



quem vai?

Get **together**. Collect **memories**.



Mission and Vision

Mission:

Help people **create** and **strengthen** interpersonal **bonds** through **group travel**.

Vision:

Become a large player in the Tourism industry, renowned for **consolidating** and **growing** the **demand** for small group **experiences**.



Millennials are not travelling enough and could improve their social life

Large share of millennials are frustrated with their leisure life¹

- ▶ **21%** are frustrated with the frequency with which they meet new people
- ▶ **29%** need to have more contact with friends
- ▶ **54%** are frustrated with the frequency with which they travel to new places

Group travel is among the preferred social experiences¹

- ▶ **70%** gave the highest score to **group travel** in a scale of satisfaction
- ▶ **89%** gave the highest score to **small get-togethers** in a scale of satisfaction

Why aren't group trips happening more often?

- ▶ Difficult to discover group trip ideas
- ▶ Hard to find enough people
- ▶ Hard to manage the group's payments
- ▶ Uncomfortable to buy a group trip if you don't know who would go with you



Moreover...

The **distribution** of excursions and group tours is:

- ❑ **Unprofessional**
- ❑ **Offline**
- ❑ **Ineffective**





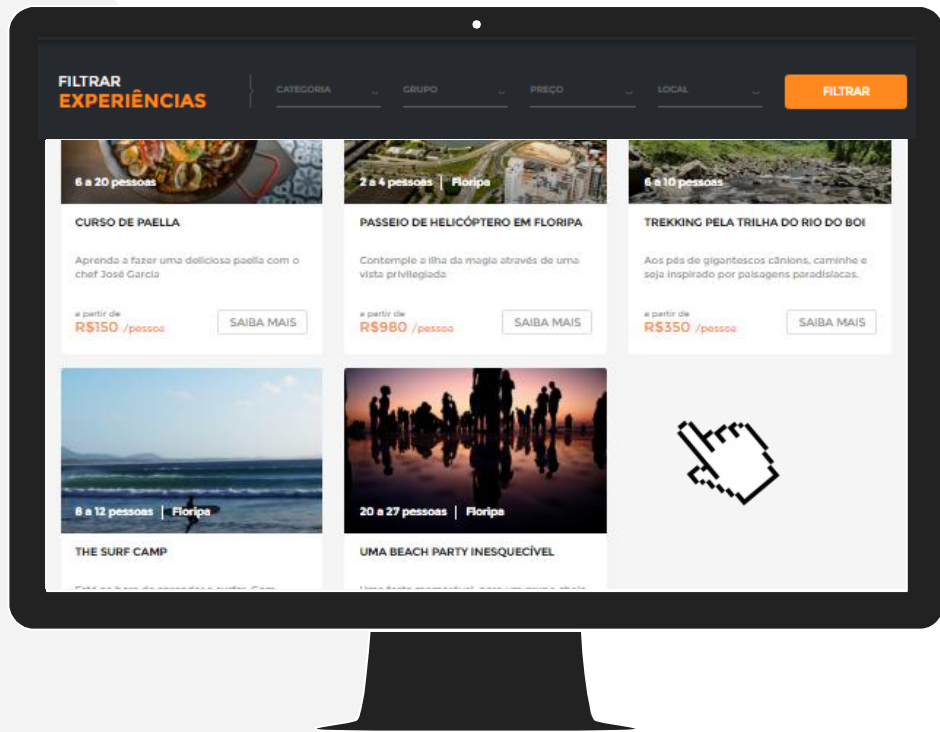
What if we could break the barriers that hinder group travelling?

MARKETPLACE OF GROUP TRAVEL





The product:

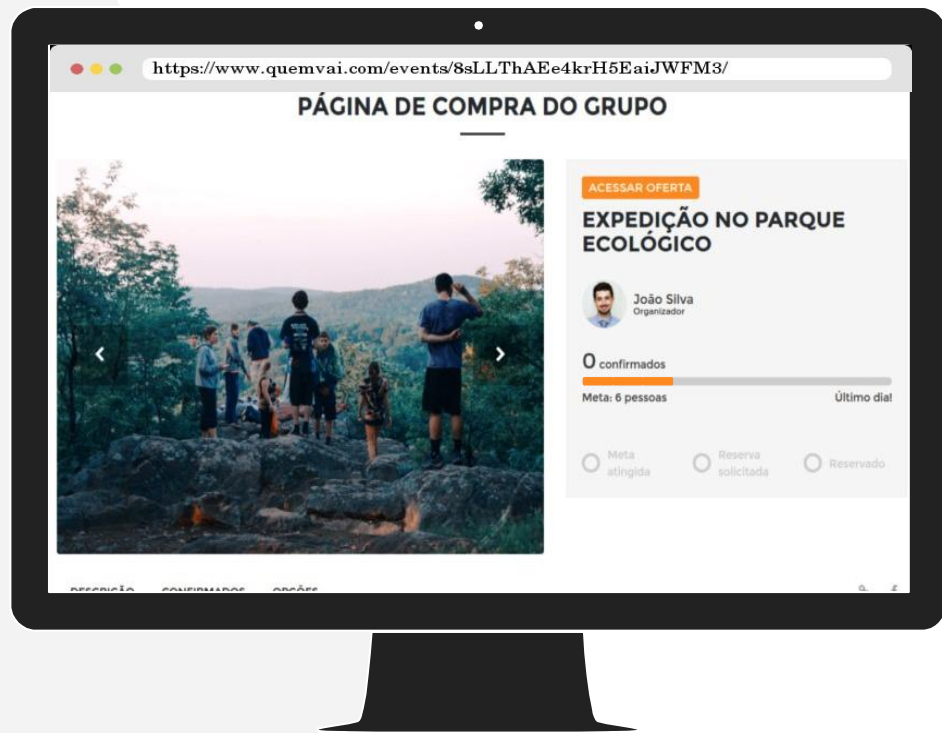


1

Choose your trip

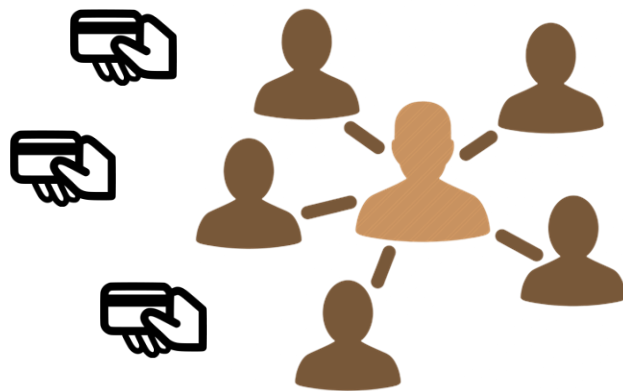


The product:



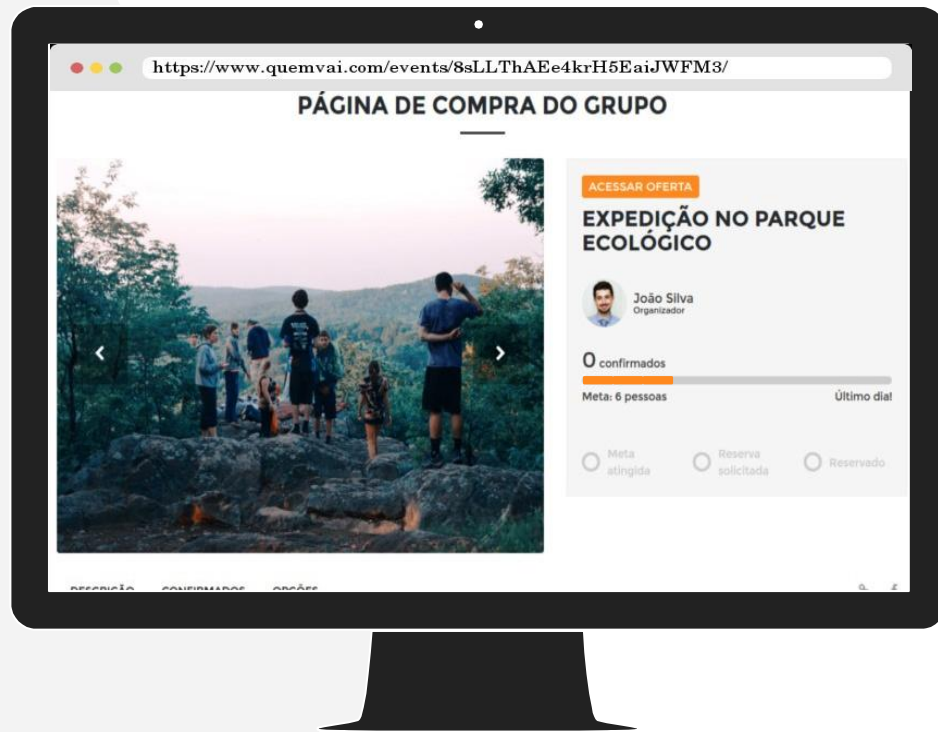
2

Save your spot



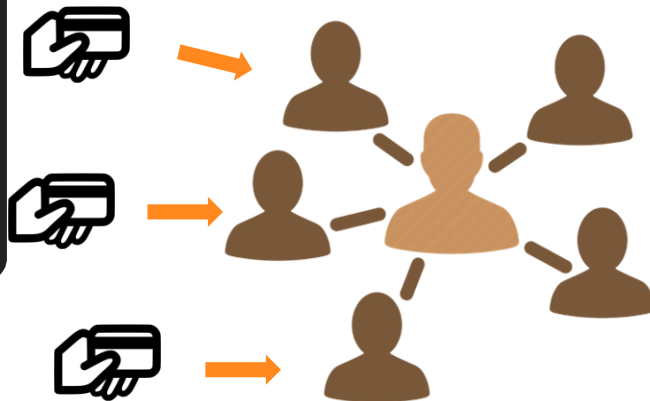


The product:



3

Not enough people?
One-click refund





We would be addressing a huge market...

1 US\$ = R\$ 3.20

TAM: R\$80 billion

Rationale: total annual spending of domestic and foreign tourists

National tourism industry report:

Domestic travel:
60 million Brazilian travelers
Estimated avg. annual budget: R\$ 1000
International receptive:
6.4 million foreign travelers
Estimated avg. annual budget: R\$ 3000

SAM: R\$11 billion

Rationale: total revenues from Brazilian tour operators (domestic tours only)

BRAZTOA Report:

Total revenues from tours: R\$ 7 bi
Estimated total spending in addition to the tours: R\$ 4 bi

SOM: R\$200 million

Rationale: only southern metropolitan areas and specific consumer profile

Travel survey (FGV and MTur):

Metropolitan population: 30 million
24 to 45 years old: 28%
Planning to travel in the next 6 months: 38%
National trips: 84%
Within the state: 24%
Alone or with friends: 32%
Average budget: R\$ 1000



Revenue model

For highly
differentiated products

10% to 20% commission on sales.

Industry average on
commoditized
packages



How is QUEM VAI positioned?

When somebody is craving for more **human connection** and **excitement**, he might:

Only travel (alone, with partner, family or a few friends)

Join an open excursion (they are rare and hard to find)

There should be a marketplace to centralize, curate and promote the discovery of those

Travel **AND** socialize

Buy a group trip on Quem vai?

- We are that marketplace!
- You don't lose time organizing the trip
- You see who is going with you
- You can easily buy privately with your friends
- You can evaluate the trip organizer based on reviews

Only socialize (nightclubs, bars, local attractions)

Organize a group trip herself

Cumbersome, that's why people rarely do



Timeline...



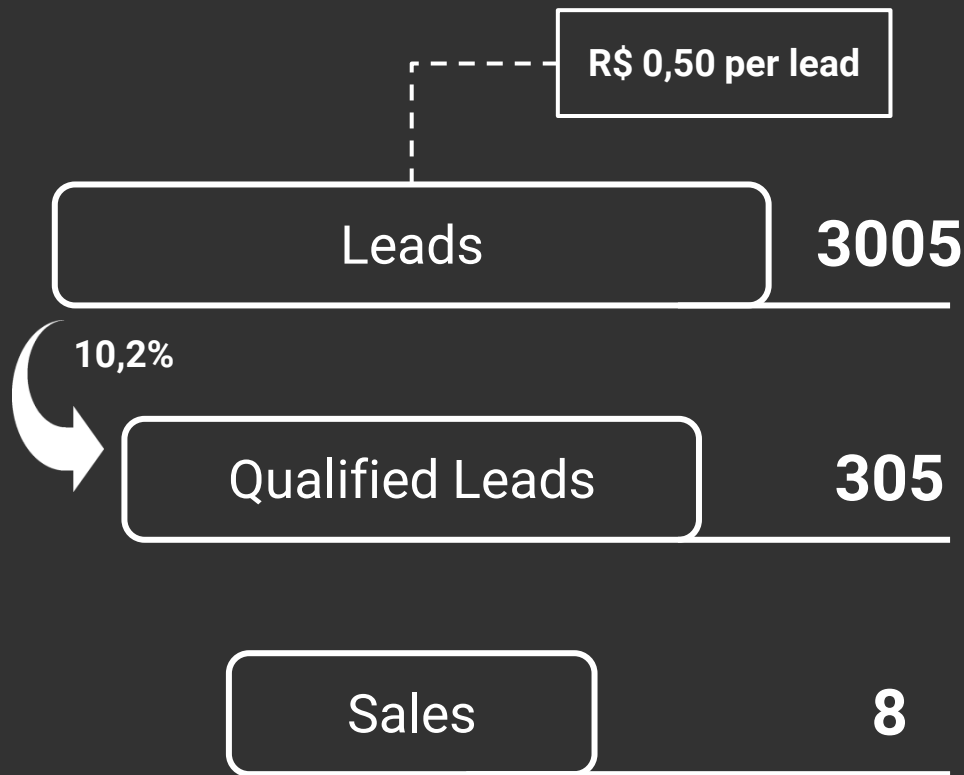
Final Status

- ✓ R\$100k capital raised
- ✓ Product complete
- ✓ 7 partner tour operators
- ✓ 20+ listed trips
- ✓ 1st place:

CAMP DE INOVAÇÃO NO TURISMO



PANROTAS





Founding Team



CEO

Gabriel Bogo , 26

B.S. in Mechanical Engineering at UFSC (Brazil)
Exchange program at UCLA (USA)
Former Management Consultant



CTO

Rodrigo Travessini, 24

B.S. in Electronics Engineering at UFSC (Brazil)
Exchange program at UofT (Canada)



quem vai?

Thank you for the opportunity.

bogo@quemvai.com

www.quemvai.com