visitors, local businesses and the authority that oversees them.

Managed destinations today run on fragmented tools: visitors piece together maps, directories and booking sites, businesses have no storefront or booking inbox, and the authority has no single view of who operates, what is booked or what commission is owed.

To realise its vision, EQ Ventures partnered with Shri Sai Tech (SST) to design, build and deploy an investor-ready Proof of Concept on Amazon Web Services (AWS). Using Amazon ECS, Amazon RDS for PostgreSQL, Amazon SNS and Amazon Bedrock (Anthropic Claude Haiku), SST delivered in one four-week sprint a mobile app, an admin console and a commission engine — a booking flows from visitor to partner to administrator in under 60 seconds.

The challenges

- **Challenge 1 – Fragmented Destination Experience**
  Visitors juggled maps, directories and booking sites to plan a stay, while local businesses had no digital storefront, availability calendar or booking inbox.
- **Challenge 2 – No Oversight for the Destination Authority**
  The authority had no single view of registered businesses, bookings or commercial activity, and nowhere to approve partners or set commission rates.
- **Challenge 3 – No AI-Guided Itinerary**
  A visitor with a few days, travelling companions and a list of interests had no way to turn them into an itinerary of bookable activities inside the destination.
- **Challenge 4 – Multi-Destination Tenancy**
  Every listing, pin, booking and review had to stay inside one destination’s geofence, and a second branded destination had to launch by configuration alone.

About EQ Ventures

EQ Ventures Pte. Ltd. is a Singapore-based partnership offering strategy, hands-on leadership and investment — senior operators embedded in businesses as fractional C-suite leaders, backed by early-stage capital.

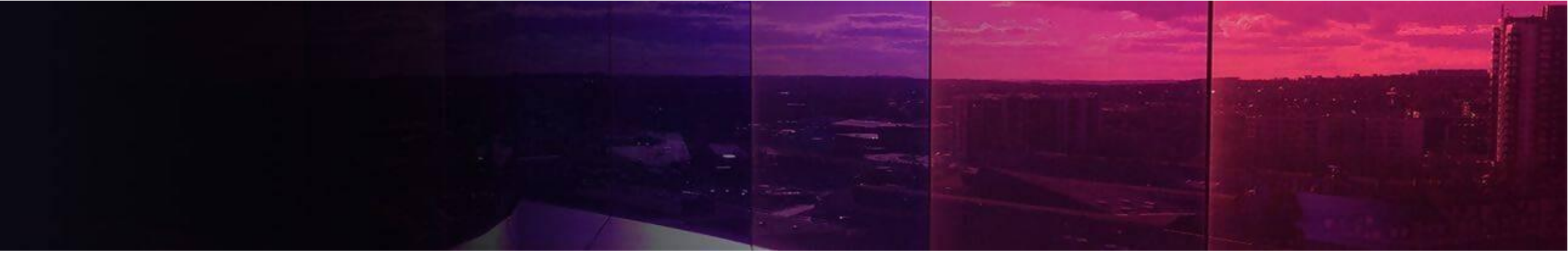
Active in Singapore, Cambodia and the Philippines, EQ Ventures is building the Destination SuperApp as the operating infrastructure for managed tourism destinations.

Arthur Fernandez

CEO / Managing Partner, EQ Ventures

Strategy, hands-on leadership and investment — redefining the intersection of capital and counsel across Southeast Asia.

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Together we can make it possible

Simplify Digital Transformation with AWS

Amazon Web Services (AWS) provided EQ Ventures with a secure, scalable and cost-effective cloud platform to build the Destination SuperApp on production-track infrastructure.

By leveraging managed AWS services, EQ Ventures avoided the complexity of building and maintaining container, database, messaging and AI infrastructure — while gaining access to foundation models on Amazon Bedrock and an infrastructure-as-code foundation that later phases extend rather than replace.

Why Shri Sai Tech?

EQ Ventures selected Shri Sai Tech for its deep expertise in cloud-native architecture on AWS, multi-tenant platform design, mobile development and rapid delivery of production-ready solutions:

Key reasons EQ Ventures selected SST:

- Cloud-native architecture and infrastructure as code on AWS
- Cross-platform mobile and web application development
- Multi-tenant, geofenced data modelling on PostgreSQL with PostGIS
- Booking, availability and commission engine design
- Generative AI on Amazon Bedrock (Anthropic Claude Haiku)
- Agile delivery with weekly working demonstrations
- Ability to rapidly deliver an investor-ready proof of concept

The Solution

SST designed and implemented the Destination SuperApp Proof of Concept — one mobile app serving visitors and business partners, an administration web console and a commission engine — deployed on AWS so that a destination is a tenant, not a search result.

Country and Destination Scoping

After sign-in the visitor picks a country, then a covered destination. A centre-and-radius geofence scopes every listing, map layer, booking and review — nothing outside it ever appears.

AI Trip Advisor and Itinerary

A destination home with a live map, clustered pins, category browse and search — plus an AI Trip Advisor on Amazon Bedrock (Claude Haiku) that turns the visitor’s days, companions and interests into an itinerary of bookable suggestions inside the geofence.

End-to-End Booking Core

Availability calendar with partner-defined time slots, a multi-item trip cart, instant-confirm and request-to-book, a full status lifecycle, booking reference and check-in QR, cancellation and verified reviews.

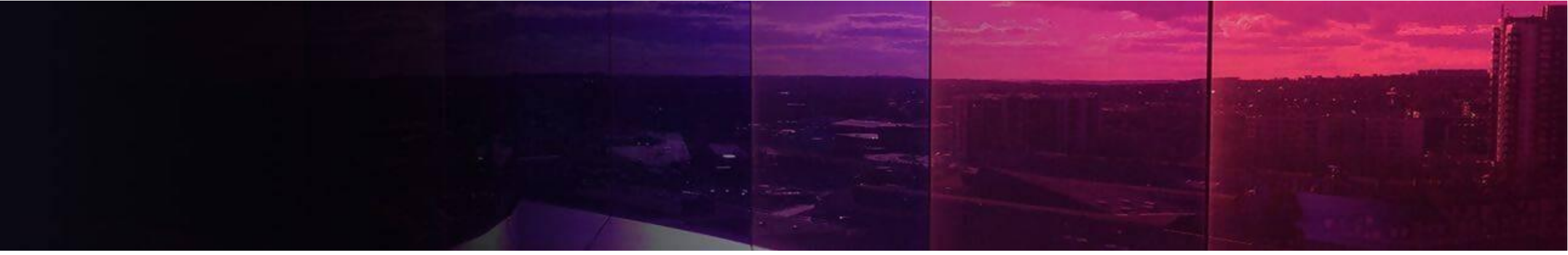
Business Partner Console

Guided onboarding with licence and payment-QR upload, listing editor, availability control with bookable slots, a two-tap booking inbox, arrivals view and a per-booking commission statement.

Administration Web Console

Metrics dashboard, business registry with approval and commission override, bookings ledger, commission and receivables report, geofence configuration and region-scoped sub-administrators.

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Commission Engine

A default rate per category, overridable per business at approval; accrual on BOOKED at the rate in force, reversal on cancellation, invoice states and ageing — partner and administrator views reconcile to the cent.

AWS Services and AI Models Used

Foundation Model and Compute

Anthropic Claude Haiku (Amazon Bedrock) AI Trip Advisor model • Days, companions and interests into an itinerary • Suggestions drawn only from the geofence • Each suggestion opens its own booking flow	**Amazon ECS** Containerised application services • Catalogue, booking, commission, admin services • Versioned REST API via Amazon API Gateway • Role claims enforced on every API call

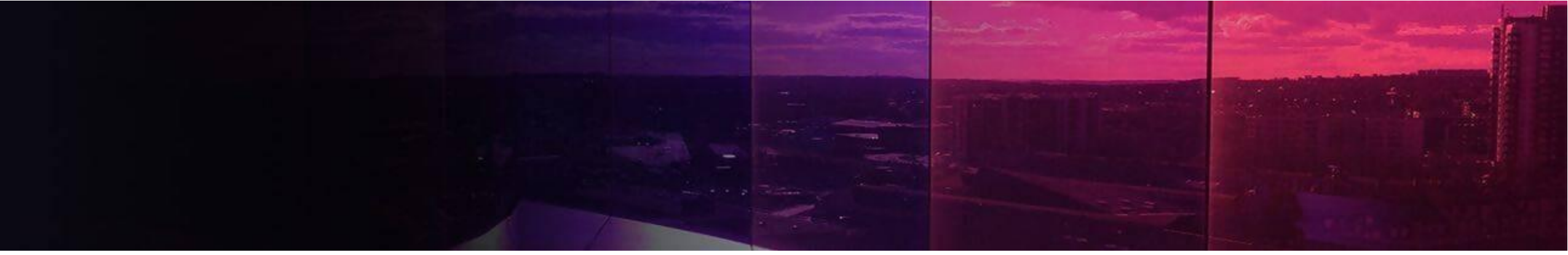
AWS Cloud Services

• Amazon RDS for PostgreSQL — relational and geospatial core (PostGIS) • Amazon S3 + CloudFront — media, licences and payment QR images	• Amazon SNS — push notification on every booking state change • ElastiCache, Secrets Manager and CloudWatch — cache, secrets, observability

Results

- **Speed**
  - Visitor books, partner accepts, administrator sees it — in under 60 seconds across three devices
  - Investor-ready Proof of Concept delivered in a single four-week sprint
- **Structure**
  - Every record scoped by destination_id — no listing, pin, booking or review leaks across destinations
  - Second branded destination stood up by configuration alone — no code change
- **Experience**
  - One mobile binary for visitors and partners, role chosen at sign-in; admin console at a stable URL
  - AI Trip Advisor (Claude Haiku on Bedrock) — itinerary of bookable suggestions inside the geofence
- **Security**
  - Role and region authorisation enforced server-side; audit log on every privileged action
  - Secrets in AWS Secrets Manager, TLS on all traffic, media served through CloudFront

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Together we can make it possible

Benefits

- One app for visitors and partners, one console for the authority — a single technical foundation
- Destination-as-tenant scoping: a visitor never sees anything outside the geofence
- A working commercial model without a payment rail — commission accrues on every confirmed booking
- Partners onboard in under thirty minutes and run bookings in two taps from a phone
- A second branded destination launched by configuration alone
- Production-track code and infrastructure that later phases extend rather than replace

Next steps

- Offline trip packs, offline directory and trip map, and offline check-in (MVP)
- Live payment capture and settlement with multi-currency support, commission netted at source (MVP / Phase 3)
- Safety and emergency module — SOS, incident board, visitor census and SMS fallback (Phase 3)
- Public App Store and Google Play publication with accessibility and privacy certification (Phase 2)
- Fine-grained administrator permissions — per-module rights, approval workflows and delegated roles (Phase 2)
- On-demand transport dispatch, environmental monitoring and marketing modules (later phases)

About Shri Sai Tech LLC DBA SST

SST is an AWS Partner specializing in AI-driven, cloud-native architecture and secure, compliant solutions across a wide range of industries — including healthcare, finance, education, retail, manufacturing, logistics, energy, government and public sector, telecommunications, and media and entertainment. Partnering closely with our clients, SST rapidly designs and deploys production-ready AI platforms on AWS, bringing AI-powered capabilities to market with speed and confidence.

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