

Vannie

Your Virtual Nanny



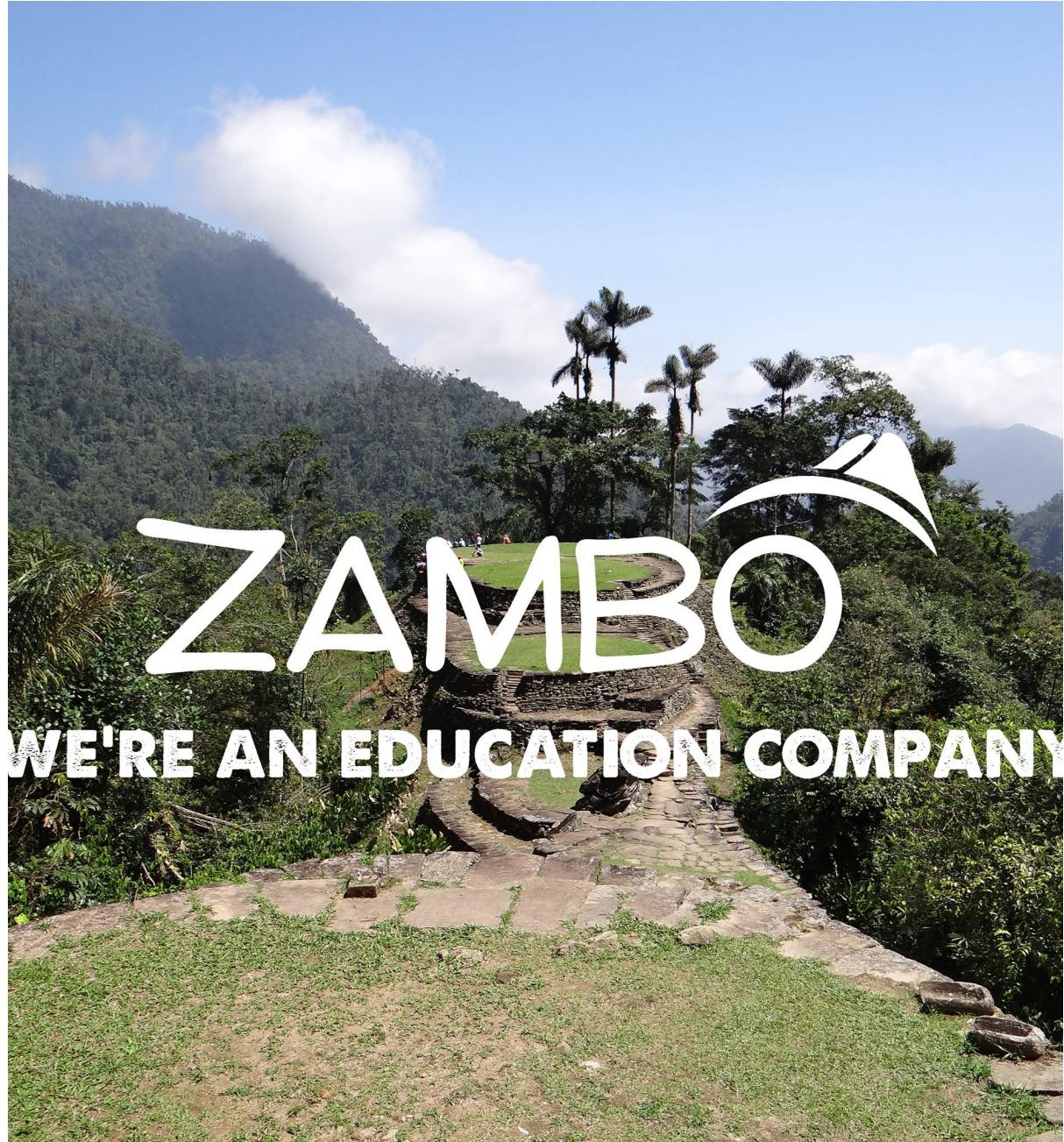
Your child's safety is our priority, and their education is our passion.

Group B:

Juliana / Eduardo / Ignacio

Anup / Varun / Cheer / Esther







PAIN POINTS



Terrible service, their website/passwords didn't work, they never posted the promised pictures/updates of the trip, we got one very short update every day through the school. Basically they took the money and we were left hoping everything would be OK, I feel like i paid to have my daughter kidnapped! somehow i'm not surprised by their "que pena" style service.

February 24, 2018



Terrible servicio, pésima comunicación, encantadores de serpientes. Mi hija viajó con ellos al eje cafetero y no fue claro el itinerario, perdimos comunicación con ellos todo un día y la respuesta era mala señal. No teníamos ni idea en dónde pasarían la noche, ni sabíamos si estaban bien o no. Lo único que decían era que cuando hubiera señal nos pasarían el reporte. Sufro mucho sin saber el paradero de mi hija, NO LO RECOMIENDO.

June 1, 2018



OPPORTUNITIES



Family Trip

The global Family and Children Travel market is valued at 300.5 million and is expected to grow 25% by 2022

Source: <https://www.reuters.com/brandfeatures/venture-capital/article?id=56846>



Children Security

Parents nowadays spend twice as much time with their children as 50 years ago.

Source: https://www.economist.com/graphic-detail/children_security

SOLUTION



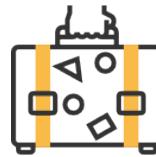
Use Vannie to optimize efficiency and service satisfaction



24/7
Service



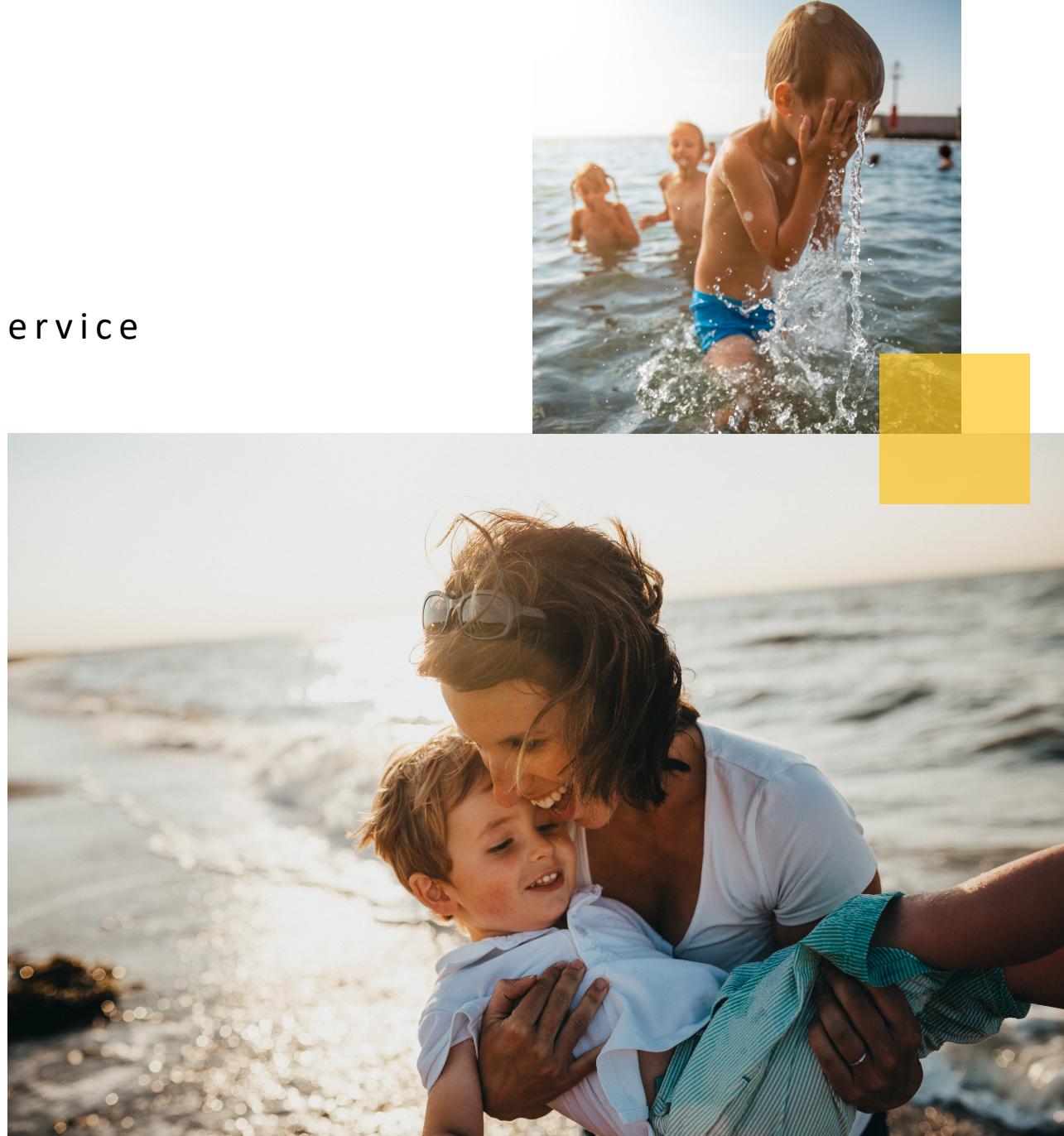
General
Inquiries



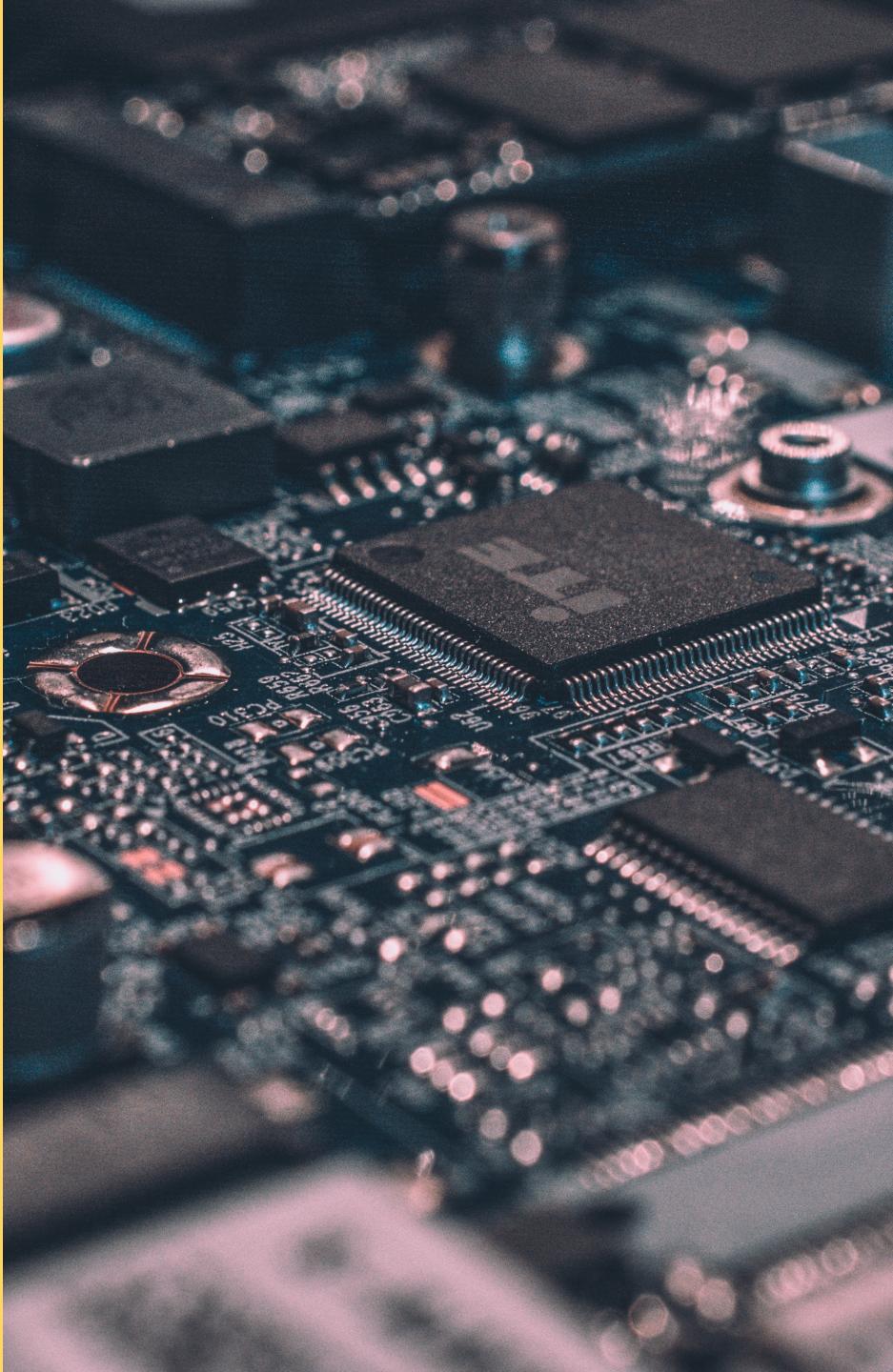
Trip
Information



Moment-
to-moment
Tracking

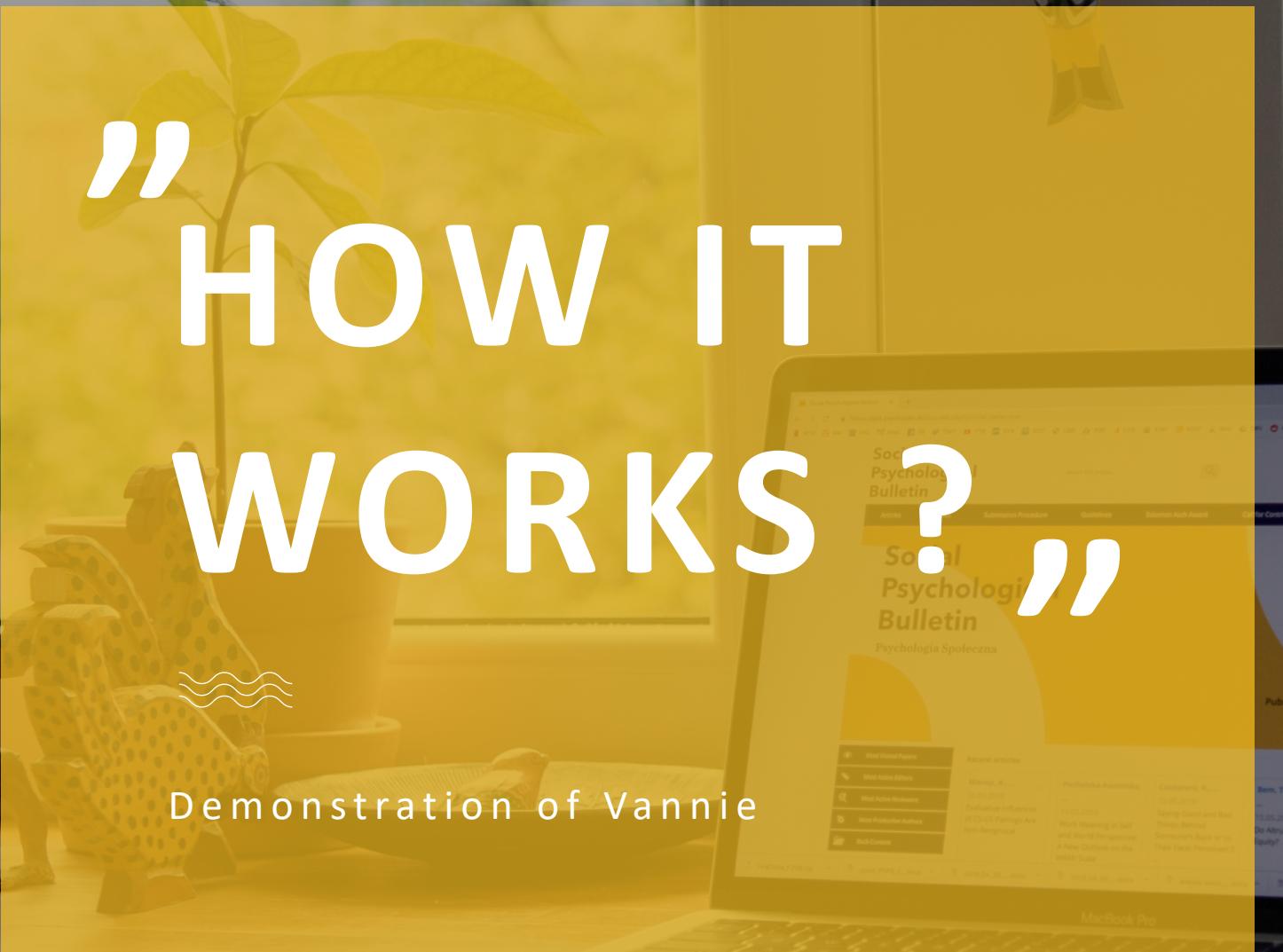


INNO VATION



“HOW IT WORKS?”

Demonstration of Vannie

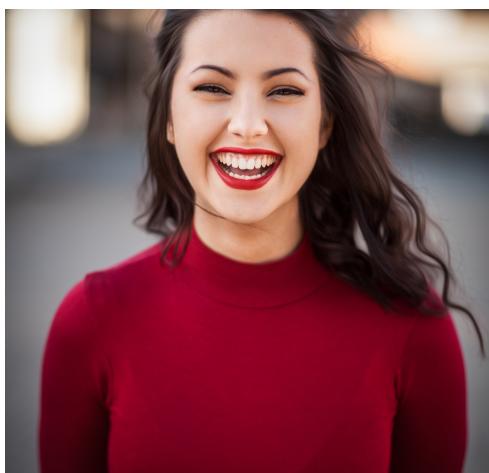


VALUE PROPOSITION



Bringing down employee labour cost, giving them more time to focus on planning quality trips instead of answering to the same questions all the time.

By improving the service, parents will build more trust in the company, which will translate into an increase in profits.



MONITIZATION



VALUE ADDED SAVING

27K euro/year

In high season 6 people, low season 3 people. €400 per month



CORPORATE SAVING

130K euro/month

In high season 50 people, low season 20 people. €400 per month



COUNTRY-WIDE EXPANSION

7M euro

3 major companies, countless schools and small enterprise



GLOBAL EXPANSION



IOT BASED VIRTUAL NANNY

After successful implementation of Vannie at Zambo, we could deploy the business model to the similar enterprises in Latin America and globally.

ROADMAP



LAUNCH

- Create the ChatBot
- Draft the Interface and Process Design
- Test beta version in Zambo



IMPROVE

- Monitor customer reviews
- Design improvement
- Evaluate the BM based on reviews
- Broad marketing activities



SCALE

- Duplicate the marketing model
- Introduce IoT Tracking
- Expand



QUESTION