



WHAT IS A MINIMUM VIABLE PRODUCT



- ✓ The first page will be a simple login page
- ✓ The customer will be given an option to login through email address/phone number, or via social media handles
- ✓ The sign up page would consist of minimum details so that the customer's time is saved while creating a new profile

- 1 weekly meeting with team.
- 1 weekly meeting with team and Mentor.
- Documentation from the meetings

WIREFRAMES

The sidebar menu option will give the options to user to choose from, which are currently on the website tool. The options would be:

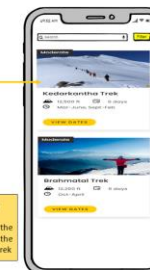
- Upcoming Treks
- Blogs
- DIY Treks
- Treks for Family & Kids
- Treks for Students

- ✓ After logging in, the home page will have the same content as on the website.
- ✓ The page will be vertically scrollable



The search tab will enable user to search directly for a location, or the type of trek they are looking for. The search will give the desired results (as on the next slide)

WIREFRAMES



- ✓ The filter button will enable the user to filter the search results as following criteria further:
 - By Difficulty
 - By Seasons
 - By Months
 - By Regions
- ✓ If the search has already been made as per one of the criteria, that particular option will already be selected, and more options could be selected

- ✓ The desired results will be shown this way
- ✓ These can be selected to further redirect the user to take them to the page where the details can be found about the particular trek

WIREFRAMES

The content will be shown in horizontal scrollable area, about the place, its videos, and pictures

Clicking this button will redirect the user to a calendar to show the available dates

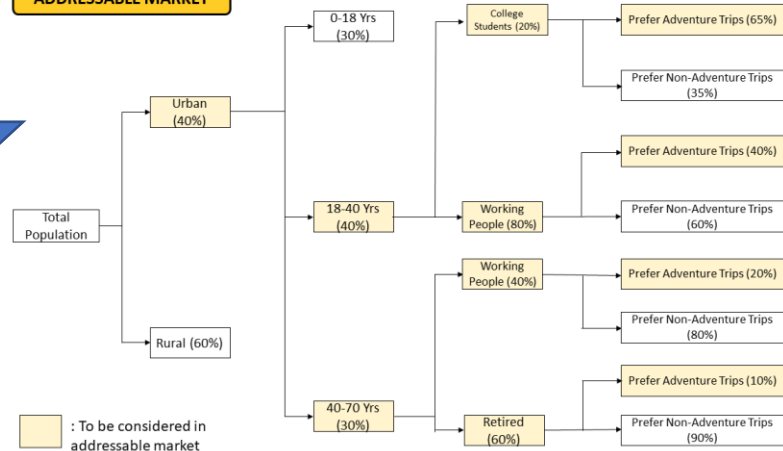
- ✓ This is how the page will be when the user clicks on a particular trek
- ✓ The content for the trek - photos, videos, blogs, FAQs, etc. will be on the page, as well as the cost, and CTA button to register for the trek



- ✓ The screen will show the calendar with clickable 'available' buttons.
- ✓ When the user clicks on them, they will be redirected to a form to fill the required details and which they can checkout



ADDRESSABLE MARKET

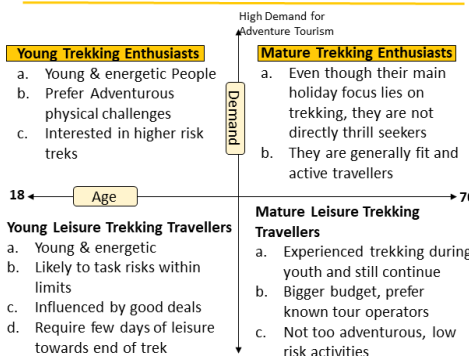


ADDRESSABLE MARKET

Some Assumptions

- ~40% Urban Population in India
- Lesser population in rural India goes for vacations, so not considered
- 60% of urban population - Plans at least 1 trip/year and/or Plans to go for a trip

Evaluating the audience & market



Calculations

Total Urban Population = 135 Cr * 0.4 = 54 Cr

18-40 Year Olds

Population = 0.4 * 54 Cr = 21.6 Cr

60% plan a trip = 0.6 * 21.6 Cr = 12.96 Cr

a. College Students favouring adventure trips = 0.2 * 0.65 * 12.96 = 1.68 Cr

b. Working professionals favouring adventure trips = 0.8 * 0.4 * 12.96 = 4.25 Cr

40-70 Year Olds

Population = 0.3 * 54 Cr = 16.2 Cr

60% plan a trip = 0.6 * 16.2 Cr = 9.72 Cr

a. Working professionals favouring adventure trips = 0.4 * 0.2 * 9.72 = 0.776 Cr

a. Retired people favouring adventure trips = 0.6 * 0.1 * 9.72 = 0.5 Cr

Market Size = 7.2 Cr

Sources: <https://www.livemint.com/Consumer/ToPnKPZgqHFAH7lqgPQK/How-many-Indians-travel.html> | <https://blog.townscript.com/promoting-your-trekking-hiking-business/>