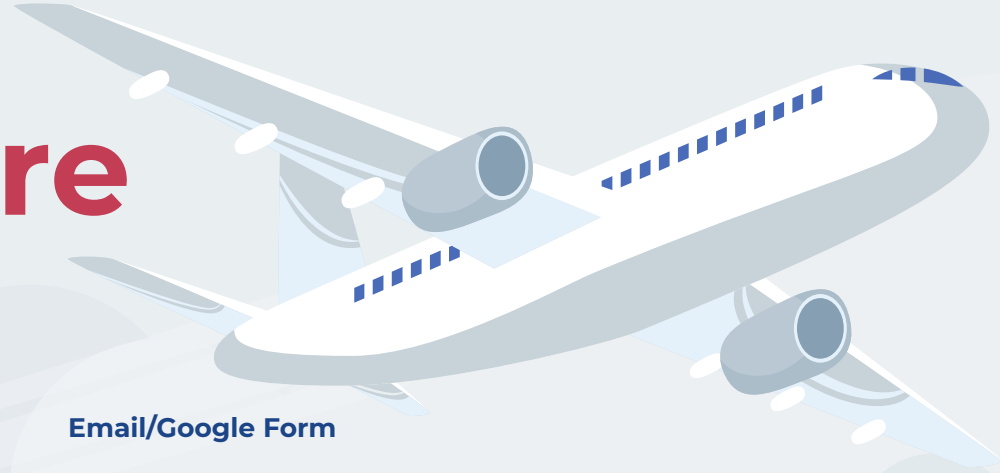




Aventure



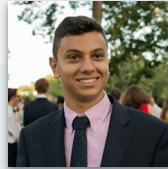
Survey Responses	In Person	Voice/Video Chat	Email/Google Form
This Week	0	0	19
Total	5	1	138



Vineet Parikh



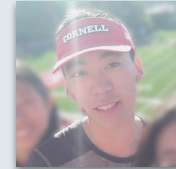
Fujia Ren



Magd Bayoumi



Katie Li



Phippen Wu

BUSINESS MODEL CANVAS

KEY PARTNERS <ul style="list-style-type: none">● Restaurants● Subways/buses● Museums● Art galleries● Resorts● Tourist attractions● Travel agencies & tourist companies	KEY ACTIVITIES <ul style="list-style-type: none">● Marketing● Operations/BD● Software development KEY RESOURCES <ul style="list-style-type: none">● Cloud computing● Data on attractions● Engineers/Ops● Algorithm patents● Skippy design trademark	VALUE PROPOSITION <ul style="list-style-type: none">● Recommends unique, authentic and complete experiences● Offers ease of travel as local automated travel guide● Promotes benefits via in-app currency and ad-hoc social network	CUSTOMER RELATIONSHIPS <ul style="list-style-type: none">● In-app ‘tokens’ for discounts, data gen, and referrals CHANNELS <ul style="list-style-type: none">● Direct (website)● Social media & referrals● Key Partners	CUSTOMER SEGMENTS <ul style="list-style-type: none">● Young professionals● Avid travellers● Parents/families looking for discounts● Millennials/Gen Z
COST STRUCTURE <ul style="list-style-type: none">● Fixed costs of initial development● Variable costs of maintenance, marketing, and salaries● Variable cost of data acquisition (partially mitigated by using in-app currency to incentivize local reviews)			REVENUE STREAMS <ul style="list-style-type: none">● Ads placement by business/destinations● Partnerships with businesses/destinations via offering discounts● Booking and two-sided convenience fees from customers● SkippyHops	

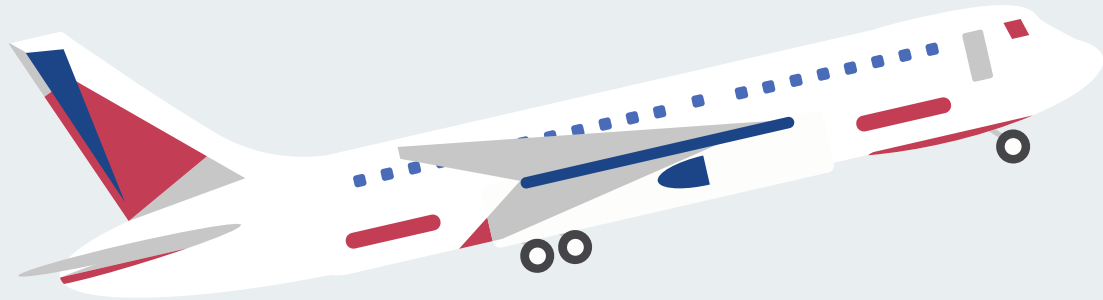
PRODUCT OVERVIEW + VISION

- **Aventure** is an online travel agency that automates the travel agent experience
- We are an end-to-end itinerary planner compatible with general trip descriptions
- Our system recommends tourist attractions and informs users on cultural norms and global affairs
- Our results are fully flexible and adjustable to impromptu travel and transportation changes
- Website and app-based



THE PROBLEM

- **Brainstorming** - Customer must check blogs and websites for cool places to visit
- **Researching** - Customer must look through multiple sites to plan affordable transit and stay
- **Planning** - Customer must “thread the needle” on itinerary planning, ensuring that every plan is precise enough
- **Adapting** - Customer must effortlessly adapt to local customs without many clear guides
- **Staying Safe** - In a post-COVID world, consumers are worried about crowded areas and social distancing.



COMPETITORS



Generic attraction recommendation engine

Converts interests to recommendations

Doesn't actually provide itineraries or cultural/global info

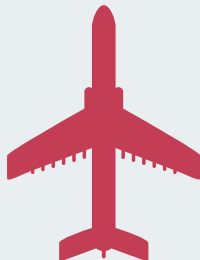


noken

In-app itinerary planner without customizability

Converts specific recommendations into non-customizable itinerary

Doesn't provide recommendations or cultural/global info



zicasso

Luxury travel agency with tailored recommendations

Matches users to human travel agents that converts interest to itinerary, not self-service

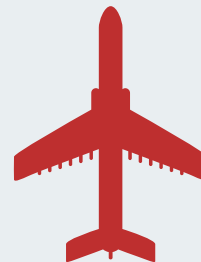
Doesn't consider cultural/global info



Expedia®

Converts specific recommendations into non-customizable itinerary

Doesn't provide recommendations for attractions or local businesses, or cultural/global info as a fully integrated feature

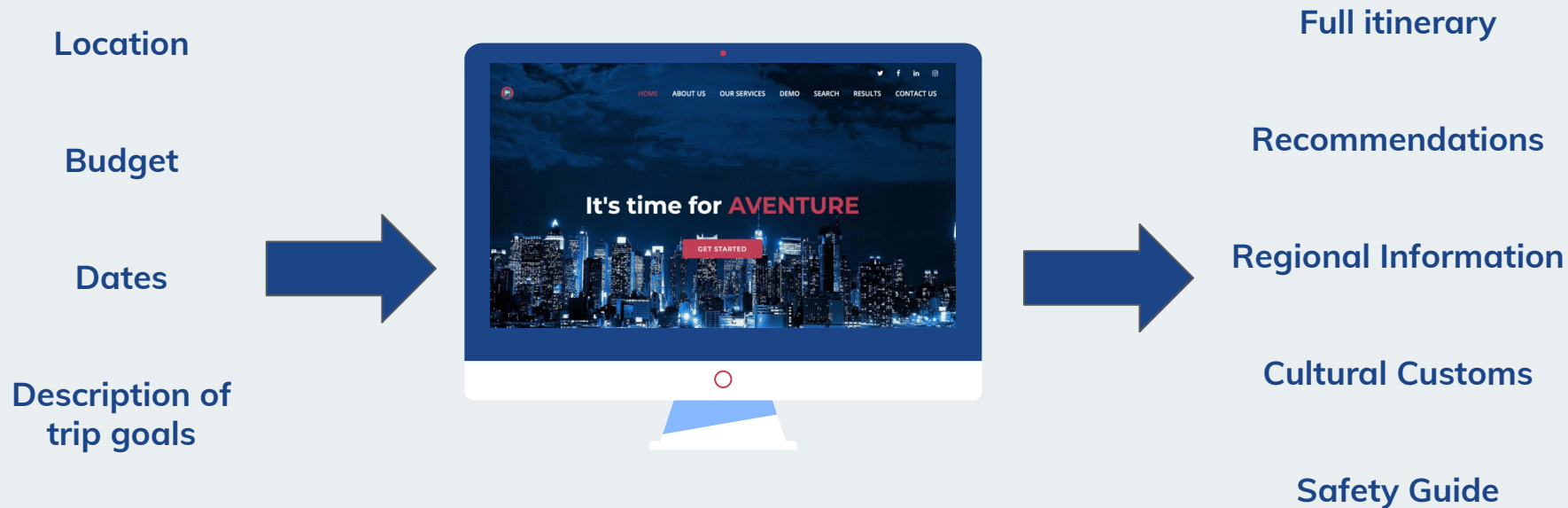


OUR SOLUTION / ADVANTAGE

- We simplify planning into one platform:
 - Convert ideal vacation into **recommendations** that users should check out
 - Convert those recommendations **directly into itineraries** that users can customize
 - Incorporate **in-app currency “tokens”** to reduce data acquisition costs and incentivize user reviews
 - Incorporate current events, cultural norms, and global affairs to **help inform travelers** of possible hiccups on the road



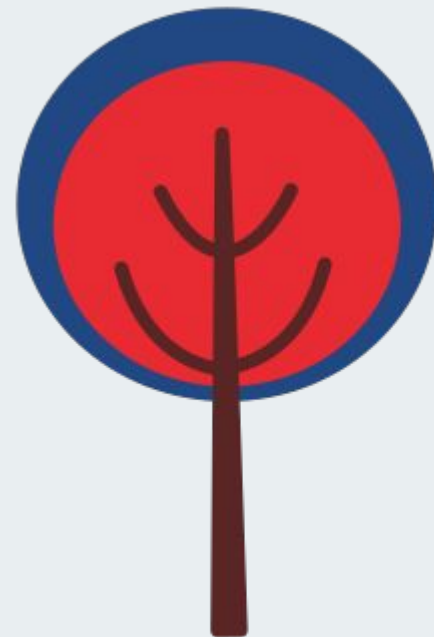
HOW OUR PRODUCT WORKS



MASCOT

Meet **Skippy**, your automated travel agent who will help you **skip the hassle**

SkippyHops are placed at partner locations, where users can take a picture of Skippy in AR to collect in-app coins





Aventure

PRODUCT DEMONSTRATION



We do the planning. You do the fun.

A personalized travel itinerary planner that responds to your inputs and queries.

Sign in

Create an account



Welcome back. Where are we headed today?

Don't have an account yet?
[Create new account](#)

Username

aventure_user

Password

.....

Sign in

What are you interested in?

Enter here



Recommended



Fine Dining



Bars & Restaurants



Art & Museums



Sightseeing Hotspots



Parks & Trails

Next

Heads up!



Eating ramen or soba in Japan?
Contrary to common dining etiquette,
slurping loudly is often preferred when
eating noodles. It is seen as evidence of
enjoyment.

Next on the list...

3:00 PM

Visit
Museum
of Architecture

6:00 PM

Watch the
Phoenix Parade

6:30 PM

Return to
Hotel

Just in time...

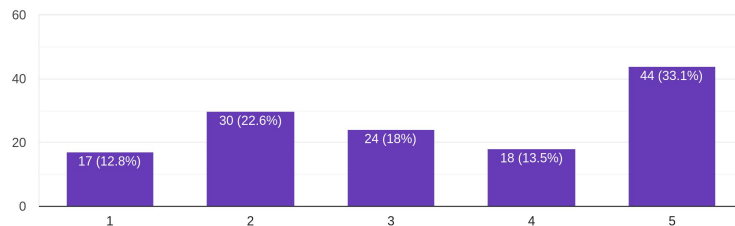
Be on time! Trains
adhere strictly to
schedule, and rarely
depart late. If you
miss your train, you
will have to rebuy
your ticket.



INITIAL CUSTOMER DISCOVERY

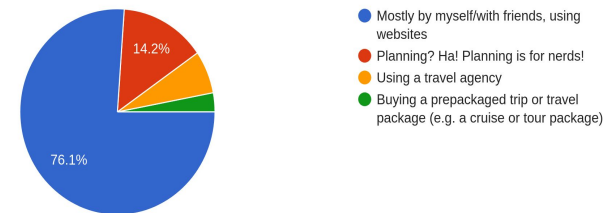
How many sources do you typically have to check to make plans for travel?

133 responses



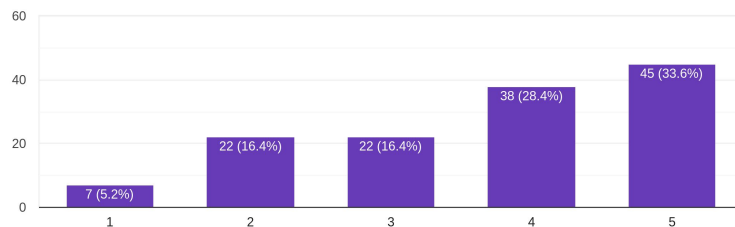
How do you typically plan entire trips?

134 responses



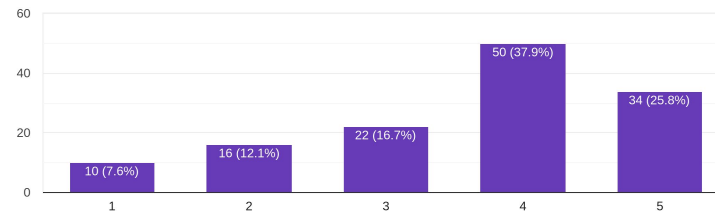
I like to have a solid plan when traveling, especially if traveling to an unfamiliar location

134 responses



I think that having a bunch of tips on how to best traverse and adapt new areas would be extremely helpful to me when traveling to unfamiliar places

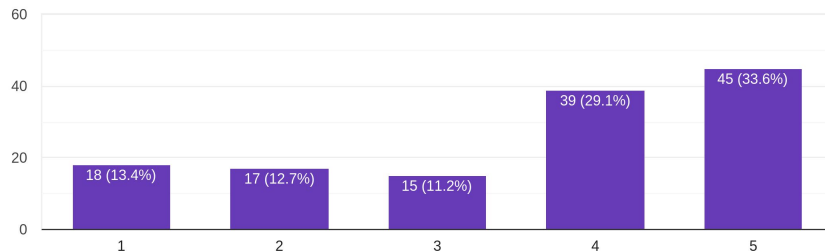
132 responses



MINOR PIVOT - CURRENT EVENTS

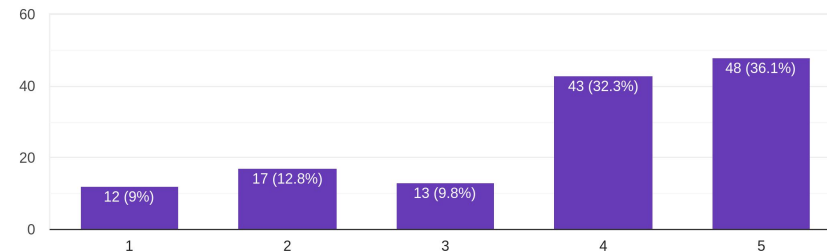
I often feel inconvenienced if a changing global climate (e.g. COVID-19, travel bans, etc.) makes it impossible for me to travel and hard for me to cancel existing plans

134 responses



I think having information on whether such a global climate could affect my plans would be very useful to me going forward.

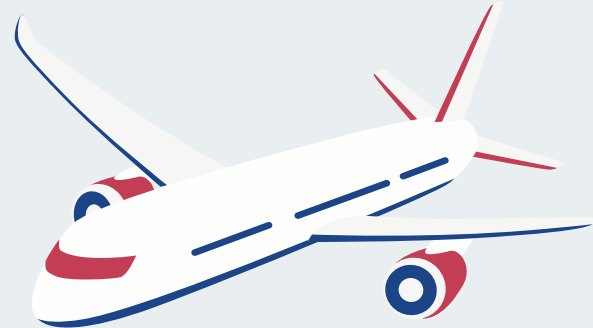
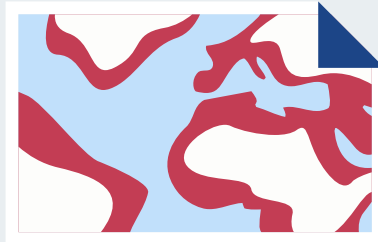
133 responses



Due to the responses for these questions, we needed to add features to maintain appropriate social distancing measures for the health of our customers and address current events (COVID, travel bans, airline strikes, etc.)

NOTABLE CUSTOMER QUOTES

- “I wish that **traffic and other non universal things** would be spoken about. Example: I went to Jamaica having no clue they drive on the opposite side of the road than the US and although I was unharmed I wish that was widely known information”
- “I spend a lot of time traveling and like preparing for it. When I travel somewhere new, I typically making an itinerary on Google Sheets with times, locations/landmarks to visit, food options, transportation options, etc...I think it would be **useful for all those things to be centralized** ex. a map with location pins that can be organized for each day and its weather. The route can be outlined with approximate time of day in which each site will be visited. This solution would be especially useful for students studying abroad and visiting many countries in a short time frame!”



CUSTOMER: MILLENNIALS/GEN Z

Archetype Highlights	Customer Acquisition Guidance
Ages 18-35, college students and young professionals	Promote primarily during common school breaks , job recruiting, and holiday season
Fairly web-literate, moderate use/trust of social media and share-based services	Sponsor/partner with social media influencers in travel. Market primarily through social media , consider co-promotion from existing share-based services
Spending money on “experiences” over “goods”	Promote customizability and integration with experiential applications, and consider co-promotion with existing companies that offer “experiences”
Semi-frequent recreational travelers, often time-crunched	Promote convenience (just type in “ideal trip description” and get a “full itinerary”) and integrated cost-savings as major features.
Interested in but unfamiliar with cultural norms	Consider co-promotion with cultural learning initiatives (e.g. college study abroad)



DISTRIBUTION AND MARKETING

- **Online Distribution**
 - **Self-service** - Web/mobile application for itineraries
 - **Partner websites** - Distribute discounts
- **Social Media Marketing**
 - **Influencers** - After partnering with influencers to use our product, they will post their improved travel experience over various online platforms, thus advertising to followers
 - **SkippyHops** - An AR form of our mascot, Skippy, will appear at certain partnered locations. As an incentive to visit the attraction and use our app, if our user take pictures with Skippy, the user will earn in-app coins



THE GET/KEEP/GROW PROCESS

01

GET

Awareness / Interest

Facebook / Instagram posts
Social Media Influencers
Google Advertisements

03

GROW

Revenue / Referrals

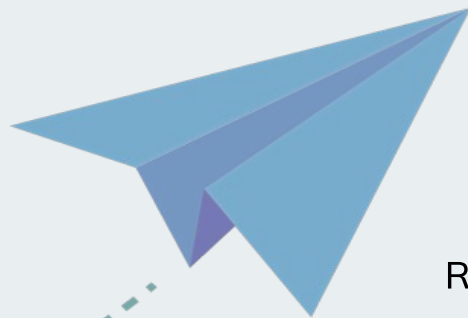
Referral codes
Invite to like / follow on social media
Mini-trip giveaways

02

KEEP

Interact / Retain

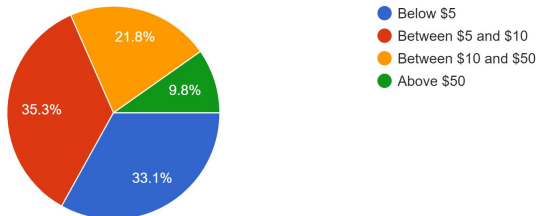
In-app 'coins'
Consistent social media presence
Special offers around holidays



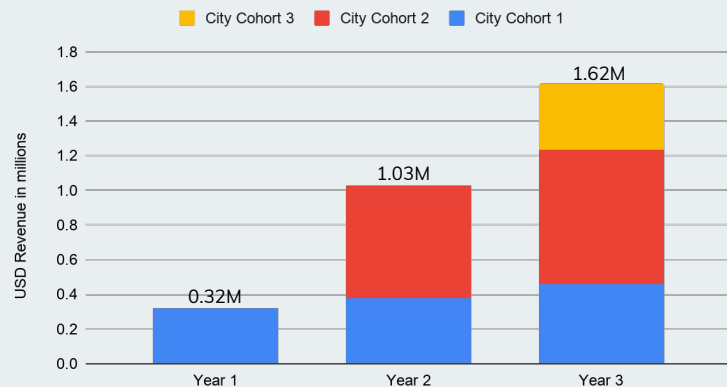
REVENUE STREAMS

- **Consumers:** \$5 flat fee/day
- **Partner Ads:** Ads placed within our recommendation system
- **Partner Fees:** 5% charge on the revenue earned from consumers clicking on those ads or those recommended from our app
- **SkippyHops:** \$50/month flat fee to help drive traffic to attraction
 - No additional charge in order to allow smaller companies to thrive

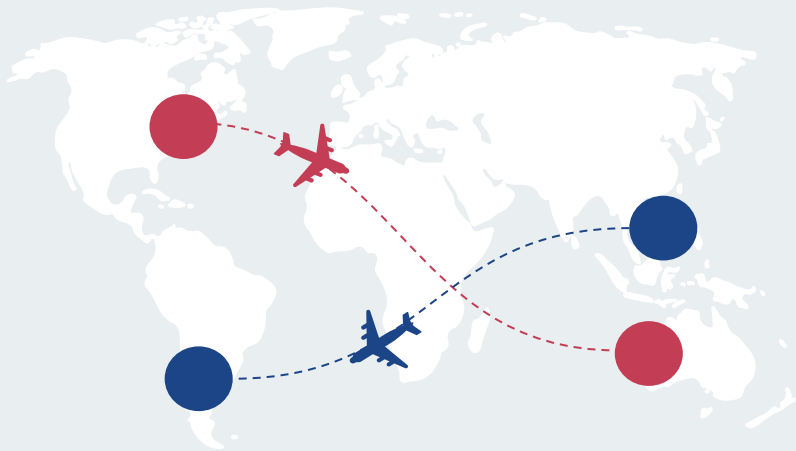
If you could just type in a travel concept and get a complete, customizable travel itinerary with local travel tips and advice for a fee, how much would you be willing to pay for such a service (per itinerary)?
133 responses



Revenue Estimates Over Time



KEY PARTNERS



Who are our partners?

Airbnb Experiences, local tour guides, local businesses, tourist attractions

How do we help them?

By providing them with **increased exposure** in our recommendation system, we drive additional revenue and an expanding customer base

How do they help us?

Partners pay a **base advertising fee** along with a **small click-through/convenience fee** when customers buy from them with our service, along with promoting our service to unlock perks

RESOURCES & COSTS

- **Main Costs:**

- \$1,000/month: Operations - cloud computing (AWS)
- \$20,000/month: Data acquisition, Google Maps API (declines yearly)
- \$8,000/month: Marketing - ads, referrals, in-app coins, discounts
- \$35,000/month: Salaries (5 employees, \$80k/year)

- **Main Resources:**

- Cloud computing tools/servers
- Algorithm trade secrets
- Design trademark for Skippy (mascot)
- Travel data
- Employees



RESOURCES & COSTS - CAC & CLV

- **Customer Acquisition Cost (CAC):**
 - Year 1: 4000 customers acquired (projected), \$100K spent on marketing in Year 1, $CAC = \$53.00$
 - Year 2: 7000 customers acquired (projected), \$120K spent on marketing in Year 2, $CAC = \$41.14$
 - Year 3: 9000 customers acquired (projected), \$150K spent on marketing in Year 3, $CAC = \$41.22$
- **Customer Lifetime Value (CLV) (assume 4 year lifetime)**
 - Year 1: Customer value: \$75.74, $CLV = \$302.98$
 - Year 2: Customer value: \$92.92, $CLV = \$371.69$
 - Year 3: Customer value: \$80.87, $CLV = \$323.49$



IP, Tech Assessment, I/O

- **Our IP:** Design trademark for Skippy (our travel bot “mascot”). The algorithms for information retrieval and recommendations will be trade secrets
- **Our Competitors:** GetYourGuide, Noken, Zicasso, Expedia
- **Our Advantage:** Dynamic processing of free text queries, focus on a flexible user experience and safety
- **The Current World:** Due to COVID-19, many consumers want to stay informed of social distancing guidelines and other safety tips while traveling



LOOKING FORWARD

Market Size

\$954B

Global travel
leisure market in
2018

\$1.4T

Predicted global
travel leisure
market in 2026

Potential Accelerators



Potential VC Funding



\$1-3M seed

LESSONS LEARNED



- Expect surprises
 - COVID-19
 - Potential delay in launch
- Don't expect your product to get it right the first time around
 - Many changes to **Aventure**, especially in where we ended up on the market
- Seemingly small features have a big impact
 - In-app currency as a reward system
 - Current events/cultural norms now including social distancing

FINAL STATEMENT

In order to adapt our product to COVID-19, we plan to **delay** **Aventure**'s launch in order to add public safety data and implement a minor pivot for social distancing measures

Thank you for adventuring with us

