



Online

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Detailed Business Plan



# İÇERİK

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# 01. WHAT IS LINE?

Line is a travel assistant born from the experiences we gained during our six-month journey across Europe as part of the Erasmus program, inspired by the common needs we observed in the diverse people we traveled with.

Its main goal is to help users realize that traveling is much easier and more accessible than it seems, while offering innovative solutions built around this mindset.

By blending tourism with technology, Line is committed to working with stakeholders from around the world and developing collaborative solutions aligned with this vision.

It analyzes users' past travel habits to offer personalized activity and route suggestions. When visiting a cultural destination for the first time, users can easily access information they may be curious about through audio guides, delivered via real-time notifications.

During their journeys, users can transform the places they visit, the content they create, and the experiences they live into short, engaging videos ready to be shared on social media platforms.

In both individual and group travels, Line makes a difference with its user-friendly interface offering features like trip planning, group expense management, offline-accessible useful maps, and memories and statistics from past trips.

With this versatile technological infrastructure, Line goes beyond being just a travel assistant—becoming a true companion that enriches the travel experience.

A personalized and  
unforgettable journey that  
turns travel enthusiasts'  
desire to explore into reality.

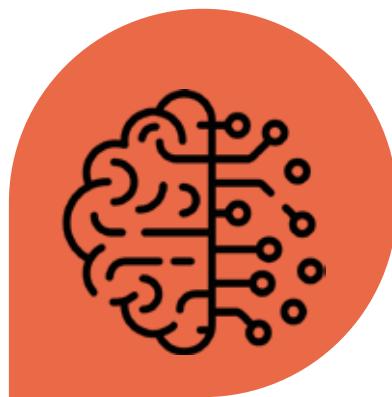


## 02. Technology and Infrastructure



### Database

MongoDB is used to store large datasets with its flexible structure, while the integration of the Prisma Framework has simplified data access and management. With its type-safe structure, Prisma enhances data consistency.



### Artificial Intelligence

Models developed using Python and PyTorch extract insights from user data to offer personalized services in the tourism industry.



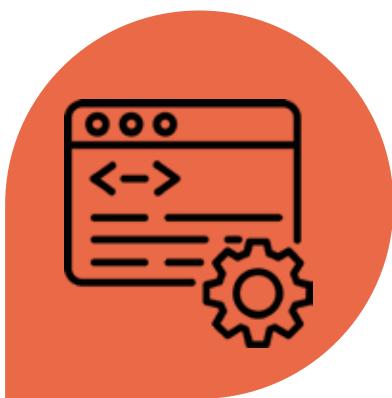
### Data Security

AES-256 encryption and security measures in compliance with OWASP standards have been implemented. For system performance, Redis-based caching has been applied.



### Frontend

A user-friendly and high-performance mobile application has been developed using React Native, ensuring compatibility with both Android and iOS devices. The app enables fast data entry and easy content management.



### Backend

Node.js has been used to manage high data flow and perform API operations, leveraging its asynchronous architecture and scalability. Optimized API endpoints have been developed for data processing and transferring data to the AI model.



### IOT

In the IoT integration, sensor data will be collected using Node-RED and Kafka. MQTT will be used for device communication. Cloud platforms like AWS IoT ensure large-scale data management.

# 03. Product and Features

Line is an innovative mobile application powered by AI, offering users the ability to create detailed travel plans—either individually or as a group—while also enabling them to transform their travel experiences into creative content through integrated social media sharing features.



AI-Powered personalized travel planning



A strong social media integration where memories can be saved and shared



Ideal for group trips and tour operators with collaborative planning tools



An integrated system that accompanies the user throughout the journey

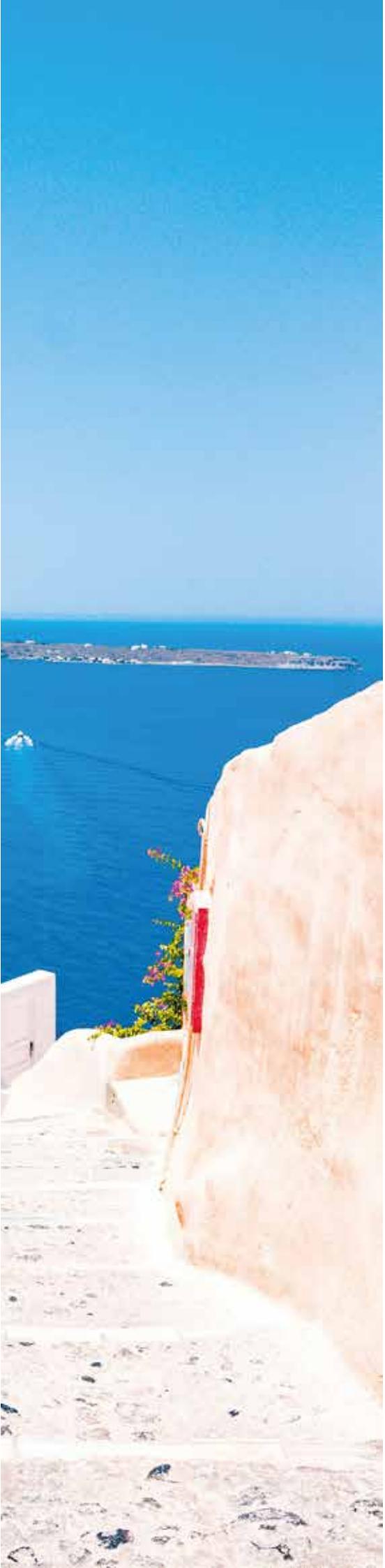
## MAIN FEATURES

The app's features are categorized into solutions offered before the trip, during the trip, and after the trip, providing a seamless travel experience for the user.

### 1 Before the Trip

- Users can create personalized profiles based on their interests.
- They can explore content shared by other travelers to discover new destinations and get inspired.
- Travel routes can be planned in detail; editor-approved or community-recommended itineraries can be viewed and customized.
- Popular spots and top-rated recommendations tailored to users' interests in the destination can be explored.
- In group travels, routes can be edited collaboratively with fellow travelers; flight and accommodation bookings can be stored within the app.
- Important travel information such as weather forecasts, local cultural insights, and exchange rates can be accessed easily.
- A to-do list can be created to make the planning process more efficient.
- Stops along the journey can be optimized to find the best route.
- Offline maps that may be needed during the trip can be downloaded in advance.





## 2 During the Trip

- Users can get real-time notifications about events in the city they are currently visiting, tailored to their interests.
- AI-generated and interest-based audio guides related to the current destination can be listened to while walking.
- Users can create and share their own content with other travelers.
- Based on location permission, spots where users spend more time and the content they generate are automatically marked and editable on the route.
- Step-by-step directions between stops are available.
- In group travels, expenses can be recorded and automatically split fairly among group members.
- Group members' live locations can be tracked throughout the journey.
- Photos and videos taken during the trip are automatically added to the tagged users' personal galleries.
- An AI-powered chatbot answers user questions by considering their current location and upcoming plans.

## 3 After the Trip

- Past trips are visualized on a world map, offering a personalized "discovery map" to the user.
- Photos and videos tagged during the journey are easily accessible in a dedicated in-app gallery.
- Content created during the trip is automatically transformed into short videos that can be shared on platforms like Instagram, Twitter, and TikTok.
- Users can enrich their profiles by adding past travels, creating an inspiring travel story.
- Achievement and milestones reached during the trip are gamified and displayed with badges and statistics on user profiles.

## 4 Upcoming Features

- Sponsored partnerships will allow users to book flights, hotels, tours, taxis or Ubers directly through the app.
- A list of budget-friendly flights between the user's current location and desired destinations will be available.

# 04. Market Research & Competitor Analysis

The global tourism market size was valued at \$11.39 trillion in 2023. It is projected to reach \$18.44 trillion by 2032. The segment we are directly targeting - leisure tourism (\$1.2 trillion) and cultural & heritage tourism (\$6.9 trillion)- represents a combined market size of approximately \$8.1 trillion as of 2023. The market size for mobile applications in the tourism industry was estimated at \$1.25 billion in 2023 and is expected to reach \$2 billion by 2027. The annual downloads for these applications stood at 2.66 billion in 2023 and are projected to reach 3.66 billion by 2027.

## Target Market Segments

Three years after the full launch of our app with all its features, our target is to capture 0.06% of the global travel app market, which corresponds to a revenue potential of approximately \$1,200,000. While identifying our target segment, we have analyzed the positioning of all major travel applications in the market. Based on our app's unique features and projected download volume, we believe this market share is both realistic and achievable.

## Competitor Analysis

	LINE	Wanderlog	PolarSteps	FindPenguins
Travel Planning & Route Creation	●	●	●	
AI-Powered Recommendations	●			
Social Sharing & Memory Archiving	●		●	●
Multi-User & Group Travel Support	●	●	●	●
Trip Tracking & Mapping	●		●	●
AI Travel Assistant	●	●		
Offline Accessibility	●	●	●	
Brand Collaborations & Campaigns	●	●		
Gamification & Achievement Rewards	●		●	●
Google Maps Integration for Navigation	●	●		

# SWOT Analysis

## Strengths

- Industry-specific artificial intelligence model
- Sustainable and scalable business model
- Strong competitive strategy
- Technology-focused infrastructure

## Opportunities

- Growing trend of travel and experience sharing
- Low competition intensity
- Advancements in artificial intelligence and technology
- Global growth potential
- Strategic partnerships and collaborations

## Weaknesses

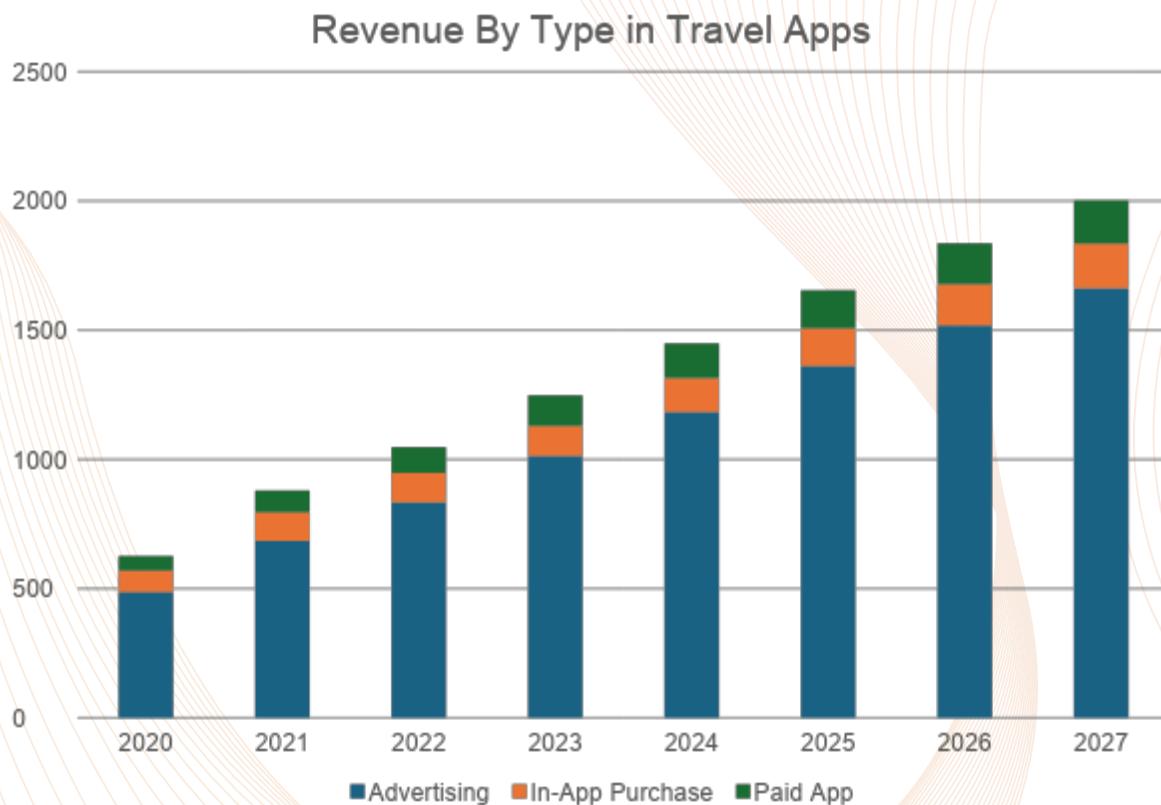
- Gaps in critical team positions
- Insufficient capital resources
- Low brand awareness

## Threats

- User acquisition challenges in market entry
- Data security and legal regulations
- Pressure to adapt to technological changes
- High marketing costs

Journi	Triplt	Stellar	RoadTrippers	Tourist	CultureTrip	Mapstr	Journey	DayOne
●	●	●	●	●				
●		●		●				
●	●	●	●	●				
					●			
●	●				●			
●	●	●	●	●		●		
●	●		●	●				
			●	●				

# 05. Market Size



The graph above illustrates the revenue distribution of tourism-focused mobile applications over the years. Based on our competitive analysis, the future plan we have developed is built upon key metrics such as 30% retention rate, a 9% premium conversion rate, and an average daily active usage time of 15 minutes, despite seasonal fluctuations.

In this regard, even in a conservative scenario, which is well below our target, it is expected that we will reach 350,000 downloads by the end of the third year. Although our main goal is to achieve much higher download numbers, even in this low scenario, the revenue and market share we will generate clearly demonstrate the potential and sustainability of our project.

## Revenue Streams

- **Advertising Revenue** – In-app advertisements based on user interactions will constitute the primary revenue source in the short term.
- **Paid Membership Sales** – Direct revenue will be generated through a subscription system offering a premium user experience.
- **Strategic Partnerships** – In the medium and long term, revenue sources will be diversified through revenue-sharing partnerships with stakeholders in the tourism sector.

## Pricing Strategy

Two different subscription options will be offered for the premium model:

- Monthly Subscription: **8,99 USD**
- Annual Subscription: **20,99 USD**

This pricing has been shaped according to the user behaviors and market dynamics. In the future, local pricing adjustments will be made considering economic fluctuations and exchange rate differences.

# 06. MARKETING AND GROWTH STRATEGY

Our strategy focuses on four key areas: digital marketing, influencer partnerships, social media management, and collaborations with travel agencies. The goal is to increase our app's visibility, expand the user base, and ensure sustainable growth.

## 1. Digital Marketing Strategy

To build a strong presence in the digital world, we adopt a multi-faceted approach:

- SEO: We optimize our app with relevant keywords to rank higher in search results.
- Social Media Ads: We capture attention with targeted, eye-catching ads.
- Content Marketing: We educate users through blogs and videos.
- Email Marketing: We enhance user loyalty with personalized campaigns.

## 2. Influencer Partnerships

We strengthen our brand visibility by reaching our target audience through trusted voices:

- Travel Influencers: Travel influencers promote our app by sharing their experiences.
- Micro-Influencers: We highlight our app's unique features to niche audiences.
- In-App Events: We increase user engagement with travel contests and virtual tours.

## 3. Social Media Strategy

We turn social media into a community hub to build a strong connection with the users:

- Engagement-Focused Content: We foster interaction with polls and quick responses.
- User Stories: We showcase inspiring content where users share their experiences and travel memories.
- Memory Sharing: Users can consolidate and share their travel memories digitally through the app.
- Theme Creation: We create brand stories with monthly destination themes.

## 4. Travel Agency Partnerships

Through strategic partnerships, we add value to our users while fostering mutual growth:

- Custom Panels: We make tour services easily accessible within our app.
- Integration: We streamline booking and payment processes.
- Co-Marketing: We amplify our promotion through websites and brochures.

# 07. Branding: Our Place in the Market



## Who is Our Target Audience?

Our app targets young adults aged 18-35, who, despite having different income levels, share a common passion: they are tech-savvy, love exploring new places, and enjoy sharing their adventures with friends on social media. This audience ranges from city-dwelling travelers to students looking for different vacation routes, covering a wide spectrum. These individuals are active in the digital world, experience-oriented, and value social connections. For them, travel is not just about going from one place to another but about creating a story and sharing that story to interact with their surroundings.



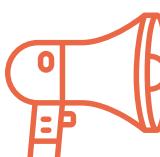
## Target Audience, Needs, and Our App's Solutions

Our target audience is looking to solve a series of problems they face while traveling: they get tired of researching for hours during trip planning, struggle to organize payments during group trips, and need a practical tool to quickly share their experiences. Our app directly addresses these needs. It allows users to see the experiences of those who have visited the same places before and shape their plans accordingly, helping them save time and gain inspiration. For group trips, we make coordination seamless with features like easy payment splitting. Additionally, by providing an intuitive interface for instant social media sharing, we turn their travel memories into an opportunity to connect with friends.



## How Will We Attract Them?

We will adopt a multi-faceted strategy to attract this energetic, digitally-focused audience. We will capture their attention through targeted ads on social media platforms, especially Instagram and TikTok, while also catching travel planning searches with Google ads. Collaborations will help us promote our app through travel influencers and content creators appealing to this age group. Our content strategy will be diverse: from informative travel guides to fun and witty posts, and occasionally, inspiring campaigns with the message "You should explore new places." The value propositions offered by our app, such as saving time, easy planning, and enhancing sharing experiences with friends, will attract this audience and convert them into loyal users over time.



## Why is Our App Different?

Millions of young adults fit our target audience, and they present a huge potential given their social media usage rates and interest in travel. Currently, there is no app in the market that combines user-focused travel planning, group coordination tools, and social sharing, which sets us apart from our competitors. Initially, we aim to establish a strong presence in the European market, but our vision is much bigger: we plan to reach millions of young travelers worldwide in the coming years. Along the way, we will not only expand our user base but also redefine the travel experience to become a leading brand in the market.

# 08. EKİBİMİZ



**Murat Can BAŞTUĞ**  
Team Leader

During my Erasmus exchange, while traveling across European countries, I realized the need for an app that would simplify travel planning. I conducted extensive research to turn this idea into a startup. As a graduate of Hacettepe University's Computer Engineering program, I gained experience in mobile application development at Aselsan and various startups.

**Doğukan DURGUN**  
Software Developer



I've always loved traveling, and during my international trips, I realized how tedious travel planning can be. Therefore, I am involved in the development of Line to simplify this process. As a graduate of Hacettepe University's Computer Engineering program, my interest in research and learning has led me to take responsibility for market, competitor, and investor analysis for the project. I also contribute to the development process and focus on advancing the project on the business side.

Let's draw a line together!



**Yusuf Diner YILDIZ**  
Software Developer

Having laid the foundations of my mobile and web interface development skills through Hacettepe University projects, individual works, and internships, I currently continue professionally at KuzgunTech. By integrating interfaces I developed using React, JavaScript, and modern UI/UX principles into our project, I actively contribute to the technical development of the startup. My commitment to building a user-centric, scalable structure has strengthened my dedication to the project.

**Berkay GÜNEŞ**  
Marketing and Design



My passion for software, originating from Hacettepe University's Physics Education program, led me to explore different aspects of technology. I honed my skills in design, editorial work, and marketing by starting with a recommendation site with friends, engaging in creative work, and working at TEDxHacettepeUniversity for 2 years. Currently, I research and create visual drafts for the pages in our startup project, communicating them to developers. I am also responsible for marketing and promoting our project.

# 09. İŞ MODELİ VE OPERASYON PLANI

## Operational Processes and Partnerships

In the next 3-4 months, we aim to complete the Minimum Viable Product (MVP) version of our application. This version will not be the final form of our app; we expect it will take approximately 1 year to fully shape the product with subsequent updates. After the MVP is released, we will launch the app completely for free. During the first 5 months, we will collect data from user interactions to train our artificial intelligence model, laying the foundation for our product's intelligent, personalized structure. Once our AI model is completed, we will introduce paid features and offer an advanced version of the app to users. After the 1-year product development process, we aim to expand our revenue model and increase our visibility in the industry. In addition to advertising and premium membership revenue, we will sign strategic partnerships with reliable business partners in the tourism sector, including airlines, accommodations, and car rentals. Through these partnerships, we will create a new revenue stream by earning commissions on bookings made by users through the app. With this mutually beneficial structure, we will both enrich the user experience and ensure sustainable growth.

## Scalability Plan

Our business model is designed to target the global market from day one. As our app and team grow, we plan to collaborate with travelers and local guides, especially in the most popular tourist destinations, to expand into different regions. Through this strategy, we will initiate an organic localization process within the app. By creating content from individuals who are knowledgeable about the region, we will enhance the user experience while naturally promoting our app in various geographical areas. Routes and content prepared by local experts will allow us to offer more authentic, accurate, and enjoyable travel experiences to our users. This structure will not only open the door to sustainable growth on a global scale but also allow us to leverage the power of localization effectively.

An innovative journey that turns travelers' dreams into reality.



# 10. Financial Plan and Investment Strategy

## Revenue Estimates

### ■ 1st Year Revenue Forecast – \$170,000

The revenue we anticipate for the first year is based on comprehensive market analysis, our target download numbers, and the average revenue per user metrics in travel applications. We expect this revenue to be achieved with the MVP launch and the organic growth of the user base.

### ■ 2nd Year Revenue Forecast – \$430,000

By the end of the second year, we expect our revenue to reach \$430,000 due to the increase in the number of users, the introduction of paid features, and the diversification of our revenue model through strategic partnerships. This forecast is also supported by the growth in our market share.

### ■ 3rd Year Revenue Forecast – \$600,000

By the end of the third year, we expect our revenue to reach \$600,000, driven by our global user base and stronger marketing strategies.

## Değerleme Analizi

- Berkus, scoring card, risk factor collection, and the Cobb-Douglas methods have been thoroughly applied.
- Our revenue forecasts have been compared with competitor valuations, investment amounts, and industry trends.
- When averaging all methods, our valuation has been calculated at \$1,200,000.

## Cost Analysis

- The salaries of the founding team and the 5 people planned to be included to the team after the investment is received were calculated as \$200,000 in total.
- A budget of \$35,000 has been allocated for office supplies, equipment, servers, APIs, and other operational expenses..
- \$15,000 is allocated for experienced consultancy, and \$60,000 is designated for professional marketing activities.

## Investment Need and Profitability

- Including unforeseen expenses, the total investment requirement has been calculated as \$350,000.
- By the end of the 3rd year, a profit of \$1,200,000 is expected.
- With profit distribution and the company's value increase, it is expected that our investors will recover their investments within 3 years and reach profitability in the subsequent years.

# 11. RISKS AND CHALLENGES

## ● Data Quality and Diversity

If the data obtained from users through route creation and editing features is not sufficiently comprehensive or accurate, there is a risk that the model's outputs may not be satisfactory.

## ● Resource Requirements

Developing and running the model may require a significant amount of computational power.

## ● Model Accuracy

To deliver personalized recommendations that meet user expectations, the AI model must be effectively trained. This process requires high-quality data and a robust infrastructure.

## ● Regulations and Privacy

During the collection and processing of user data, compliance with data privacy regulations must be ensured.

# 12. Summary and Key Highlights

The most outstanding feature of our project is its ability to adapt to innovative technologies by creating a personalized artificial intelligence model that can provide tailored suggestions for users. It also utilizes IoT technology in conjunction with factors such as wearable technology and CarPlay, and most importantly, it was born out of the specific needs of travelers.



## Conclusion and Call for Investors

Our detailed research for this project, which requires a serious R&D process focused on artificial intelligence, shows that we will reach significant profitability within a maximum of 3 years. During this period, we are seeking an investment of \$175,000 in exchange for 15% of our company's shares in the first investment round to develop our application in the best possible way and strengthen our market share.

The total investment required is \$350,000, and in the next phase, during the second investment round, we plan to secure the remaining funding in exchange for an additional 10% equity. However, we are open to different investment models based on strategic partnerships and mutual negotiations during the investment process.

As Apphana, we believe this project offers not only a financial investment but also a strategic opportunity in a rapidly growing sector. We invite investors who share our vision to join us on this exciting journey.



# app

# line



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