



## Sponsored Deep Dives

Writing sponsored content comes with the challenge of balancing transparency and integrity with the need to generate revenue. While it would be tempting to write about the highest bidder, maintaining your trust is my top priority.

I want to be transparent about how I choose which companies to write about and how I approach sponsored deep dives.

Inspired by Packy McCormick's thoughtful approach, I've developed this process to ensure that these pieces are as valuable and insightful as any other content I produce. In fact, sponsored deep dives are designed to be even more in-depth and engaging, as they offer access to teams and insights that are often unavailable to outsiders. This can lead to a richer, more nuanced understanding of the business and its place within the broader travel tech landscape.

Writing doesn't come naturally to me, so I invest a significant amount of time and effort into each deep dive to ensure it meets a high-quality standard and provides value to you.

Sponsored deep dives allow me to cover companies and trends I'm genuinely excited about while also supporting the sustainability of this newsletter and my work. This allows me to find the time and resources to dive deep into the stories and ideas shaping travel tech today.

### How I Select Companies for Sponsored Deep Dives

I will only write about companies that meet three criteria:

- ✓ It's aligned with what **I'd cover anyway**
- ✓ The company's story is **genuinely interesting** and ties into **broader trends** shaping the travel industry and resonates with the wider travel tech community
- ✓ I'd be comfortable **recommending a best-friend investor** look closely at this company to explore a possible investment.

In the analysis and writing process, I engage in a candid conversation with the company's leadership, and in many cases, I have been in touch with the founder and have followed the company for years. This helps me understand their vision, their story and ensure that their values align with mine.

### My Approach to Sponsored Deep Dives

- ✓ **Authenticity comes first.** I won't say something I don't believe. If I'm writing about a company, it's because I genuinely find their story compelling and worth sharing.
- ✓ **Collaboration without compromise.** I work closely with the company to get a detailed understanding of their business, but I maintain full control over the narrative. My job is to dig deeper, ask questions, and present an honest picture; one that's beneficial for readers, not just the sponsor. Of all the hours I spend on a deep dive, only a small fraction involves the company directly.
- ✓ **Focus on context, not just promotion.** These deep dives are more than just company profiles. I incorporate broader industry trends and strategic insights.
- ✓ **No hit pieces or puff pieces.** I won't write a takedown of competitors, nor will I turn a blind eye to a company's challenges. If there are areas where I see potential improvement or challenges, I'll discuss them openly.

I plan to write around six sponsored deep dives per year. If you're interested in having your startup/company be one of them, please [drop me a line here](#).

This is my commitment. If I fall short, please hold me accountable and let me know. If you ever have questions, don't hesitate to reach out. Your trust is invaluable, and I'm committed to maintaining it with every word I write.

Thank you for being part of this journey.

Mauricio Prieto  
Travel Tech Essentialist