

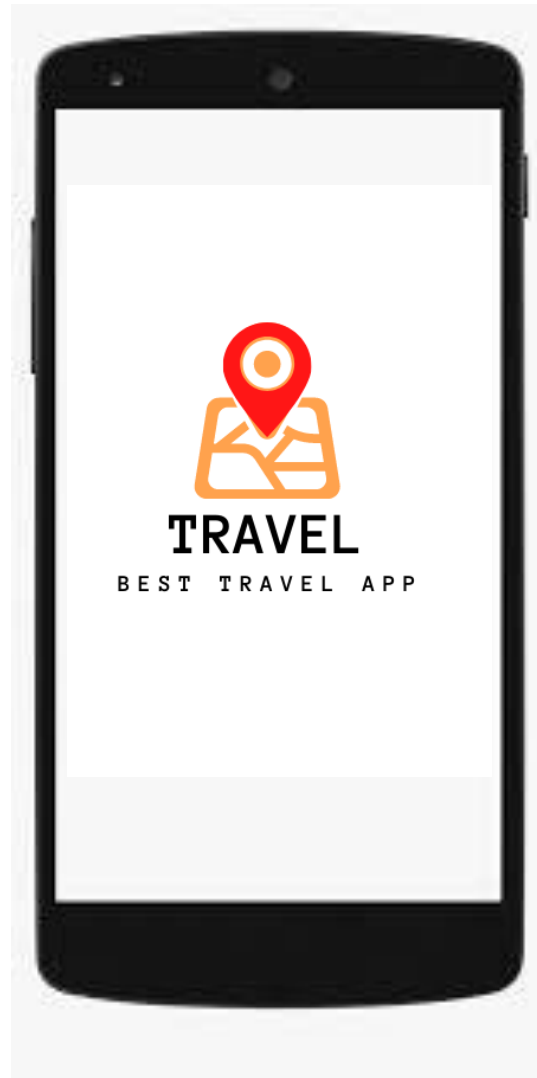


TRAVEL

BEST TRAVEL APP

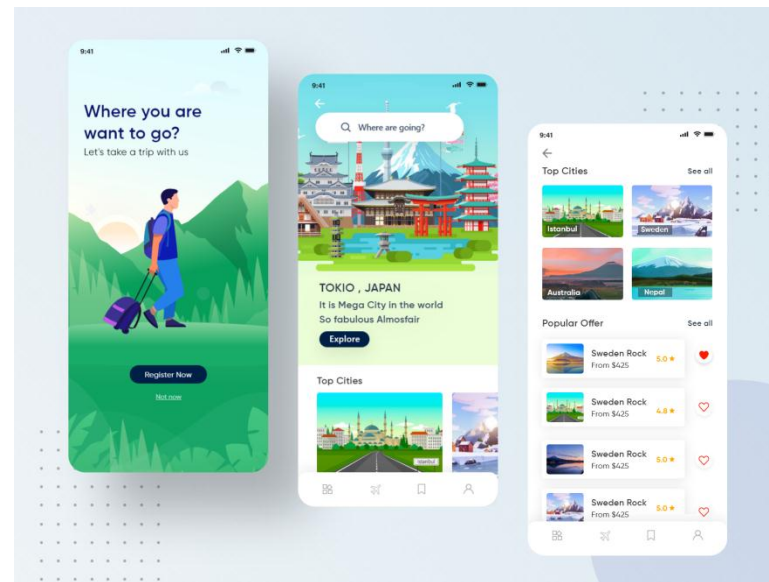
"You choose the destination, we make the plan!"

ABOUT US



EXECUTIVE SUMMARY

- gives them a list of local points of interest (hotels, restaurants, places...)
- Available in different languages.
- It will support tourists who are bad at planning.
- Easy to use.



OUR GOALS

- We want to tourists to be safe and calm (interesting places, trains, buses, hotels...)
- We want make life of tourists much easier, this is our biggest goal.
- We don't want people to waste time with planning.
- Availability for almost all tourist attractions
- One of our other goals is to have this app for all countries eventually.



ANALYSIS

Customer

- We need customers interested in traveling both long and short distances
- Audiences interested in touring
- People who are bad at planning

Competitive

- Our main competitors are Google and Google maps
- Our side competitors are apps mostly based on translating apps



OUR COMPETITORS

Strengths

- They are widely known
- They have a lot of investors

Weaknesses

- They do not offer a full package deal
- They do not have offline features
- The user has to spend a lot of time searching



EMPLOYEES AND DAILY WORK EFFORT



- Daily upkeep of our data servers.
- Hiring of Developers, local guides and translators.
- Gathering of information on local business (restaurants, hotels, transport).



MARKETING PLAN



- Have ties with travelling agencies as they recommend us to their customers.
- Have influencers to promote our product.
- Adds on websites/apps
- The ability to have a free trial



FINANCIAL PLAN

profit

- Price range of:
€20-normal version
€30-pro version

cost

- We'll start off with about 70k which will be used for the hiring of translators, guides, developers and all our data servers.

We are aiming for a result in 1 million euros a year, which will be used to further invest in our business and repay our debts to our investors who will also have a say in our business.



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