

Mind The Guide

Demo Day #1

13/08/2015

CEO - Founder: Dario Andreucci



What We Do

We connect travellers with local tour guides



Demo Roadmap

- Sprint Backlog Review
- Startup Value
- Master Plan
- What We Learned
- What We Need



Sprint Goal #1

Retrieve code and data of the current website



SPRINT BACKLOG LIST (mandays)

1) Retrieve and study current website code
and data architecture (4)

DEVELOPMENT

2) Fixing cap table (0.5)

ORGANIZATION

3) Find a CMO (0.5)

TEAM EMPOWERMENT

4) Deliver 6 guided tours (3)

OPERATION

5) Set up and monitor AdWords campaigns (0.5)

MARKETING



DEVELOPMENT



Retrieve and study current website code and data architecture (4)

Analysis Current Situation:

- Smarty template engine with PHP backend
- No documentation / No tests / Copy and Paste code
- Messy database structure
- Third party development
- High maintaining cost / Slow and painful changing process

[Current DB](#)

[New DB ER](#)



Retrieve and study current website code and data architecture (4)

Solutions:

- Setup staging server to control current third party development process (DONE)
[staging server](#)
- Develop a proprietary solution (TO DO)



ORGANIZATION



Fixing cap table (0.5)

- We have found an agreement with the previous associate
- We need to confirm it



OPERATION



Deliver 6 guided tours (3)

Tours delivered: 6

Total Number of Tourists: 58

Average number of tourist per tour: 9

Number of requested reviews: 16

Number of reviews obtained: 9



TEAM EMPOWERMENT



Find a CMO (0.5)

- Reviewed 3 candidates
- Interviewed 2 candidates
 - [CV](#)
- Still looking for the right person

[JOB OFFER: Digital Marketing Manager]

Ciao Ragazzi,

Mind the Guide è una società che vende online tour guidati delle attrazioni turistiche a Roma, con espansione nel 2016 anche alle altre città italiane.

Al momento abbiamo appena iniziato il percorso di accelerazione presso LuissEnlabs e cerchiamo una figura professionale che si occupi del digital marketing.

Le skill richieste sono:

- Conoscenza della lingua inglese
- Esperienza nell'uso di:
 - Google Adwords / Google Analytics
 - Facebook Ads
- Conoscenze SEO
- Capacità di lavoro in team.

Condizioni:

- 30 giorni di prova

Pagamento:

- Equities della Start Up.

Se siete interessati mandate una mail a da.andreucci@gmail.com con il vostro cv.



MARKETING



Set up and monitor AdWords campaigns (0.5)

July

	1 – 15	15 – 31
Campaign Costs	1193 €	1567 €
CPA	51 €	34.7 €

August

	1 – 12	12 – 31
Campaign Costs	1104 €	N.D.
CPA	46.8 €	N.D.

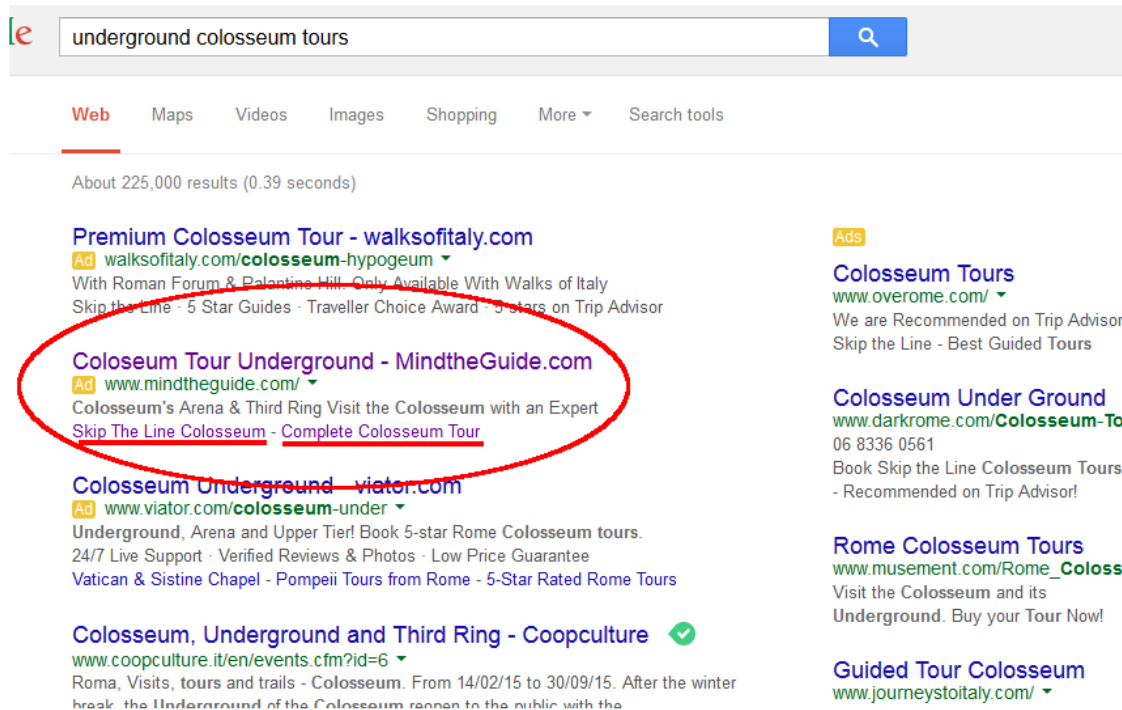


Set up and monitor AdWords campaigns (0.5)

- Ads extension
- New campaign home page
- Tested dynamic search campaign
- Selected efficient keywords



Set up and monitor AdWords campaigns (0.5)



Search results for "underground colosseum tours". The search bar shows the query and a magnifying glass icon. Below the search bar are tabs for Web, Maps, Videos, Images, Shopping, More, and Search tools. The results show about 225,000 results in 0.39 seconds.

Premium Colosseum Tour - walksofitaly.com
Ad walksofitaly.com/colosseum-hypogeum
With Roman Forum & Palatine Hill - Only Available With Walks of Italy
Skip the Line - 5 Star Guides - Traveller Choice Award - 5 stars on Trip Advisor

Colosseum Tour Underground - MindtheGuide.com
Ad www.mindtheguide.com/
Colosseum's Arena & Third Ring Visit the Colosseum with an Expert
Skip The Line Colosseum - Complete Colosseum Tour

Colosseum Underground - viator.com
Ad www.viator.com/colosseum-under
Underground, Arena and Upper Tier! Book 5-star Rome Colosseum tours.
24/7 Live Support - Verified Reviews & Photos - Low Price Guarantee
Vatican & Sistine Chapel - Pompeii Tours from Rome - 5-Star Rated Rome Tours

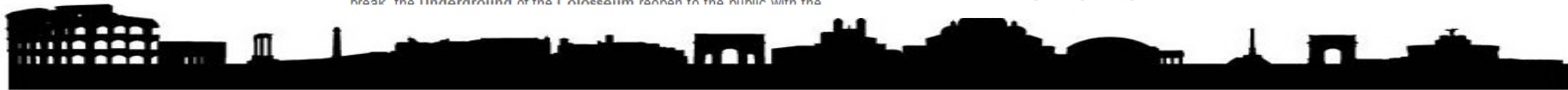
Colosseum, Underground and Third Ring - Coopculture ✓
www.coopculture.it/en/events.cfm?id=6
Rome, Visits, tours and trails - Colosseum. From 14/02/15 to 30/09/15. After the winter break the Underground of the Colosseum reopens to the public with the

Colosseum Tours
www.overome.com/
We are Recommended on Trip Advisor!
Skip the Line - Best Guided Tours

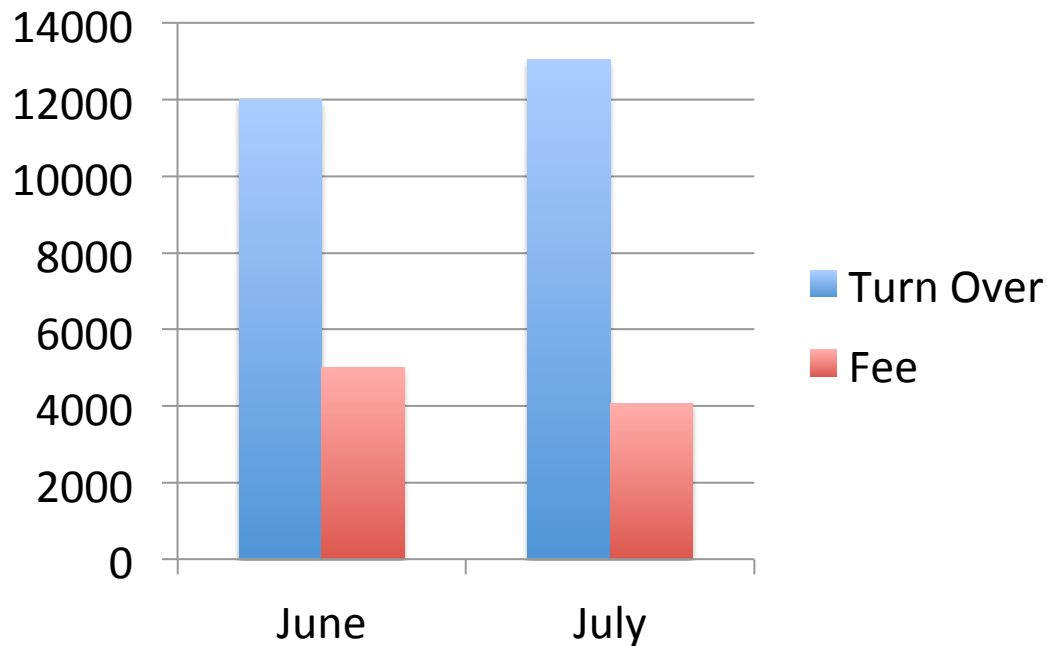
Colosseum Under Ground
www.darkrome.com/Colosseum-Tour
06 8336 0561
Book Skip the Line Colosseum Tours
- Recommended on Trip Advisor!

Rome Colosseum Tours
www.musement.com/Rome_Colosse
Visit the Colosseum and its
Underground. Buy your Tour Now!

Guided Tour Colosseum
www.journeystoitaly.com/



Startup Value



Total Refund: 970
Lost Incomes: 2000



Startup Value

Trip Advisor

Mind the Guide



153 Reviews | #39 of 626 Tours & Activities in Rome



Prati

City Tours, Cultural Tours, Tours & Activities, More

Overview

Reviews (153)

Q&A

Location

Last sprint we were at the 44th position.
During this sprint thanks to the reviews we reached the 39th position.



Project Board & Master Plan

You can find all the resources and the Master Plan on our project board.

bit.ly/MTG_Board

Just ask to us for an account.



What We Learned

- Improved AdWords knowledge
- Improved understanding interviewed candidates
- Poor quality of our website (importance of a proprietary system)



What We Need

- City Manager
- CMO
- Front-end Developer



Thank you

