

Camera Ford



Camera Ford is a recent graduate of Brown University with a Bachelor's degree in Geology. Growing up in Harlem made her aware of economic and educational disparities from an early age. She wants to use her education to benefit communities who do not have adequate access to scientific information. She has worked on research projects that apply Earth Science and social justice issues that include natural hazard prevention and indigenous land rights.

Presenting her research and facilitating campus workshops about social injustices led her to a love of communication and public speaking. She also has experience writing for, editing, and managing the College Hill Independent, a student newspaper with a weekly circulation of 2,000.

Camera is devoted to bringing science out of the lab and into the real world through science communication, public policy, and improvements in public access to Earth Science education. She is fluent in Dutch and Italian, which comes in handy when trotting the globe.



GLOBETROT

Don't trip. Just travel.

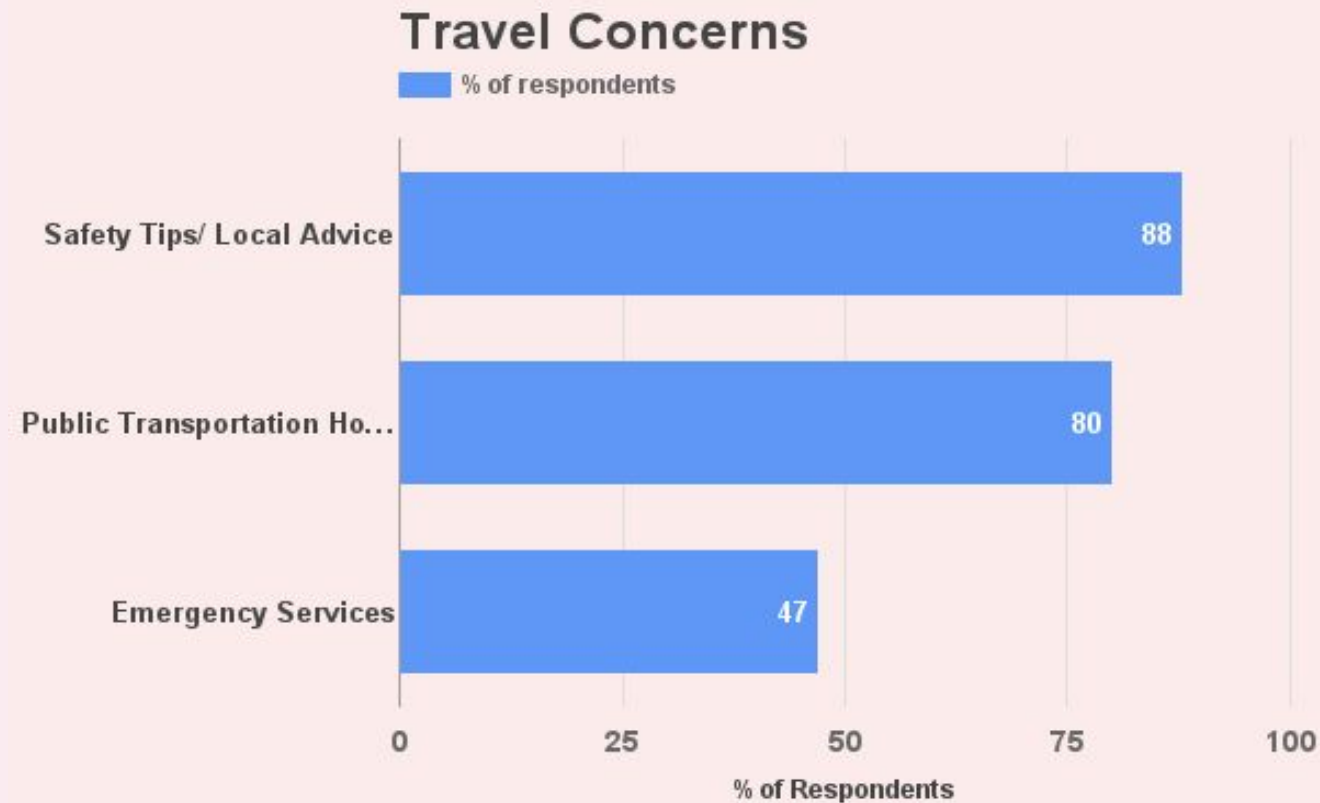
Market Opportunity

\$250 Billion millennial travel spending per year

73 million US residents traveled overseas

956 million international tourists (Jan 2016 – Sept 2016)

Customer Insights












Value Proposition

Travel Safer

Travel Cheaper

Travel Smarter

The Business Model Canvas

<div>Key Partners</div> <div></div> <div>Large travel companies</div> <div>+Colorway, Travel Noire, Parlour mag, other black travel blogs/sites</div> <div>+Tourism bureaus</div>	<div>Key Activities</div> <div></div> <div>Compiling information/app building</div> <div>+Community building/grow user base</div> <div>+Develop revenue model and relationships</div> <div>Key Resources</div> <div></div> <div>HBA</div> <div>+Personal connections to potential users</div>	<div>Value Propositions</div> <div></div> <div>Use public transportation more easily</div> <div>Travel companion app</div> <div>Travel Safer</div> <div>Travel Cheaper</div> <div>Travel Smarter</div>	<div>Customer Relationships</div> <div></div> <div>Social media campaign</div> <div>+blog/web community</div> <div>+Improve & expand features & locations</div> <div>+Forum for user interaction/feedback</div> <div>Channels</div> <div></div> <div>Standalone phone app</div> <div>+ web-based community</div>	<div>Customer Segments</div> <div></div> <div>Millennial Travelers</div> <div>Middle-aged travelers</div> <div>Tourism Bureaus</div> <div>Travel-based companies</div>
<div>Cost Structure</div> <div></div> <div>Customer acquisition cost: ~\$3,000 for first 1,000 users</div> <div>Web/app development: ~75% of investment costs</div> <div>Domain name & hosting</div> <div>Copyright/trademark rights</div>		<div>Revenue Streams</div> <div></div> <div>Single-time app cost</div> <div>Ads</div> <div>Annual subscription fee for premium access</div> <div>Sponsored content</div> <div>Contracts with tourism bureaus</div>		

Key Resources



HBA

+Personal connections to potential users

Channels



Standalone phone app

+ web-based community

Revenue Model

Annual Subscription for Premium Features

Sponsored Content & Ads

Aggregate Data Partnerships

Contracts with Tourism Bureaus

Strategy & Milestones

<i>Deadline</i>	<i>Milestone</i>	<i>Strategy</i>
<i>Feb 2017</i>	Launch Blog/Website	Build website, gain followers via social media campaign
<i>May 2017</i>	Launch Free App Version	Continue building community via blogging and social media campaign
<i>Spring 2018</i>	Launch Subscription App Version	Beta testing of free version; Marketing; Partnerships with tourism bureaus; Targeted advertising