



# This is Hào...

Young PhD-Student

Physical Activity balances out long  
Nights at the University

Progressive with Focus  
on Sustainability

Using holidays for a trip to Beijing

Already **TIER** Customer in his  
Hometown Shenyang



# Concept

**Generate**



**Curate**



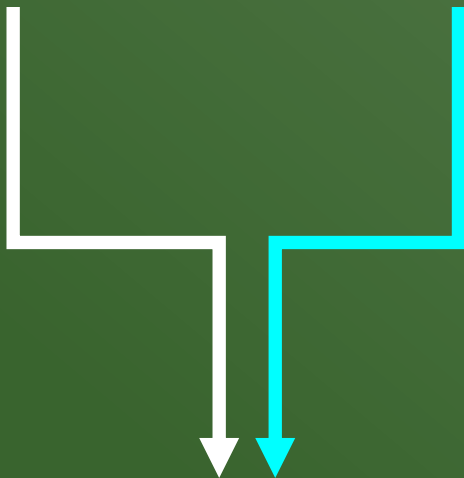
**Experience**



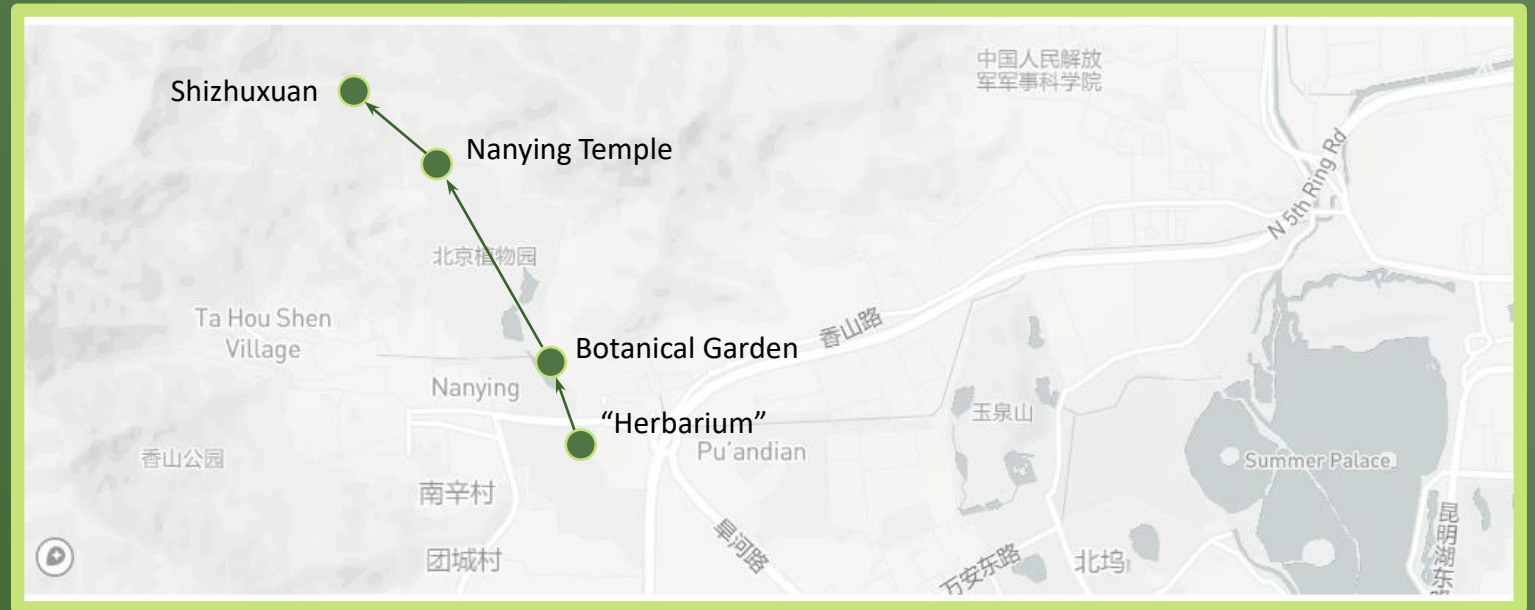
# Behind the Scenes



# TIER GPS Data



# Cityfari Algorithm



## Meaningful Routes, Ready for Curation

# Hào has a Blast



He can explore at his own pace and with good conscience

Hào may even want to become a local creator for **Cityfari** in his hometown...



TIER already has the Infrastructure...



CITYFARI brings the Adventures!

# Pillars of City-Safaris

## Creators

- Create Routes and Stories
- Infuse their local Knowledge and Experiences
- Creators are incentivized to create popular Routes through Rewards

## Customers

- Select and set out on Routes
- Routes are recommended on basis of Interests, Timeframe and other Preferences.
- TIER Vehicles are used/suggested as Means of Transport

*“Authentic Adventures  
from Authentic People”*