

EXECUTIVE SUMMARY: Globetrot

Slogan:

Don't trip. Just travel.

Mission Statement:

To make travel safer, cheaper, and smarter.



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Problem/Opportunity:

- Millennials take the most business trips in the workforce and prefer to book their own travel, use rideshares, and stay in homestays. (Skift millennial business travel)
- 88 % of people surveyed worry about safety, including racism and sexism, while traveling solo or in an unfamiliar place
- 80% of people surveyed want to know how to use public transportation, 88% want safety tips + local advice, and 47% want emergency numbers when they travel somewhere new

Solution:

Globetrot is a community that gives travelers peace of mind about their travel destinations. Users can download guides for different destinations around the world for use on- or offline during their trips.

The guides compile useful information like: safety alerts & tips, emergency services numbers and locations, how to use the local public transportation system, recommended modes of transit, general costs for the area, and local laws and customs (ie. holidays, shop closing times, tipping conventions). The info comes from local tourism boards, 3rd party sources, and user feedback.

Competitors:

Direct:

- Lonely planet guides (app):
 - Has offline maps, phrasebooks, budget, and “essential travel tips”. But lonely planet is more focused on travel destinations & events/places and has less emphasis on safety concerns and transportation conditions as you actually travel.
- Travel blogs and (paper) guidebooks
 - Not mobile-friendly, less convenient to access on the go, requires lots of searching to find the info you want at a given time.
 - Globetrot has up-to-date info about transportation and safety, portable, all relevant information in one beautiful interface

Indirect:

- Google/google maps:
 - Most of this information is a google search away, but it takes time to search for all of it individually. It's also not available offline or in a pinch. Globetrot has already gathered what you want to know for you.

Team

Camera Ford, Founder

Camera Ford is a recent graduate of Brown University with a Bachelor's degree in Geology. Growing up in New York City/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 programming to 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 copies. She especially liked publishing articles that show readers the hidden science of everyday life. 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 grew up in a family with roots around the world and is fluent in Dutch and Italian, which comes in handy when trotting the globe.

Market Opportunity:

- Millennials account for roughly \$250 billion in worldwide travel spending every year. ([UNWTO](#))
- In 2015, 73 million US citizens traveled overseas. The total for 2016 will surpass this number and this market is expected to keep growing ([U.S. National Travel & Tourism Office](#)).
- There were 956 million international tourists worldwide from Jan – Sept 2016, a 4% increase from last year ([United Nations World Tourism Organization](#)).

Customer Segments:

- US-based millennials (generally, age 21-35) who travel internationally at least once a year for business or leisure
 - Women, people of color, and new travelers
- Tourism offices in popular/ rising global tourist destinations
- Travel-focused companies (ie. credit card companies, airlines, athletic/travel gear)

Value Propositions:

- For travelers:
 - Travel safer, cheaper, and smarter
- For companies/advertisers: Get access to:
 - An audience of diverse, committed travelers
- For tourism bureaus:
 - Increase interest in your city
 - Save money on outreach costs
 - Get insights into who comes to your city

Key Partners:

- Tourism bureaus/local governments in launch destinations
- Travel Noire, Colorway, Clutch mag, Parlour mag, other black travel blogs/media outlets
- UN World Tourism Organization (promotes sustainable tourism, inclusive development)

Revenue Model:

- Freemium model:

- Free app w/basic safety + transportation info
- Yearly subscription for full services (money, customs, curated itineraries/niche markets)
- Contracts with tourism boards
- Selling aggregate user data
- Sponsored content/Ads



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Cost Structure:

- Buying a domain name + hosting: ~\$200 for two years
- Copyright/trademark rights for the name: \$275–\$325
- App/web design, development and maintenance: ~\$15k

Go-To-Market Strategy:

- Build up a user base via website community, then introduce mobile app
- App Development:
 - Start with safety + transit features in a few tourist destinations in US/abroad
 - Safety features:
 - Travel alerts/advisories
 - Link to news alerts for disasters
 - Embassies + emergency services
 - Transportation features:
 - How to use
 - Locate transit stops
 -
 - Other/later:
 - Currency + living costs
 - Budgeting
 - Culture/customs
 - local insights/advice
- Timeline:
 - Website/blog launch by Feb 2017
 - Launch free app in May 2017
 - First 1,000 app users by fall 2017, via:
 - Fb ads/outreach/marketing
 - Building web community via a blog
 - Attendance at conferences/trade shows
 - Launch premium version spring 2018
 - Consider launching in line w specific schedule—academic to reach traveling students?
// in the summer because many people travel then

Scalability

Globetrot will expand in two main ways:

- **Increasing app destinations**
 - Start w/NYC
 - Choose 1-3 US + international city destinations (ie. NYC, Denver, London)
- **Increasing features for each location**
 - Start with safety + transportation for launch version

- Then add local tips/advice (via user contributions), money/budgeting info



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Asks:

- Mentorship to develop business model + marketing strategy
- Potential users to give emails/talk for feedback
- Any investment offers to go toward web/app development

Other research:

- Biggest tourist destinations global + within US?
- How much \$ spent in travel industry? By specific demographics if you can?
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- Travel habits—avg trip length? To most popular city destinations or off grid/more remote/smaller cities?
- <http://www.forbes.com/sites/jefffromm/2016/03/29/luxury-travel-trends-shift-as-affluent-millennials-act-on-their-aspirations/#6357e25022b4>
 - Millennials = biggest demographic since boomers
 - 58%
- <http://www.forbes.com/sites/lealane/2016/01/15/are-millennial-travel-trends-shifting-in-2016-youll-be-surprised/#337de9555c98>
 - this younger generation is no longer seeking a party-animal atmosphere when traveling, and instead wants to fully immerse themselves into new cultures, and feast on local cuisine. In fact, of the group surveyed, experiencing a new culture (86%) and eating local foods (69%) were listed as common determining factors for motivating people aged 18 to 24 to travel -- ahead of partying (44%) and shopping (28%).
- <http://www.theatlantic.com/international/archive/2014/06/how-millennials-are-changing-international-travel/373007/>
 - 20 percent of all international tourists, or nearly 200 million travelers, are young people, and that this demographic generates more than \$180 billion in annual tourism revenue
- <http://www.travelpulse.com/news/features/millennial-travel-spending-surpasses-200-billion-annually.html>
 - 70% want to learn about the place they travel to
- Luxury travel:
 - <http://www.forbes.com/sites/jefffromm/2016/03/29/luxury-travel-trends-shift-as-affluent-millennials-act-on-their-aspirations/#6357e25022b4>
- http://www.millennialmarketing.com/wp-content/uploads/2016/10/FutureCast_Millennial-Brief-on-Travel-and-Lodging-.pdf
 - Millennials have the highest average spend per trip at \$879 ([source](#))
 - Millennials spend an average of \$200 billion on travel each year ([source](#))
 - 75% want to learn something new ([source](#))

- 75% millennials have travel apps on their phones
- Competitor: <http://www.spottedbylocals.com/>
 - Available on web, charges 4 euro per guide in app, keep forever, curated tours by locals (“spotters” at each location recruited by founders)
 - Slightly less-popular cities in Europe + Middle East, classic NA tourist cities
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