

TourMate

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Section A

What is TourMate?

- ▶ Explore the world with a smart, interactive AI travel assistant!
- ▶ Conversational AI acts as your personal tour guide — available 24/7.
- ▶ Plans personalized routes based on your interests, pace, and preferences.
- ▶ Speaks your language, adjusts to real-time changes, and works offline.
- ▶ More than a map — it guides, informs, and engages like a local expert.

Why TourMate is Different

4

Feature	Traditional Tour	Online tours	TourMate
Personalization	✗	✗	✓ AI-Learned Model
Interactivity	✓ (Limited)	✗	✓ Conversational AI
Flexibility	✗	✓	✓ On-Demand Tours
AR Navigation	✗	✗	✓ Integrated AR
Cost-Effective	✗	✓	✓ Freemium + Upgrades

- TourMate **learns from you**, not just about where you are.
- Combines **immersive storytelling** with smart GPS and AR.
- You don't follow the tour — **the tour follows you.**

Section B

Learnings to Action

- Unexplored market potential with a unique niche that has yet to be filled
- Pitch is lacking in specific points and needs strong opening hook
- Can reference persona to further hone in on niche and beachhead
- Need more media engagement to appeal to beachhead market
- Need to identify Free vs Premium users in Freemium model
- Good idea... need to sell it right!

Beachhead Market Selection

- **Beachhead selected:** Millennial/Gen Z Holiday makers taking short, frequent trips and use social media.
- Significantly more specific, but allows us to assume certain facts about end users
- Beachhead will make better use of all the tools that Tourmate provides, as well as allowing to more carefully select types of ads
- Access to social media outlets means many people in the beachhead will share Tourmate with like-minded people

The Process

- Communication is a mix between slack and teams
- Effective splitting of tasks, which are then reviewed by everyone else
- Weekly online meetings to track progress and review tasks
- Norms set early facilitated smooth communication and efficiency.
- Continued clarity in role definitions and task delegation for optimal productivity.
- Regular feedback sessions to ensure alignment and adaptability.

Total Addressable Market (TAM) Analysis for Beachhead Market (BHM)

Top-Down TAM

Market: Millennial/Gen Z Holidaymakers (Frequent Short Trips)

- **Total End Users:** 1.2 million
- **Revenue/User:** \$30–\$100/year
- **Top-Down TAM:** \$36M–\$120M/year

Bottom-Up TAM

- **End User Density:** 25%
- **Target Users:** 300,000
- **Revenue/User:** \$63/year (direct research)
- **Bottom-Up TAM:** \$18.9M/year

Average TAM: ~\$48.45M/year

Market Attractiveness:

- **Profitability:** 50%–70%
- **Growth Rate (CAGR):** 25%–35%
- **Market Share (2-3 years):** 20%
- **Potential Market Share:** 30%–40%

Persona Profile – Nikos Georgiou

|Paphos, Cyprus |Freelance Web Developer | Eco-Conscious Digital Nomad |
| Income: €40,000/year |Education: M.Sc. Computer Science |

Work & Lifestyle

- Left corporate tech for freedom & creativity
- Works remotely in eco-tourism & UX/UI
- Slow traveler, prefers authentic & local experiences

Motivations & Priorities

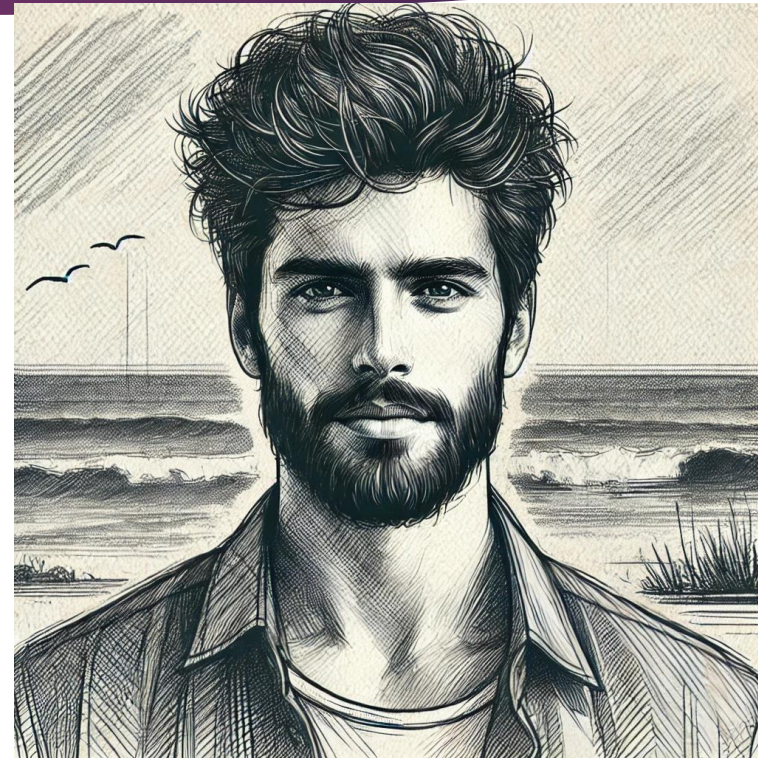
- ▶ Authenticity & Sustainability (30%)
- ▶ Meaningful Travel (25%)
- ▶ Work-Life Balance (20%)
- ▶ Local Cultural Connection (15%)
- ▶ Lifelong Learning & Creativity (10%)

Travel & Tech Behavior

- ▶ Uses Tourmate, Duolingo, Airbnb, Waze GPS
- ▶ Relies on offline maps, eSIMs, power banks
- ▶ Engages in Nomad List, Reddit (r/digitalnomad), Eco-Travel Meetups

Key Decision-Making Factors

Authenticity & Sustainability | Tech Convenience | Community Trust



Full Life Cycle Use Case for Tourmate

Current User Journey (Challenges & Solutions):

Determining the Need

- Nikos seeks authentic, sustainable travel experiences.
- Uses Reddit, Telegram, and travel blogs for recommendations.

Acquiring & Paying for Experiences

- Books through local operators or boutique agencies.
- Prefers digital payments but sometimes forced to use cash.

Repeat Usage & Word-of-Mouth

- Engages in loyalty programs, referrals, and community-driven platforms.
- Shares experiences on social media & travel forums.

How Tourmate Enhances This Journey:

- AI-powered real-time travel insights & local recommendations
- Offline access to curated experiences & user-generated insights
- Seamless digital payments with integrated wallet support
- In-app navigation with real-time cultural context

Next Steps:

- ▶ User interviews with digital nomads for validation
- ▶ A/B tests for pricing models (freemium vs. subscription)

Finding & Analyzing Options

- Compares experiences based on authenticity, sustainability, and cost.
- Relies on word-of-mouth and trial-and-error.

Using & Evaluating the Experience

- Measures value based on emotional fulfillment and learning.
- Reflects through journaling, photography, or blogging.

Key Adoption Challenges:

- Will users trust Tourmate over existing sources?
- What pricing model balances sustainability & accessibility?
- How to ensure repeat usage beyond initial exploration?

High-Level Product Specification for Tourmate

Persona's Top Priorities & Solutions:

Instant, Reliable Travel

Recommendations

- AI-powered real-time, localized travel insights
- Dynamic search bar & personalized itinerary cards
- Faster decision-making & enhanced travel planning

Recent Improvements Based on User

Feedback:

- More prominent premium upgrade button
- Streamlined plan generation for easier navigation

Seamless Integration & Personalization

- Syncs with social media & travel tools
- Customizable plan builder & adaptive itinerary
- A tailored travel experience that adapts to user preferences

Premium Travel Experience with Exclusive Benefits

- Direct chat with local experts & offline maps
- 24/7 professional guidance & curated premium content
- Access to exclusive partner deals & high-quality travel info

Outcome:

- A more intuitive & user-friendly travel experience aligned with key traveler needs

Quantifying the Value Proposition of Tourmate

Current Challenges ('As-Is' State):

- Spends 10+ hours per week on travel planning, navigation issues, and logistics.
- Experiences limited social & cultural immersion (2 meaningful interactions per week).
- Faces work-life balance disruptions due to inconsistent workspaces.

#1 Priority of Persona = **Core Motivations and Travel Habits**



Key Benefits of Tourmate:

- More free time for exploration
- Enhanced social connections
- Better navigation & local insights
- Improved work-life balance

Optimized Future ('Possible' State):

- 70% reduction in research time (~2 hours saved per trip).
- 50% less time lost in navigation issues.
- 150% increase in meaningful social interactions (5+ per week).
- 20% productivity boost with AI-powered workspace recommendations.

Tourmate

- ↓ **PROBLEM:** TRAVELING TO A NEW CITY CAN BE OVERWHELMING – FROM FINDING AUTHENTIC EXPERIENCES TO AVOIDING TOURIST TRAPS.
- ↓ **SOLUTION:** TOURMATE IS A SMART MOBILE APP DESIGNED TO GUIDE FOREIGN TRAVELERS THROUGH UNFAMILIAR CITIES WITH EASE.
- ↓ **FEATURES:**
 - ↪ Real-time city navigation tailored for tourists
 - ↪ Curated recommendations for dining, museums, landmarks & hidden gems
 - ↪ Localized tips & cultural insights to enhance travel experiences
- ↓ **VALUE PROPOSITION:** ENJOY EVERY TRIP WITH CONFIDENCE, JUST LIKE A LOCAL WOULD.

Tourmate Pro

- **FREE VERSION:**
 - Smart itinerary planner
 - Interactive maps & recommendations
 - Community reviews and local experiences
- **PAID VERSION (TOURMATE PRO):**
 - Access to **local travel experts** for personalized guidance
 - Priority support & exclusive content
 - Advanced travel customization
- **BUSINESS MODEL:** FREEMIUM APP WITH SCALABLE EXPERT CONSULTATION AS A PREMIUM FEATURE.

Next 10 Customers

Nikos Georgiou	Eco-conscious digital nomad	Values sustainability, local experiences, authenticity
Sarah Turner	Solo traveler, loves adventure	Thrill-seeker, values convenience, hates planning
David Ronald	Business traveler, frequent flyer	Prefers fast solutions, hates logistics
Lisa Dennis	Mom of 2, family traveler	Family-focused, safety-conscious
Miguel Garcia	Digital nomad, remote worker	Budget-conscious, values local experiences
Priya Singh	Wellness traveler, yoga enthusiast	Values relaxation, mindfulness
Jessica Moore	Frequent flyer, influencer	Trendy, social media-driven
Tom Brandon	Retired traveler, loves history	Prefers historical/cultural trips, enjoys planning
Ahmed Sudanov	Tech executive, travels for work	Busy, time-sensitive, values luxury
Emily Corvey	College student, budget traveler	Budget-conscious, loves group trips

Lessons Learned from PMR in Identifying Next 10 Customers

- ↳ Users don't just want directions, they want authentic, local experiences.
- ↳ Travelers want expert-backed, local recommendations.
- ↳ There's willingness to pay for human expertise (Tourmate Pro).
- ↳ Pre-built tours aren't as popular as initially thought — flexibility wins.
- ↳ Will users book expert sessions through the app directly?
- ↳ How much cultural insight is “just right”?
- ↳ Talking to potential users forced us to refine our value from just guidance → to personalized cultural immersion.

We're confident that Tourmate serves a real need —

helping travelers experience cities like locals, with both trust and excitement.

Defining Assets

Strongest

Defining Moats

- ↓ Unique AI-based recommendation engine trained on real traveler behavior.
- ↓ Strong UX/UI design capability for travel-focused interfaces.
- ↓ Cultural & travel insights from team members with nomadic experience.
- ↓ Early access to niche traveler communities (digital nomads, solo explorers).
- ↓ Social media micro-influencer partnerships.
- ↓ Mobile app development expertise.
- ↓ Beta testers already engaged from co-working hubs and travel forums.
- ↓ Connections to local event organizers and tour guides.
- ↓ Basic seed funding and grants from student entrepreneurship programs.
- ↓ Limited marketing budget and team bandwidth.

Weakest

- ▶ Proprietary AI that learns from user behavior to personalize travel recommendations.
- ▶ Integration of offline navigation and logistics in a single, cohesive app.
- ▶ Gamified community engagement that rewards social and cultural immersion.
- ▶ Early partnerships with co-working spaces and local experiences.
- ▶ Language adaptation/localization engine for global usability.
- ▶ Basic freemium monetization—easily replicable.

Defining Core:

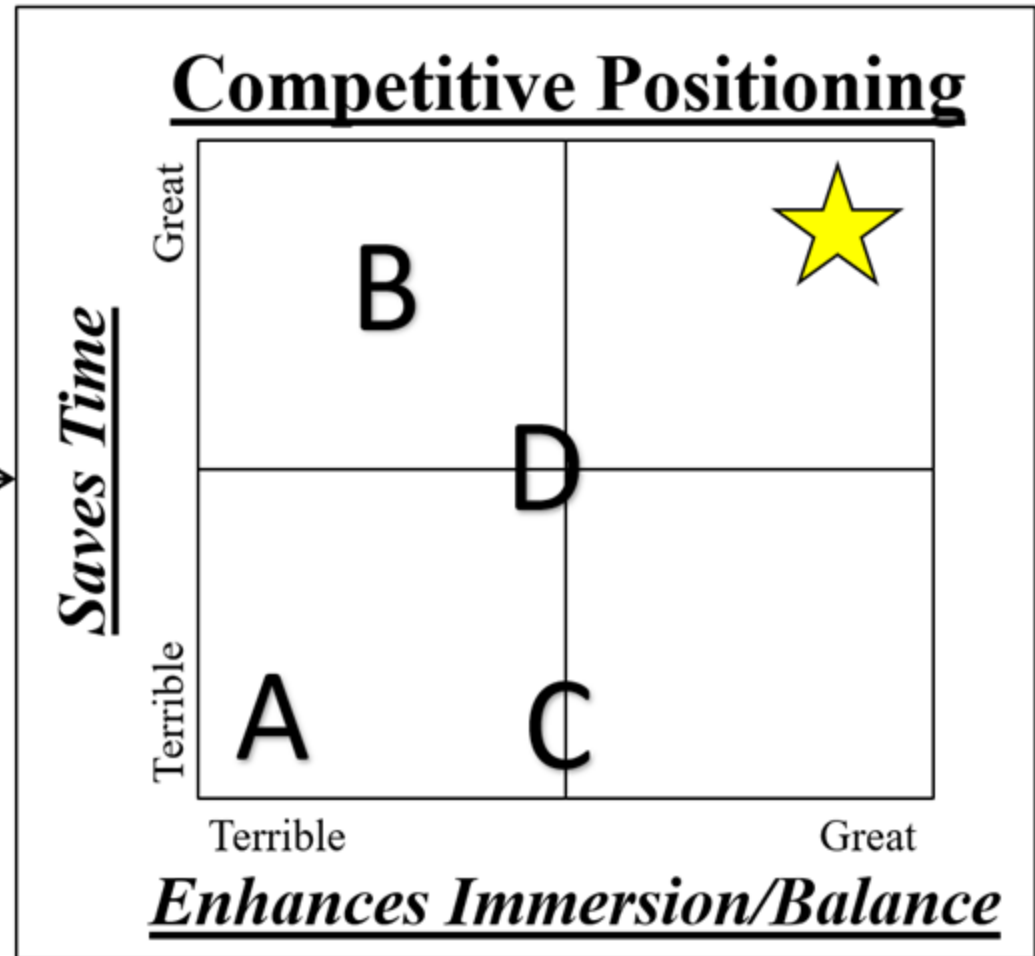
AI-driven local experience engine.

- Because it evolves with the traveler's behavior, combining real-time data with community-verified insights, This engine turns passive data into active recommendations, offering a constantly improving and hyper-personalized travel companion.
- Tourmate's AI helps them spend less time planning and more time living, and connecting, during their journey. It directly supports the value proposition of reducing time lost and increasing meaningful experiences.
- Every user interaction fine-tunes the AI and adds to a growing data moat. The more travelers use it, the smarter it gets, not just individually but collectively. Competitors starting later won't have this depth of behavioral data or community trust.

Charting Competitive Position

Target Customer Priorities

1. Save time and reduce friction in travel planning
2. Improve cultural immersion and work-life balance



A = Do Nothing Option
B = Generic Travel
Recommendation App

C = Nomad Community Forums
D = Workspace Finder and
Events App



= Combines **AI-driven recommendations, offline navigation, workspace tools, and community engagement**. Learns from user behavior and integrates everything in one app—no one else is doing this at this level.

DMU (Decision Making Unit)



Economic
buyer

1. Time savings
2. Seamless bookings
3. Team management
4. Cost



End
User

1. Local experience
2. Simplicity
3. Cost-efficiency
4. Trust



Champion

1. Aesthetic trips
2. Brand alignment
3. Discoverability
4. Follower engagement

Process to Acquire a Paying Customer

↓ **Determine Need & Catalyst to Action**

- ↪ Realizes need for better travel planning / unique experiences due to time constraints or lack of quality content

↓ **Find Out about Options**

- ↪ Searches Reddit, forums, influencers, or friends for alternatives

↓ **Analyze Options**

- ↪ Searches Reddit, forums, influencers, or friends for alternatives

↓ **Acquire Your Product**

- ↪ Compares features, value, and price of your platform vs. competitors

↓ **Pay**

- ↪ Signs up for a free trial or basic package

↓ **Install**

- ↪ Downloads app (if mobile) or begins using the web interface

↓ **Use & Get Value**

- ↪ Uses platform to plan trip, books experiences or lodging

↓ **Determine Value**

- ↪ Reflects on how useful it was compared to cost/time saved

↓ **Buy More**

- ↪ Upgrades, adds more services (like group trips or premium concierge)

↓ **Tell Others**

- ↪ Leaves reviews, refers friends, shares on social media

Sales Cycle Length Estimate

Sales Funnel Element	Full Life Cycle Use Case Stage	Estimated Time to Complete
#1 – Identification: Lead Generation <i>Output: Leads</i>	n/a	3–5 days
#2 – Consideration: Create Awareness to Potential Customers <i>Output: Suspects</i>	<i>#1 - Determine Need & Catalyst to Action & #2 - Find Out about Options</i>	3–8 days
#3 – Engagement: Develop Initial Dialogue Output: Prospects & # 4 – Purchase Intent: Develop Interest to Intent <i>Output: Qualified Prospects</i>	<i>#3 - Analyze Options</i>	3–7 days
#5 – Purchase: Close Deal & Pay <i>Output: Customers</i>	<i>#4 - Acquire Your Product & #5 – Purchase: Close Deal & Pay Output: Customers</i>	1–2 days
<i>Total time for sales cycle:</i>		10–17 days

First Draft Sales Funnel Worksheet



#1: Action Plan for Identification:

- Leverage SEO-optimized travel blog content, social media (Instagram, TikTok, Reddit), and targeted ads to attract niche travel enthusiasts.
- Engage in online communities and watering holes like travel subreddits and Facebook groups.

#2: Action Plan for Consideration:

- Deploy email drip campaigns, comparison content (why us vs. others), and influencer testimonials.
- Highlight pain points (wasted planning time, uncertainty) and how your platform solves them.

#3: Action Plan for Engagement:

- Offer free trials or a limited preview of curated travel plans.
- Host webinars or live Q&A sessions to build trust and answer questions directly.

#4: Action Plan for Purchase Intent:

- Provide clear pricing, a frictionless sign-up flow, and urgent offers (discounts, limited spots).
- Use behavioral triggers like “you left something in your cart” to nudge signups.

#5: Action Plan for Purchase:

- Offer easy checkout and a welcome experience that confirms their decision.
- Use a friendly onboarding walkthrough to ensure immediate perceived value.

#6: Action Plan for Loyalty:

- Provide personalized trip suggestions, loyalty rewards, and early access to premium features.
- Keep in touch with tailored emails based on past behavior or saved preferences.

#7: Action Plan for Advocacy:

- Launch a referral program and showcase customer stories on social media.
- Encourage reviews/testimonials and reward users for sharing your platform publicly.

Windows of Opportunity and Triggers

Primary Window of Opportunity:

Seeing a friend post an amazing trip on Instagram.

- emotional, spontaneous moment
- high intent and openness to inspiration.
- highly relatable
- has strong peer influence

Triggers:

- ↳ Instagram ad or sponsored post
- ↳ Personalized quiz
- ↳ Influencer post showing trip highlights and direct link to plan your own
- ↳ Mobile notification, for existing users, when a similar trip is trending
- ↳ Retargeted ad

Section C

Slide 3 – Key Considerations in Choosing a Business Model

Consideration	Insight for Our Business
Customer Needs & Preferences	Solo travelers and students prefer low friction, self-service models with clear, upfront value. Corporate clients tolerate recurring charges with invoicing.
Value Delivery Timing	Value must be delivered immediately or within 1–3 days of onboarding to drive conversions and retention.
Customer Risk Tolerance	Low – freemium reduces barrier to entry, premium must prove ROI quickly.
Competitor Models	Mix of transactional (Airbnb), freemium (Triplt), and subscription (Nomad List). Differentiation lies in authenticity and integrated social trust.
Lock-In & Switching Costs	Moderate – loyalty can be built through social proof, trust, and quality of early experience.
Internal Fit (Cost Structure, COCA, LTV)	Low COCA via influencers, high scalability, moderate LTV but with upsell potential. Freemium lowers acquisition costs.
Cash Flow Considerations	Subscription model brings predictable revenue. Booking model introduces variability.
Scalability & Operational Complexity	High scalability with automation; bottlenecks may exist in vetting local guides.

Slide 4 – Potential Economic Buyers: Pros and Cons

Economic Buyer	Pros	Cons
Individual Travelers (solo/students)	High volume, emotional buying, quick conversions, low CAC	Low per-user LTV, price sensitivity, risk of churn
Digital Nomads / Remote Workers	Willing to pay for convenience and community, recurring potential	Smaller niche, expect high value and personalization
Corporate Retreat / Team Offsite Planners	High LTV, larger contracts, stable budgets	Long sales cycle, approval process, high onboarding cost
University Travel Clubs / Student Groups	Affinity-based referrals, scalable through partnerships	Bureaucratic barriers, may lack budget authority
Freemium Users (Ad-Based Revenue)	Large potential reach, monetizes non-converting users	Low revenue per user, risk to user experience
Travel Agencies / B2B Licensing	Licensing offers passive income, aligns with current systems	Complex integration, slow sales cycle, niche appeal

Slide 5 – Summary of Business Model Candidates

#	Option	Unit	Customer Fit	Value Creation Fit	Competition Fit	Internal Fit	Pros	Cons	Grade
1	Freemium and Premium Subscription	Monthly sub	High	High	Medium	High	Scalable, flexible, low CAC	Requires strong onboarding & retention	A
2	Pay-per-Experience	Per trip	Medium	Medium	High	Medium	Low commitment, aligns with trip-based usage	Variable revenue, harder to forecast	B+
3	Group Bundles	Group package	Medium	High	Medium	Low	High ticket, team-building appeal	Coordination overhead, low scalability	B
4	B2B Licensing	Per org	Low	Medium	Medium	Medium	High LTV potential	Long sales cycle, high onboarding complexity	C+
5	Ads (for free users)	CPM/CPA	High	Low	Low	High	Monetizes all users	Weak per-user revenue, UX concerns	C

Chosen Model: Freemium and Premium

Slide 7: Considerations in Setting an Initial Pricing Framework

Customer Needs & Behavior

- ▶ Price-sensitive users
- ▶ Must see value within 1–3 days
- ▶ Freemium model expected
- ▶ Simplicity and low-risk entry critical

Market & Competition

- ▶ Competitors: Nomad List (€75/yr), Triplt Pro (~€45/yr)
- ▶ Standard range: €5–€10/month or €50–€80/year
- ▶ Freemium entry + upgradeable premium features aligns well

Product & Cost

- ▶ Strong core in cultural immersion; improving UX & AI features
- ▶ Low marginal cost (~€1/month) → strong margins
- ▶ Community trust, referrals, and onboarding reduce risk perception

Slide 8: Recommended Pricing Range and Rationale

Initial Price Point

- ▶ **€7/month** or **€65/year** (listed)
- ▶ **~€5.50/month** effective (after discounts & promos)

Why This Range?

- ▶ Aligns with user budget & competitor benchmarks
- ▶ Early value delivered within days → drives upgrades
- ▶ Supports sustainable margins and growth

Risks to Monitor

- ▶ Low conversion if early value isn't clear
- ▶ Potential hesitation from risk-averse users
- ▶ Watch for churn post-trial
- ▶ Annual price may deter low-commitment users

Slide 9: Calculating Customer Lifetime Value (LTV)

Recurring Revenue Assumptions

- ▶ Monthly: €7/month | Annual: €65/year
- ▶ Estimated annual revenue per user: €60
- ▶ Profit margin on recurring revenue: 85%

Retention Rates (Estimates)

- ▶ Year 1: 100% | Year 2: 60% | Year 3: 45% | Year 4: 35% | Year 5: 25%

Other Revenue

- ▶ Referral earnings: €5/user/year
- ▶ Margin: 80%, same retention pattern

Net Present Value (NPV) of Profits by Year (@50% Discount Rate)

- ▶ Year 1: €36.85 | Year 2: €14.52 | Year 3: €7.43 | Year 4: €3.85 | Year 5: €1.79

💡 **Total LTV (Sum of NPVs):** → €64.44

Slide 10: Interpreting LTV – Key Insights & Implications

LTV Estimate: ~€65 per Paying Customer

- ▶ Comfort Range: €60–€70

Confidence Level: Moderate

- ▶ Reasonable estimate based on realistic retention and comparable benchmarks.

Key LTV Drivers

- ▶ Retention Duration – Keeping users beyond Year 1 boosts LTV significantly.
- ▶ Subscription Conversion – Upgrades from freemium to premium are essential.
- ▶ Referral Activity – Partner revenue adds meaningful long-tail value.
- ▶ Upsells / Add-ons – Potential to expand value per user with premium offerings.

Going Forward – What We're Tracking

- ▶ Retention rates post-Year 1
- ▶ Freemium to paid conversion rates
- ▶ User engagement levels driving partner rev
- ▶ Performance of new revenue streams

Slide 11 – Sales Channels for the Short, Medium, and Long Term

Short Term (0–6 months):

- Direct Sales via Founder Outreach (LinkedIn, personal network)
- Manual Onboarding & Support via Zoom and WhatsApp
- Pilot Programs with early adopter B2B clients
- Industry Events & Local Meetups for warm leads

Long Term (18+ months):

- Inbound Marketing Engine (SEO, content, and automated lead capture)
- Scaled Channel Partnerships (Resellers, Integrators)
- Webinars and Scalable Educational Content
- Affiliate Programs

Medium Term (6–18 months):

- Sales Development Rep (SDR) Outreach (LinkedIn + Email sequencing tools)
- Referrals from Pilot Users
- Partner Channels: CRM or accounting platforms that share a similar client base
- Targeted LinkedIn Ads

Slide 12 – 2nd Draft Sales Funnel Inputs (Short Term)

Stage	Metric	Estimate
Leads Identified	# of warm contacts & outreach pool	150
Leads Contacted	Outreach via LinkedIn, email	120
Discovery Calls Booked	Zoom calls scheduled	50
Demos Completed	Manual demo via screen-share	40
Pilots Offered	Early access offer with feedback	30
Pilots Started	Actively testing MVBP	20
Paid Early Adopters	Converted to paying users	10

Assumptions: 25–30% demo-to-pilot conversion, €10–€15/month pilot pricing.

Slide 13 – 2nd Draft Sales Funnel with Action (Short Term)

Top of Funnel: Awareness + Outreach

- LinkedIn outreach (founder-driven, 10 messages/day)
- Warm leads from events & network
- Email follow-ups with calendar link

Bottom of Funnel: Pilot & Conversion

- Offer low-cost pilot (€10–15/mo)
- Prioritized support, feedback loop
- Monthly check-ins → upsell readiness

Middle of Funnel: Demo + Value Proof

- Personalized demos via Zoom
- Emphasize time saved (5+ hrs/week)
- Highlight error reduction and ROI

Action Focus: Rapid iteration, manual support, maximize learning.

Slide 14 – Transitioning Sales Funnel: Short → Medium → Long Term

Key Sales Funnel Evolution:

Transition Stage	Key Changes	Impact on CoCA	Timeline Estimate
Short → Medium	Add SDRs, expand outbound, start referrals	Slight CoCA increase short-term	6–9 months
Medium → Long	Automate inbound (SEO, lead magnets, email drips)	CoCA drops as volume scales	12–18 months

Key Indicators to Transition:

- Short → Medium: Consistent demo-to-pilot ratio, lead volume > 200/month
- Medium → Long: Organic inbound leads > 30/month, CAC payback < 6 months

Risks & Mitigation:

- Risk: SDR hiring or outbound messaging may not scale
Mitigation: Pilot test with freelance reps or agencies first
- Risk: Content/inbound may be slow to gain traction
Mitigation: Begin content production during short-term phase

Slide 15: Total Sales and Marketing Expenses List

Sales Expenses:

Expense Category	Short Term (€)	Medium Term (€)	Long Term (€)
Inside Sales Team	20,000	45,000	60,000
Sales Ops and Support	15,000	25,000	35,000
CRM Tools and Software	5,000	10,000	15,000
B2B Account Reps	0	10,000	20,000
Legal for Contracts	0	5,000	10,000
Total Sales	€40,000	€95,000	€140,000

Marketing Expenses:

Expense Category	Short Term (€)	Medium Term (€)	Long Term (€)
Paid Social Ads	10,000	15,000	30,000
Influencer & Partnerships	10,000	20,000	40,000
SEO, Blogs, Email	5,000	10,000	20,000
Webinars and Virtual	5,000	10,000	15,000
YouTube	0	10,000	15,000
Total Marketing	€30,000	€65,000	€120,000

Time Intervals Defined:

1. **Short Term:** 0–6 months
2. **Medium Term:** 6–18 months
3. **Long Term:** Over 18 months

Slide 16: Estimate the Cost of Customer Acquisition (COCA)

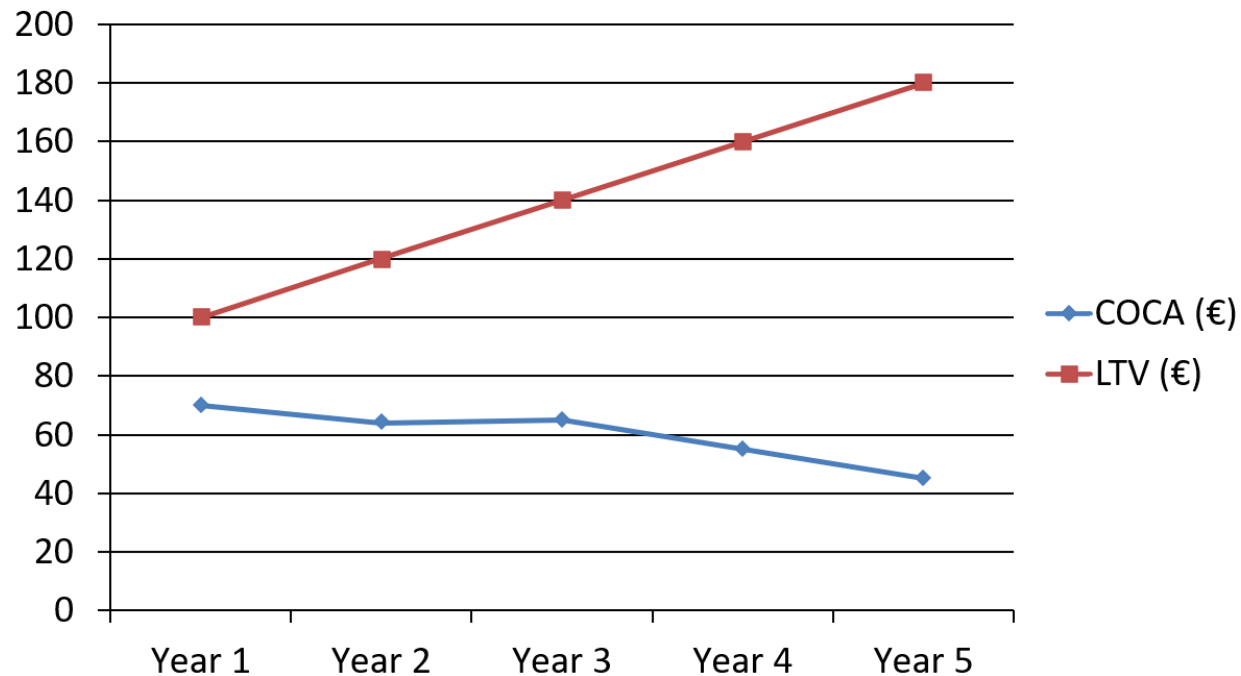
Year	Year 1	Year 2	Year 3	Year 4	Year 5
New Customers Forecasted	1,000	2,500	4,000	6,000	9,000
Sales Expenses (€)	40,000	95,000	140,000	180,000	235,000
Marketing Expenses (€)	30,000	65,000	120,000	150,000	170,000
Total Sales + Mktg (€)	70,000	160,000	260,000	330,000	405,000
COCA (€)	70.00	64.00	65.00	55.00	45.00

COCA Ranges by Time Horizon:

1. **Short Term COCA Range:** €65–€75
2. **Medium Term COCA Range:** €60–€70
3. **Long Term COCA Range:** €45–€55

Slide 17: Comparison of LTV and COCA Over Time

Step #19: LTV vs. COCA Over Time



Customer Lifetime Value (LTV):

1. Estimated LTV: **€240**

LTV to COCA Ratio (Long-Term):

1. COCA Range: €45–€55
2. LTV/COCA Ratio: **4.36x to 5.33x**

Interpretation:

1. The gap between LTV and COCA increases over time.
2. This supports scalability and healthy margins to fund R&D and G&A.

Conclusion: Passes the 3X rule, indicating strong unit economics.

Slide 18 – CoCA Interpretation & Next Steps

What Our CoCA Estimates Tell Us

- ▶ Current CoCA (pilot stage): €80–€120 per customer
- ▶ Estimated Customer Lifetime Value (LTV): €450–€700 (assuming €15/mo x 30–48 months avg)
- ▶ Initial unit economics are promising, but highly dependent on acquisition channel efficiency and churn rate

Key Levers to Reduce CoCA

- ▶ Referral & Word-of-Mouth: Leverage early champions for warm introductions
- ▶ Content-Driven Inbound: Build SEO and niche authority through targeted content
- ▶ Partnership Channels: Collaborate with consultants or tool ecosystems used by target customers
- ▶ Product-Led Growth Loops: Embed sharing/invitation incentives into the tool post-MVBP

Indicators to Track (and When)

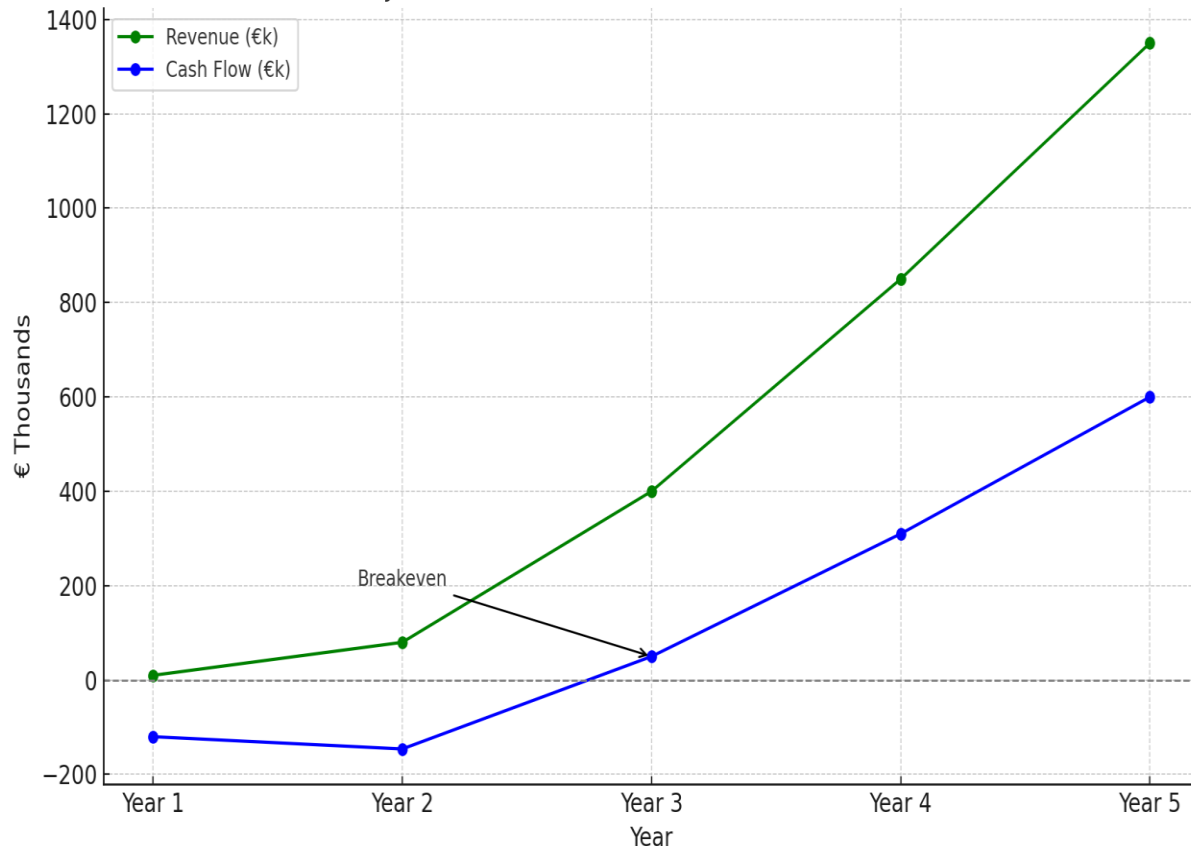
- ▶ Month 1–3: Activation rate, CAC per channel, NPS & onboarding drop-off
- ▶ Month 3–6: Trial-to-paid conversion, LTV:CAC ratio, churn trends
- ▶ Month 6+: Channel scalability, blended CAC vs. LTV, repeat/referral signups

⚠ Key Assumptions + Associated Risks

Assumption	Risk Level	Risk Mitigation
Conversion rate from trials to paid is ~15%	Medium	A/B test onboarding flows, concierge support to improve activation
Churn stays below 5% monthly	High	Regular feedback loops, strong onboarding and initial value delivery
Organic acquisition will scale post-launch	Medium	Start SEO + content during pilot, track CAC per channel early

Slide 19 – 5-Year Financial Overview: Revenue vs. Cash Flow

Projected Revenue and Cash Flow (Years 1-5)



- ▶ Initial negative cash flow indicating need for early investment.
- ▶ Breakeven Point: Projected in Year 3
- ▶ Initial Funding: €250K pre-seed investment in Year 1
- ▶ Unit Driver: Paying B2B accounts (start with 25, grow to 2,500+)
- ▶ Growth rate assumptions:
 - ▶ Year 1: 25–100 customers
 - ▶ Year 2: 300–500
 - ▶ Year 3: 1,000+
 - ▶ Year 4: 2,000
 - ▶ Year 5: 2,750+
- ▶ Revenue growth from €10k in Year 1 to €1.35M in Year 5.

Slide 20 – Financial Summary Table + Assumptions

Year	Revenue (€k)	Gross Profit (€k)	M&S (€k)	R&D (€k)	G&A (€k)	Total Expense (€k)	Net Profit (€k)
Year 1	10	8	30	60	40	130	-120
Year 2	80	64	70	80	60	210	-146
Year 3	400	320	100	100	70	270	+50
Year 4	850	680	150	120	100	370	+310
Year 5	1,350	1,080	200	150	130	480	+600

! Top 5 Assumptions + Risk Levels

1. Avg. Revenue per User (ARPU): €12/month
 - Risk: Low — based on already validated pricing willingness
2. Churn < 5% monthly after onboarding
 - Risk: Medium — hinges on strong onboarding + engagement
3. Customer growth accelerates after Year 2 via scalable channels
 - Risk: High — marketing efficiency still unproven at scale
4. Operating expenses grow gradually without outpacing revenue
 - Risk: Medium — depends on lean execution and hires
5. Pre-seed investment of €250K closes in Year 1
 - Risk: Medium — dependent on investor buy-in during pilot phase

Slide 23 – MVBP Overview

MVBP: SmartOps Dashboard – Simplifying Operational Reporting for SMBs

What It Is

- A streamlined digital dashboard that automates manual reporting tasks, centralizes key business metrics, and saves small teams 5+ hours per week.

Core Features (Phase 1 MVBP):

- Centralized Data Input Panel
- Automated Weekly Summary Reports
- Custom Alert Setup (Concierge-Driven)
- In-App Feedback + Direct Support

What It's Not (Yet):

- No full real-time CRM/ERP integrations
- No self-serve onboarding workflow
- No advanced permissions system

Why This Works as an MVBP

- Value: Saves time, reduces manual errors
- Pay: Pilot partners paying €10–€15/month = clear economic value
- Feedback: Concierge features + direct user interviews ensure rapid iteration

Building just enough to learn, prove value, and iterate fast — without overbuilding too soon.