

## Parameter Estimate / Source

Average activity fee (from file) €8.4 weighted mean (most between €3–€6, plus €25–30 premium “for-a-cause” tours)

Average participants per activity 6 people

Kind Visit commission 25 % (you keep ~€2.10 per person on regular experiences, ~€6–7.50 on premium ones)

Pilot activity count 100 activities in Year 1 → 300 in Year 2

Tourist flow & partners 10–15 NGOs, 5–10 hotels, one minibuss shared across events

Revenue mix 80 % activities, 15 % hotel subscriptions, 5 % merchandising / extras

## 2. Startup & Operating Cost Estimate

### Category Detail Year 1 (€) Year 2 (€)

Website & App Design, hosting, maintenance 10 000 3 000

Branding & Marketing Visual ID, promo materials, ads 3 000 5 000

Legal / Insurance Company setup, volunteer liability 1 500 1 000

Office Rent Small cowork / shared office (~€400 / mo) 4 800 4 800

Team Coordinator (€900 / mo) + Part-time assistant (€500 / mo) 16 800 22 800

Transportation Minibus rental (€400 / mo, part-time use) 4 800 4 800

Events / Community NGO onboarding, pilot launches 2 000 2 500

Misc. & Tech Equipment, accounting, small costs 1 500 2 000

### ➔ Total Estimated Cost

Year 1: ≈ €44 900

Year 2: ≈ €45 000

Two-year total: ≈ €90 000

## 3. Revenue Projection

### Source Basis / Calculation Year 1 (€) Year 2 (€)

Activities (25 % commission) 100 activities × 6 people × avg €8.4 × 25 % 1 260 3 780

Premium activities (bike/kayak 20 %) 20 × 6 × avg €27.5 × 25 % 825 2 475

Hotel / Hostel subscriptions 10 partners × €300 / yr 3 000 5 000

Corporate / Group packages 10 events × €500 5 000 8 000

Merch & add-ons T-shirts, souvenirs 1 000 2 000

Small grants / funds Local tourism or social innovation 10 000 5 000

### ➔ Total Revenue

Year 1: €21 085

Year 2: €26 255

#### 4. Financial Outlook

Metric Year 1 Year 2

Total Costs €44 900 €45 000

Total Revenue €21 085 €26 255

Net Result –€23 815 –€18 745

Cumulative 2 yrs –€42 560 (investment phase)

#### 5. Investment & Return

Item Amount (€) Comment

Initial Funding Needed  $\approx$  €45 000–€50 000 To cover setup + first-year gap

Breakeven Target Mid-Year 3 With 600–800 activities / yr (~4–5 k participants)

Revenue Potential Year 3 €55 000 – €65 000 Sustainable cash-flow positive

ROI (after 3 yrs) 80 – 100 % recovery possible if scaling succeeds

#### Summary

Lean start: ~€45 k covers tech, staff, and first 12 months.

Growth path: Gradual break-even by Year 3, profit from scaling partnerships and premium “for-a-cause” tours.

Upside: Once tech and NGO network are established, marginal cost per new city is very low.