

Backseat Travelers

Phase 3 Results

Global score

72,25

Your global score consists of the following components:

Idea and context	Technology	Business model, finance and corporate	Team
22,5	13,5	13,5	22,75

Comments from Evaluator 1:

The project is nice but how will you develop the content ? What level of granularity are you aiming at? Will you partner with publishers? Have you explore all the possibilities in terms of business model?

Comments from Evaluator 2:

The scenario is a promotional pitch, not a detailed description of a user experience. I find it hard to believe that the closest existing competition is a book. There are a few roadtrip game apps, scavenger hunts, etc. I haven't seen any location based games, but that doesn't mean they don't exist. I would look harder. "Proven" is a strong word, I don't think you're proven anything until you run a large scale experiment, but you have indications. However, I'd like to hear about your underlying theories. Curating / creating local content is hard, which is perhaps why you don't see many people doing this. If you want to scale up, you need to find some clever ways to quickly generate local content. Another issue is that tourists typically prefer their own language, so for every country you would need to translate the content to many languages. You could resolve these issues by crowdsourcing or by local partners, but both options need a mechanism to make them happen. The game app itself is only one part of your technology - you will need a system for managing large quantities of content. Also, it would be nice to add social features to the game, e.g. allow travellers to leave messages for others in locations they visit. One monetisation model you seem to miss is in-app advertising. For an app like yours, this seems like a natural choice. In terms of scalability, see above - the production of such an app is very labour intensive. If you don't have a dense enough coverage of a large enough area, no one will use the app. So you have a serious issue here. Another issue is distribution / promotion. Personally, I don't read parents magazines, and I don't know anyone who does. Limiting yourselves to this channel means missing out on most of your market. Instead, I would focus on travel sites - when I plan my holiday, and search for information in tripadvisor - that's the time to catch my attention. Your team is unbalanced - your senior members have no experience in games, education or app development. Your technical members are young and inexperienced. This is reflected in your naive under-estimation of the effort that this project would require, and your failure to capitalise on its potential in aspects such as in-app local advertising and social gaming.