Team Video Pitch Script

Use This When Recording

Team Introduction

Fred Danjuma (Team Lead & Backend Developer)

Hi, we are TravellersXperience.com, a passionate team solving real issues in Ghana's tourism sector through tech. I'm Fred Danjuma, the Team Lead and Backend Developer.

What We Do

Marisca Nana Ama Kyie (Data Analyst)

I'm Marisca, a Data Analyst. Our project is called *TravellersXperience.com* — a digital platform focused on connecting travelers to budget-friendly experiences, real local food, and untold cultural stories.

The Problem

Simon Annolin (Data Analyst)

Many local guesthouses lose revenue due to poor currency exchange rates and high commission fees from third-party platforms. Tourists also struggle to discover authentic, affordable options.

Cultural Gap

Isaiah Gyamensah (Support Role or Developer)

Beyond that, tourists visiting Ghana often miss out on the deep emotional and historical significance of places like the *Point of No Return* because there's little storytelling or guidance provided.

Our Solution

Benedicta Opoku (Market Analyst)

Our solution bridges this gap. *TravellersXperience.com* offers curated travel packages, local food guides, and powerful cultural content like documentaries, stories, and interviews all in one platform.

Support for Guesthouses

Judith Owusuaah (Data Analyst)

We also support guesthouse owners by providing tools for direct bookings, fairer currency conversion, and visibility helping them earn more without the middlemen.

Top 3 User Pain Points

Samuel (Data Ana)

Our research revealed three top user pain points:

1. Local guesthouses losing income from unstable currencies.
2. Tourists lacking access to real local culture and food.
3. A lack of educational content at historical sites

KPIs / Measuring Success

Appiah(Frontend Developer)

To measure our success in the next 3 months, our KPIs are:

- 100 guesthouses onboarded
- 1,000 active users
- 2,000 views of our educational and cultural content

Closing Call to Action

Cherubim Tsogbe (Visuals & Design Lead)
With your support, we'll make tourism in Ghana more affordable, meaningful, and sustainable for both travelers and locals. Thank you for supporting