TRAVEL MATE

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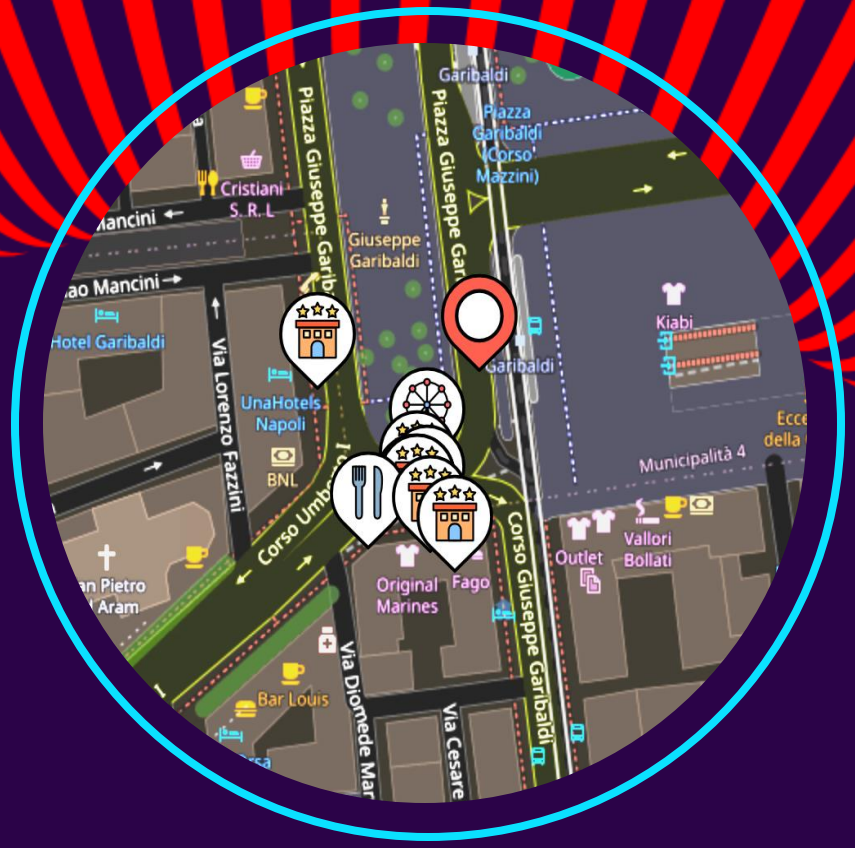
IN A NUTSHELL

Quickly search for nearby restaurants, hotels or attractions, all in one click – from car or from smartphone.

Simply listen to the AI overview and snap right where you want!

Exploit a powerful opportunity to get actual revenue in if you're a restaurant or a hotel owner!



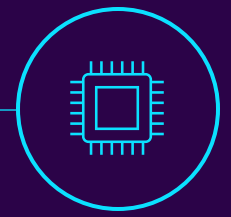
BUSINESS MODEL

Ad-supported Model

Completely free application, Ads initially sustain costs – users can pay to remove them

Pay-per-click

Partners pay for sponsored spots: each click brings them a customer and us revenue



Low AI costs

Low costs for our AI, but decreasing as devices support running the model locally

THE COMPETITION

	Travel Mate	Google Maps Apple Maps	Booking TripAdvisor	Waze	Tesla
In-car suggestions	✓	✗	✗	✗	✗
AI overview	✓	✗	✓	✗	✓
Does not interrupt existing navigation	✓	✗	✗	✗	✓
Voice explanations	✓	✗	✗	✗	✗
One-click fetch	✓	✗	✗	✗	✗
Standalone App	✓	✓	✓	✓	✗
Has car version	✓	✓	✗	✓	✓

FEASIBILITY ANALYSIS

Scope & Purpose

Market Feasibility

Technical Feasibility

Legal Feasibility

Financial Feasibility

Operation Feasibility

Timeline Feasibility

Risk Assessment

Conclusions

SCOPE & PURPOSE

Problem statement:

- No simple way to find nearby places to rest or eat, while driving.

Target users:

- Drivers, both commercial and leisure travellers.

Core features:

- AI Overview
- Real-time updates
- Regulation-compliant

MARKET FEASIBILITY

Anyone with a smartphone or smart vehicle:

250+ million Android Auto vehicles, about 16.9% of all cars – including 3rd world countries, about 28% otherwise.

https://9to5google.com/2025/05/14/android-auto-is-now-on-over-250-million-cars/

https://en.wikipedia.org/wiki/List_of_countries_and_territories_by_motor_vehicles_per_capita

TECHNICAL FEASIBILITY

Core Technologies:

- React
- Docker
- Ollama
- Python

The application is seamlessly scalable across devices and can be used by any device capable of navigating the web.

LEGAL FEASIBILITY

GDPR and CCPA compliant:

- No personal data stored
- Only account ID linked to payments

Licensing:

- Use of open licenses only
- Limited use of Tripadvisor/Maps APIs

FINANCIAL FEASIBILITY

Main cost factors: (worst-case)

- Variable costs (0.005228$/Req.)

  gpt-4o-mini: 0.15$/Mil in, 0.60$/Mil out

  Google API call: 0.00512$/Req.

- Fixed costs

  AWS Fargate: ~300$/month with ~100k users

  Sponsorship campaign: $80k to $90k in the first year

FINANCIAL FEASIBILITY

Revenue per click on sponsored link: 0.94$

Click Through Rate for Break Even Point on variable costs: 0.556%

Then we would need only 320 more clicks to break even on fixed monthly costs.

Our kind of ads can expect from 5% to 10% CTR.

At a 5% CTR with 100k users/month, we would break even on the initial investment in 19 months, as an extremely pessimistic estimate.

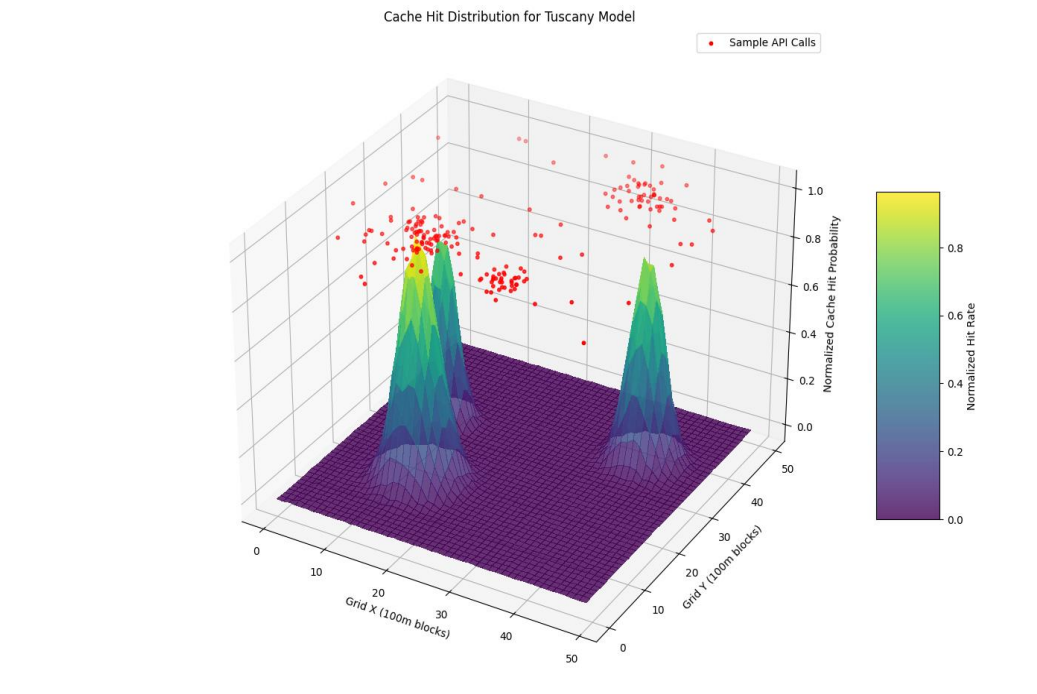
FINANCIAL FEASIBILITY

Leveraging simple caching technologies, most of the results in crowded zones are not subject to API or LLM costs.

Simulations indicate an average of 70.55% API calls saved in a territory like Tuscany

This means that on average the BEP on VC is at 0.164%.

FINANCIAL FEASIBILITY

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--- Cache Performance Summary ---

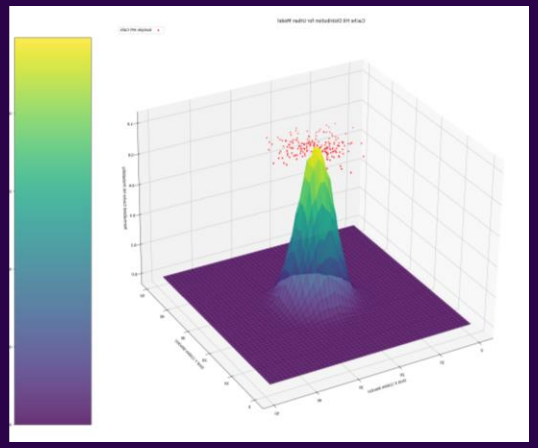
--- Urban (City) Simulation ---
Total API Calls: 25000
Cache Hits: 24515 (98.06%)
Cache Misses: 485 (1.94%)
Estimated API Calls Saved: 98.06%

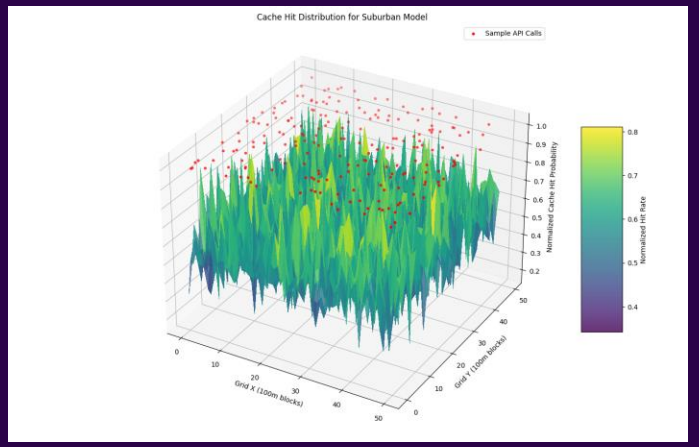
--- Mid-Density Simulation ---
Total API Calls: 12500
Cache Hits: 10582 (84.66%)
Cache Misses: 1918 (15.34%)
Estimated API Calls Saved: 84.66%

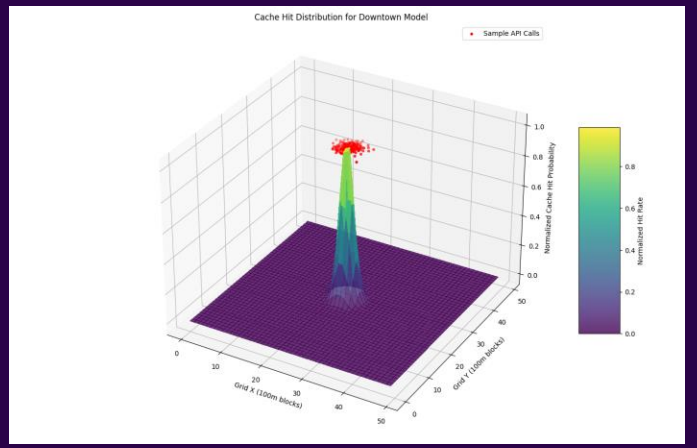
--- Rural Simulation ---
Total API Calls: 2500
Cache Hits: 188 (7.52%)
Cache Misses: 2312 (92.48%)
Estimated API Calls Saved: 7.52%

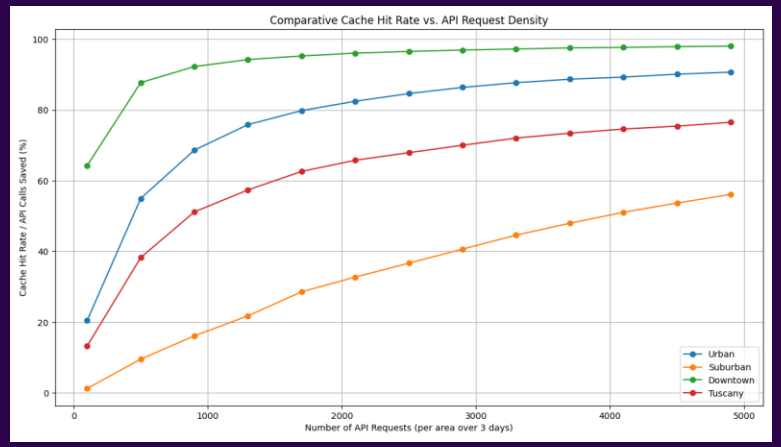
--- Tuscany Region Simulation ---
Total API Calls: 15000
Cache Hits: 10583 (70.55%)
Cache Misses: 4417 (29.45%)
Estimated API Calls Saved: 70.55%
```

FINANCIAL FEASIBILITY









BUSINESS MODEL

- The application is free to download
- Direct financing of local activities through sponsor packages
- Involvement of hotel, restaurants, enstablishments and touristic experiences providers
- Direct offline promotion (QR codes, hotel receptions) + localized digital campaigns

THE START-UP MODEL

Phase 1- Launch (0-12 months)

Objective: reach 100.000 downloads and expand covered territory.

Most of the investment is in marketing:

- High marketing costs: $80.000 - $90.000
- Fixed technical costs: $5.700
- Low sponsorship revenue - initial objective: $50.000 - $60.000
- Expected loss in the first year: around $30.000 - $40.000

GROWTH

Phase 2 – Growth (12-24 months)

Objective: consolidate the number of sponsors and increase the ROI.

- Marketing costs decrease by 20%-30% thanks to organic growth and word of mouth
- Earnings increase with more businesses joining in, more packages, events
- Break-even forcasted by month 18-24

SCALABILITY

Fase 3 – scalability (after 24 months)

Objective: Marginal growth of technical costs, rapid growth in sponsors

- Earnings through local sponsors + premium features surpass technical costs + marketing
- Positive profit margin, with the possibility to:
- Expand geographically
- Develop new app functionalities
- Allow joining of more investors / strategic partners

ECONOMIC PROJECTION OVER 3 DEVELOPMENT PHASES

Phase	Costs	Earnings	Result
1. Launch	$90.000	$50.000	Loss -$40.000
2. Growth	$70.000	$90.000	Break-even
3. Scalability	$60.000	$120.000	+Positive margin

OPERATIONAL FEASIBILITY

Key figures for the application:

- Our Dev-Ops engineer
- The advertisement specialist

OPERATIONAL FEASIBILITY

Operations can easily scale automatically on Kubernetes cluster thanks to the containerized architecture.

The app is easy to maintain thanks to the simple framework used.

TIMELINE FEASIBILITY

How we'll scale in the future

JUL 2025

Build core app features and interfaces to validate concept and gather early feedback from selected users.

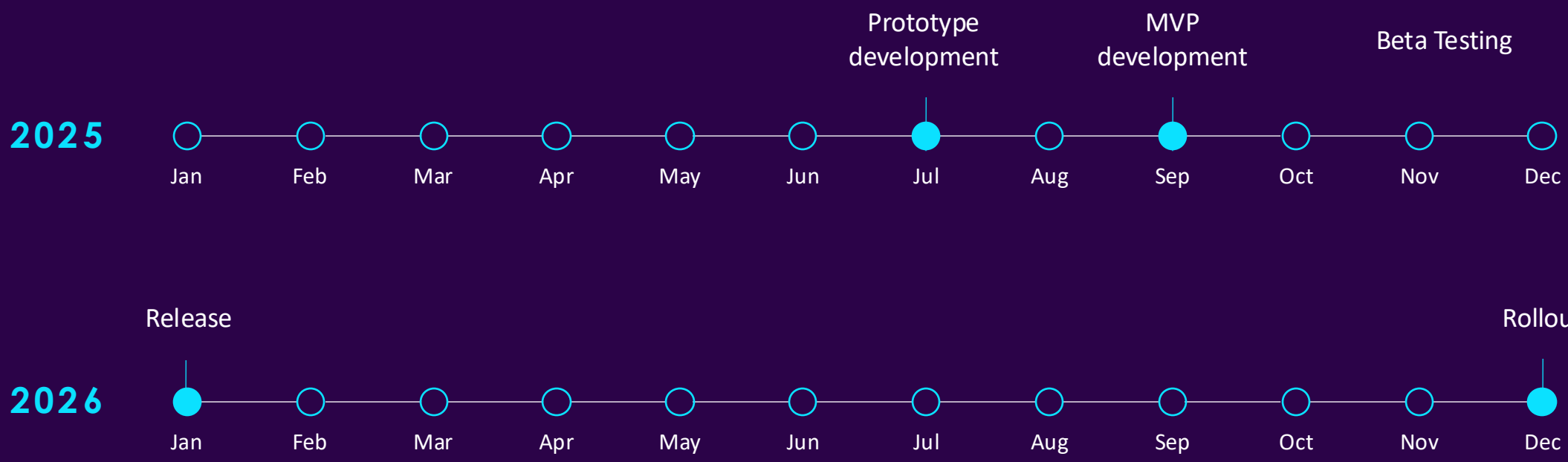
SEP 2025

Develop essential functionalities for market testing, integrate user feedback, and prepare app for initial limited release.

JAN 2026

Release to general public, launch advertisement campaign, sale of google ads and lifetime no-ad subscriptions for initial financing.

TWO-YEAR ACTION PLAN

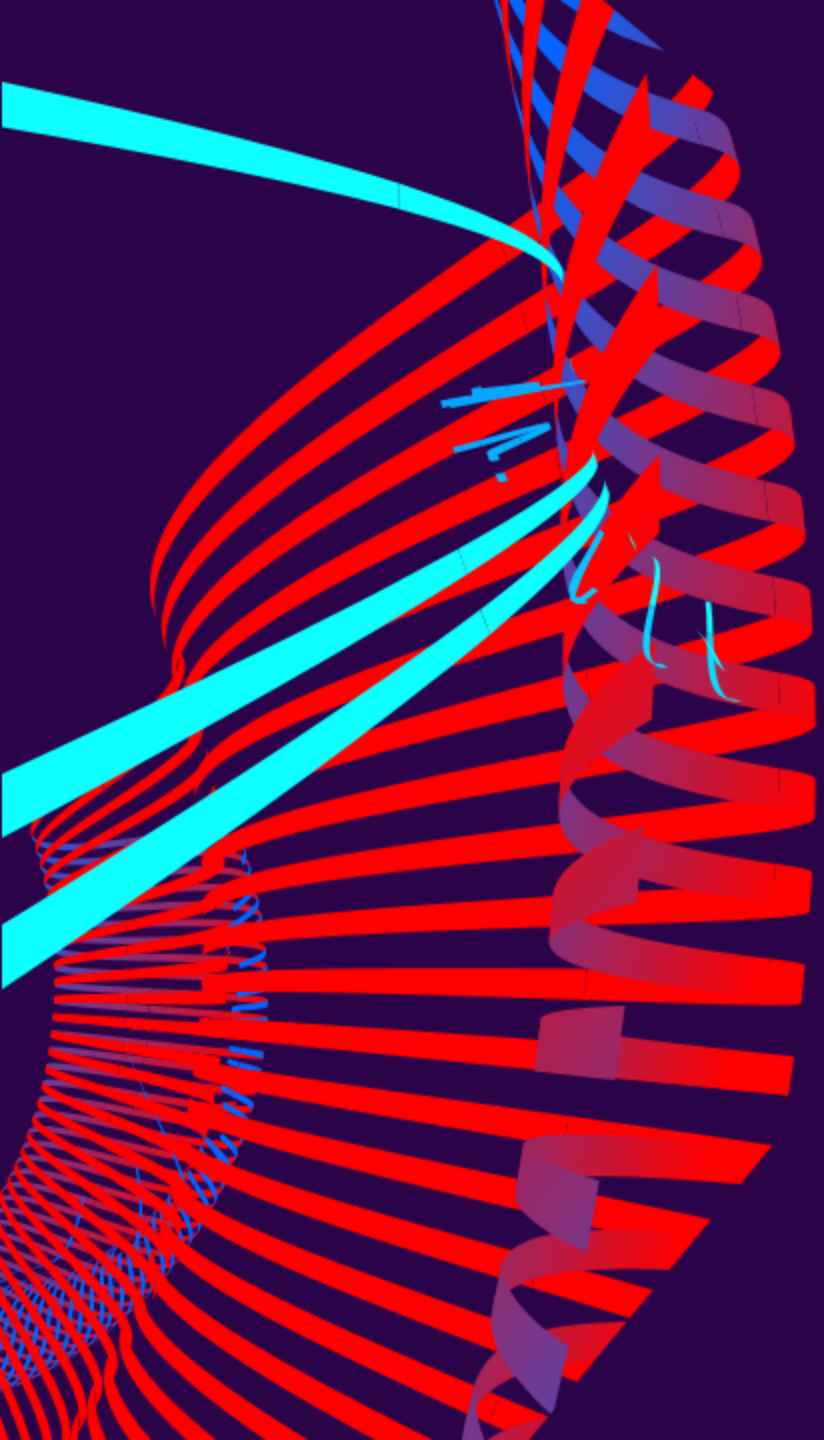


RISK FEASIBILITY

- Thanks to the platform independent nature of the app, we can avoid all technical risks.
- No personal user data is stored by design so there are no risks regarding privacy regulations.
- Dependency from LLM API costs can be avoided with self-hosting.
- Variations in Google places API costs can affect our income.

CONCLUSIONS

Given our flexible and scalable architecture, along with a broad target market, we believe this solution represents a strong investment opportunity with high growth potential.



WHY US?

HIGH-VALUE

TRAVEL MATE

Aimed at automotive, non-planned

Fixed 0.94$ commission per navigation

No hidden fees.

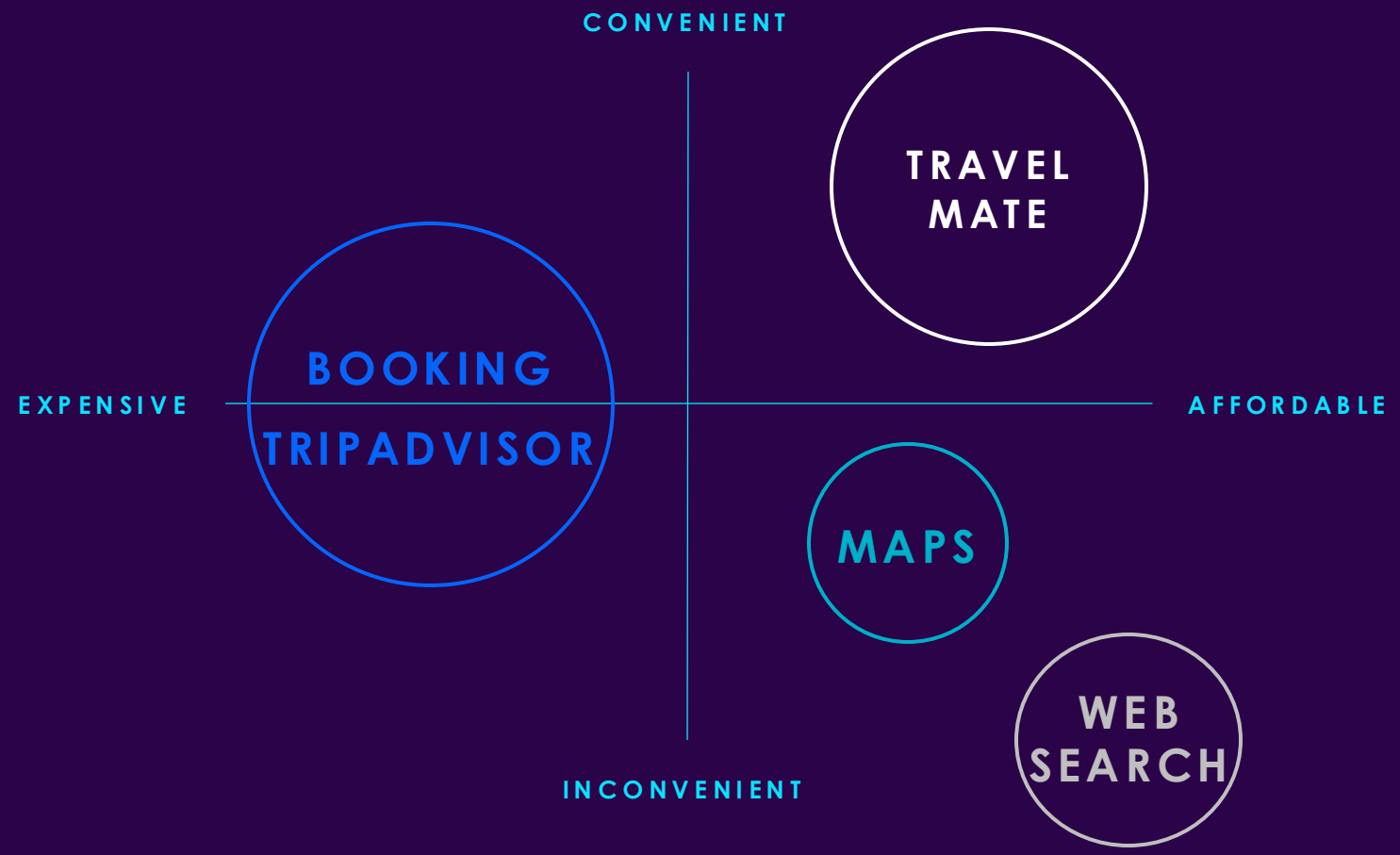
COMPETITORS

Booking.com

18% or more on commissions on each stay

Other platforms: high-commission, focused on planned stays

OUR COMPETITION GRAPHIC



OUR TEAM

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THANK YOU