



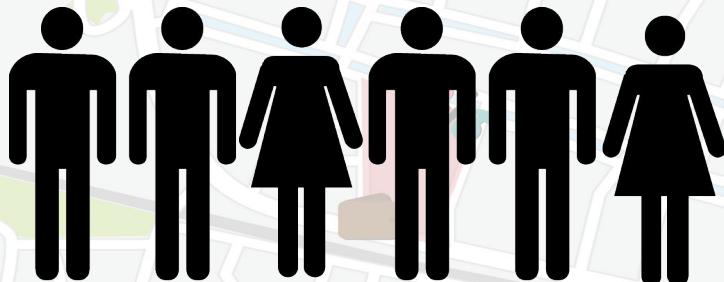
Be Wise, Travel Safe

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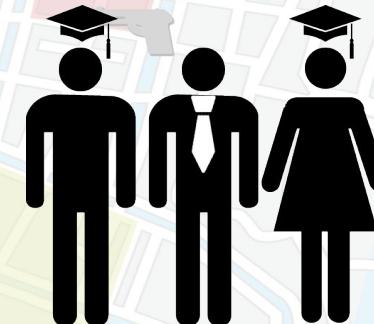
Our Team



Problem



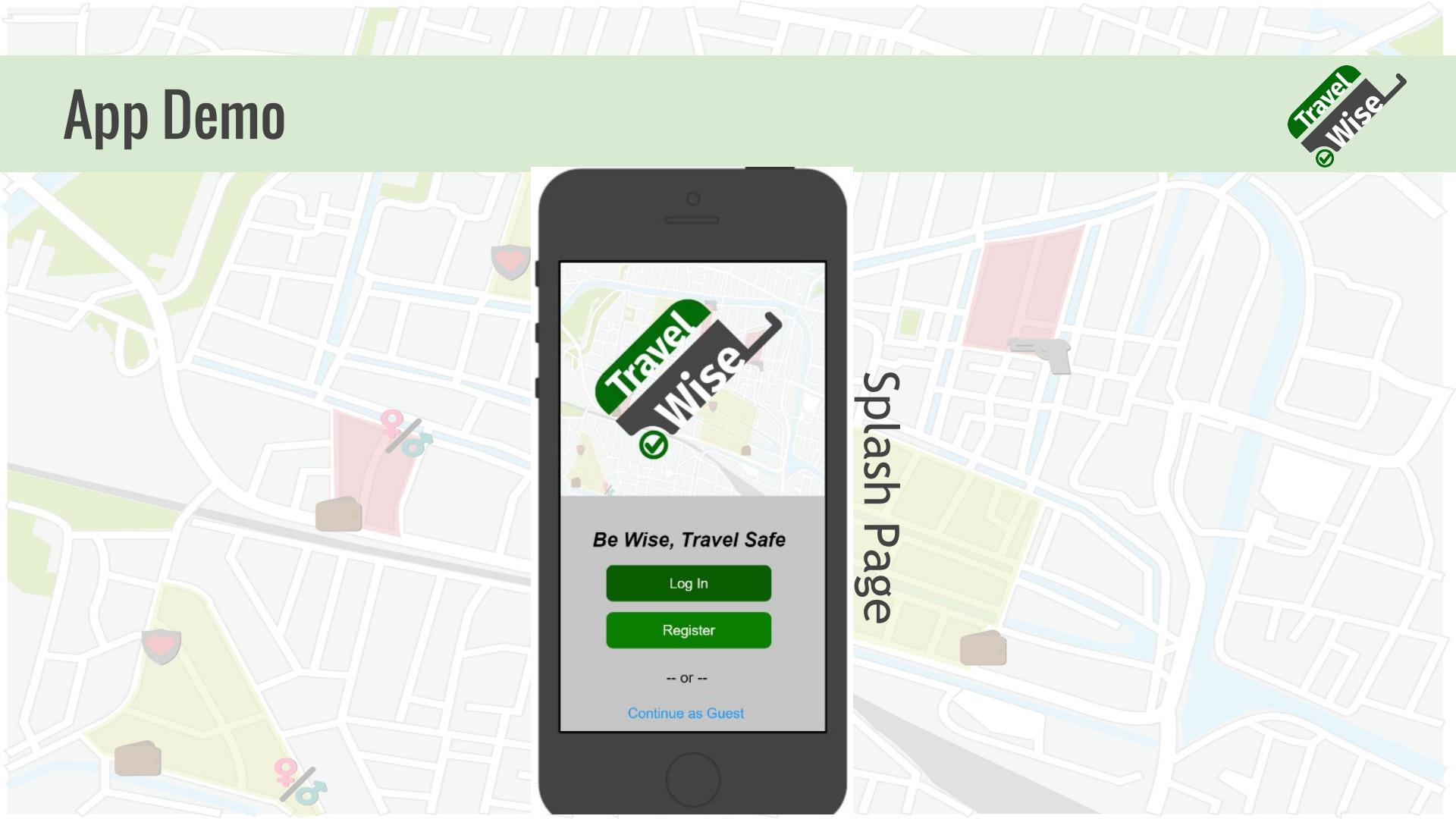
405 Million business trips
annually.



3 Million travel for work
or school internationally

Traveler security is of utmost importance and this liability is a cost to business.

App Demo



Splash Page

Travel
Wise

App Demo

Travel
Wise

Travel Wise

Register

Name:

First Last

E-mail Address

Confirm E-mail Address

Register

Register

Travel Wise

Demographics

Age

Gender

Male Female Prefer not to answer

Ethnicity

Confirm

Demographics

Travel Wise

Where are you going?

Current Location

-- or --

Find A Location

Q. Search

Popular Searches

Seattle
Paris

Confirm

Find Your Location

Validation



We interviewed business travelers, tourists (Pike, Pioneer Square) and women

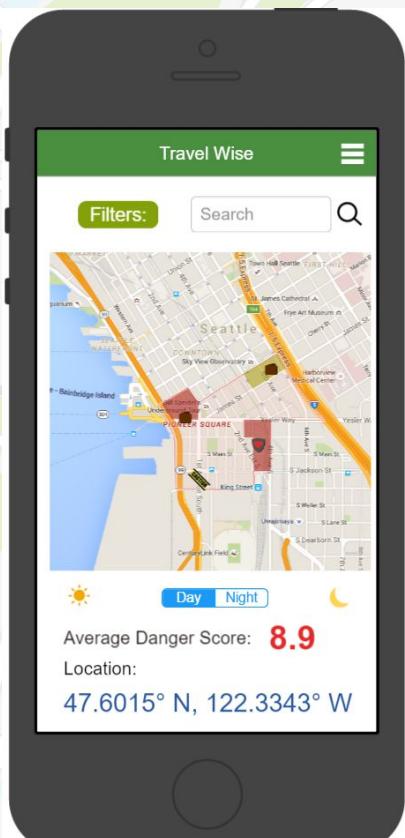
“...we don’t always
choose where we
travel”

“We would feel safer
With something like this!”

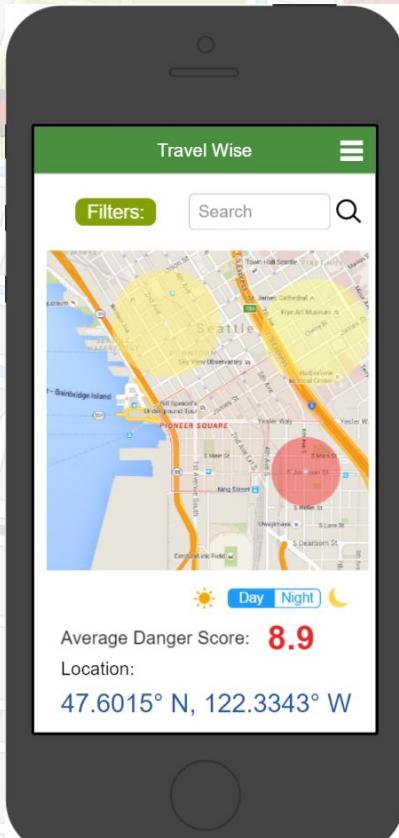


Target Market

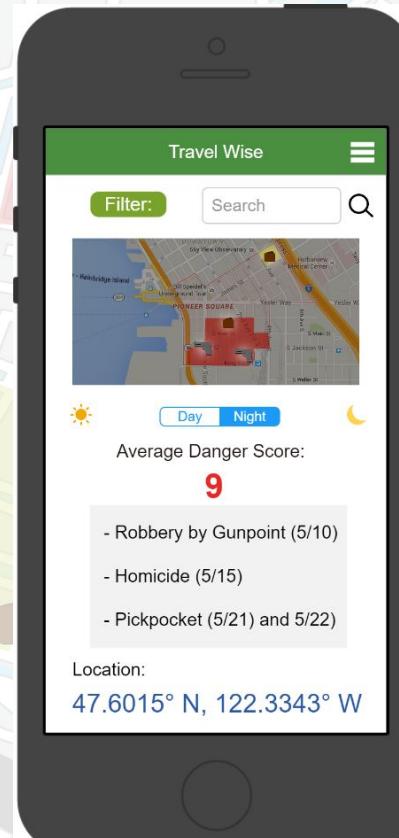
Design Validation



Block Radar



Danger Radar



Map + Report

Go-to-market Strategy



Conferences



Travel
Wise

Go-to-market Strategy

FORTUNE
500

Google

amazon



CDC

CENTERS FOR DISEASE
CONTROL AND PREVENTION

Pricing

Segment	Retail	Small to Medium License	Large Enterprise
Pricing	\$4.99 / User / Month 	\$4.99 / User / Month	\$100,000 / Month
Comparables	Tripit Pro: \$4.09 McAfee: \$6 Costco-Id-protect: \$8.99	Tripit Pro: \$8 Dropbox: \$15 McAfee: \$2.5	Tripit Pro: NA Empl life insurance: \$11 + Empl LT Disability insurance: \$20

Market Size

405M

BUSINESS TRIPS
ANNUALLY
IN THE US

28M

Travel > 250 Miles

3M

Travel
Internationally

Data Science Utilization

- We want to predict crime, that is very difficult but here is how..
- Our maps use precise Kernel Density Estimation methods
- Initially thought Poisson Distribution due to rarity
- More closely resembles Polya Distribution (negative binomial) due to instances of crime not being independent, having unequal variance and mean.



Thank you for listening, any questions?



Be Wise, Travel Safe

Data Science Utilization

→ More features



Different Crime Searches



Theft



Gun Violence



Caution