

SUSTAINATREK

Pick your adventures, celebrate our heritage, support a nonprofit



CREATED BY:

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Problem

How do we help nonprofit organizations achieve their goals on SDGs efficiently?

ACCESSIBILITY

Due to factors such as language barrier and resources

SERVICE

How can we make it better?

FUNDING

Most nonprofit organizations faces problems of funding

Why in tourism industry?

**2.29 TRILLION U.S.
DOLLARS IN 2023**

MARKET SIZE OF THE TOURISM
SECTOR WORLDWIDE
*STATISTICA

1,000 MILLION

USER REVIEWS AND
RATINGS ON
TRIPADVISOR IN 2022

9.2 MILLION

international visitors to
Stockholm in 2021

Solution

After research results, we came up with the idea of a website that nonprofit organizations can contribute and sell content on travel routes

ACCESSIBILITY

Content will be in English, with future plans to make it available in 20 languages.

SERVICE

Help nonprofit organizations to gain exposure on their goals. Travel routes with videos help users to learn more history or background of those locations

FUNDING

Selling travel routes with video and text content helps nonprofit organizations with extra funding

About

- SustainaTrek - How it began
- Using tourism to help the nonprofit organization spread their word and achieve the goals of SDGs
- Help nonprofit organizations upload walking/bicycling routes with content on points of interest in video or text format to be sold for extra source of funding
- Helping users to learn more about community histories, cultures, and unique local activities.




BUSINESS MODEL

B2C business model

11% commission for each transaction charged on the user side.

Accept ads from other for-profit businesses in sustainable tourism to generate additional funds for operations and help smaller nonprofits.

A decorative graphic in the bottom left corner consisting of multiple overlapping, wavy, golden-brown lines that create a sense of movement and depth.

POTENTIALS COLLABORATIONS IN SWEDEN

NONPROFIT



PARTNERSHIPS



POSTING



Thank you

Shaan Yu

HTML, CSS, JS,
Bootstrap, Google
Maps API, Python, C#

Annie Tsai

UX Design, Project
Management, Content.

Diagui Tounkara

Laravel, Vue.js and
React Native.

