
Mind The Guide

Demo Day #4

24/09/2015

Dario Andreucci - CEO

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~~Dario Andreucci - CEO~~

Marco Giannone - CTO

We connect travellers with local tour guides

DEMO ROADMAP

- Sprint Backlog Review
- Unplanned
- Startup Value
- What We Learned
- What We Need

SPRINT GOAL #4

Release Guide and Admin Panel Live



SPRINT BACKLOG

Business Development [13MD]

- Testing Guide Panel with 6 Guides [1MD]
- Buy 72 Underground Tour Tickets for the next 3 months [2MD]
- Schedule 15 tours availability from 7 guides for the next 3 months [0.5MD]
- Organize and Execute 14 tours [4.5MD]
- Budget Strategy for the next 3 months [1.5MD]
- Invoice Guides August [0.5MD]
- Add new contents to tours [1MD]
- Meeting with Advisors [2MD]

Development [6MD]

- Release Guide and Admin Panel [5MD]
- Mockup new Homepage [1MD]

Team Management [1MD]

- Choose and Interview at least 3 Candidates for City Manager position [0.5MD]
- Post CMO Job Offer [0.5MD]

BUSINESS DEVELOPMENT

BUSINESS DEVELOPMENT

[100] *Testing guide panel with 6 guides*

The meeting was attended by 8 guides

bit.ly/MTG_GuidePanel

MD: 1.0
Status: Achieved

[95] *Buy 72 Underground tickets for the next 3 months*

bit.ly/MTG_UndergroundTickets

UNPLANNED

MD: 2.0

Status: Achieved

BUSINESS DEVELOPMENT

*[90] Schedule 15 tours availability
from 7 guides for the next 3 months*

- Guides are not always willing to give us the availability we need
- Only few of them understand the potential of this tool

UNPLANNED

MD: 0.5

Status: Failed

BUSINESS DEVELOPMENT

[80] *Organize and execute 14 tours*

	Sprint #2	Sprint #3	Sprint #4
Tours Delivered	6	14 (+133.4%)	17 (+21.4%)
Total Number of Tourists	63	106 (+68.25%)	135 (+27.36%)
Avg. Number of tourist/ tour	10	8	8
Num. of requested reviews	21	23	18
Num. of reviews obtained	9	5 (-44.5%)	15 (+200%)

MD: 4.5
Status: **Achieved**

[70] Budget strategy for the next 3 months

- Too much time for invoice → We need to change the cash flow process
- Delay in access bank account → Finally we have the control of the company account

BUSINESS DEVELOPMENT

[60] *Invoice guides August*

4.000 €

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6 guides

MD: 0.5
Status: Achieved

[55] *Add new contents to tours*

- Still struggling to get the contents for our tours → More time needed

[40] *Meeting with Advisors*

- Feedback on the JOB offer
- CAP Table
- Meeting with the business consultant
- Reviewed a possible third advisor

DEVELOPMENT

[85] *Release guide and admin panel*

- All tests passed
- Waiting for deploy → This evening or the next Monday

We DO NOT deploy on Friday

UNPLANNED

MD: 5.0

Status: Failed

DEVELOPMENT

[75] *Mockup new Homepage*

bit.ly/MTG_HomeMockup1

bit.ly/MTG_HomeMockup2

We need feedbacks

UNPLANNED

MD: 1.0

Status: Failed

TEAM MANAGEMENT

TEAM MANAGEMENT

*[50] Choose and Interview at least
3 candidates for City Manager position*

- 11 CV received
- 3 Interviewed
- 1 good candidate
- We have been dumped after the second interview

UNPLANNED

MD: 1.0
Status: Achieved

TEAM MANAGEMENT

[45] *Post CMO job offer*

Email to:

- Futura Pagano
- Ludovica Tartaglione

No reply received

UNPLANNED

MD: 0.5
Status: Achieved

UNPLANNED

UNPLANNED

Business Development [2MD]

- Guides' availability [1MD]
- Coop Culture tickets' verification [1MD]

Team Management [1MD]

- Define new roles and post job offers [1MD]

Development [0.5MD]

- Create Mockup home page [0.5MD]

UNPLANNED – BUSINESS DEVELOPMENT

Guides' availability

Problem:

- Our guides can decide on the availability of their tours on the website
 - Loss of control
 - Loss of product market strategies
 - Guides take advantage of it

Solution:

- Schedule the dates of tours according to market strategies
- Guides can choose their availability between these dates

UNPLANNED
MD: 1.0

UNPLANNED – BUSINESS DEVELOPMENT

Coop Culture tickets' verification

- Slow and error prone process
- Only through the telephone

UNPLANNED

MD: 1.0

UNPLANNED – TEAM MANAGEMENT

Define new roles and post job offers

Before

- City Manager
- CMO

After

- Ground Operation
- Customer Service
- Digital Marketing

Results

14 CV in 2 days from:

- DoLab
- InnovationLab Alumni
- LuissEnlabs CoWorker

Thanks to:

- Ludovica Tartaglione
- Futura Pagano

UNPLANNED

MD: 1.0

STARTUP VALUE

STARTUP VALUE

TripAdvisor

Mind the Guide



182 recensioni

N. 39 di 631 Tour e attività a Roma



Prati

Tour della città, Tour culturali, Tour e attività, Altro

	Sprint #3 (27/08 – 09/09)	Sprint #4 (10/09 – 23/09)
Position	39	39
Number of reviews	167	182 (+9%)
Excellent	165	180 (+9%)
Very Good	2	2

STARTUP VALUE

AdWords Campaign Report

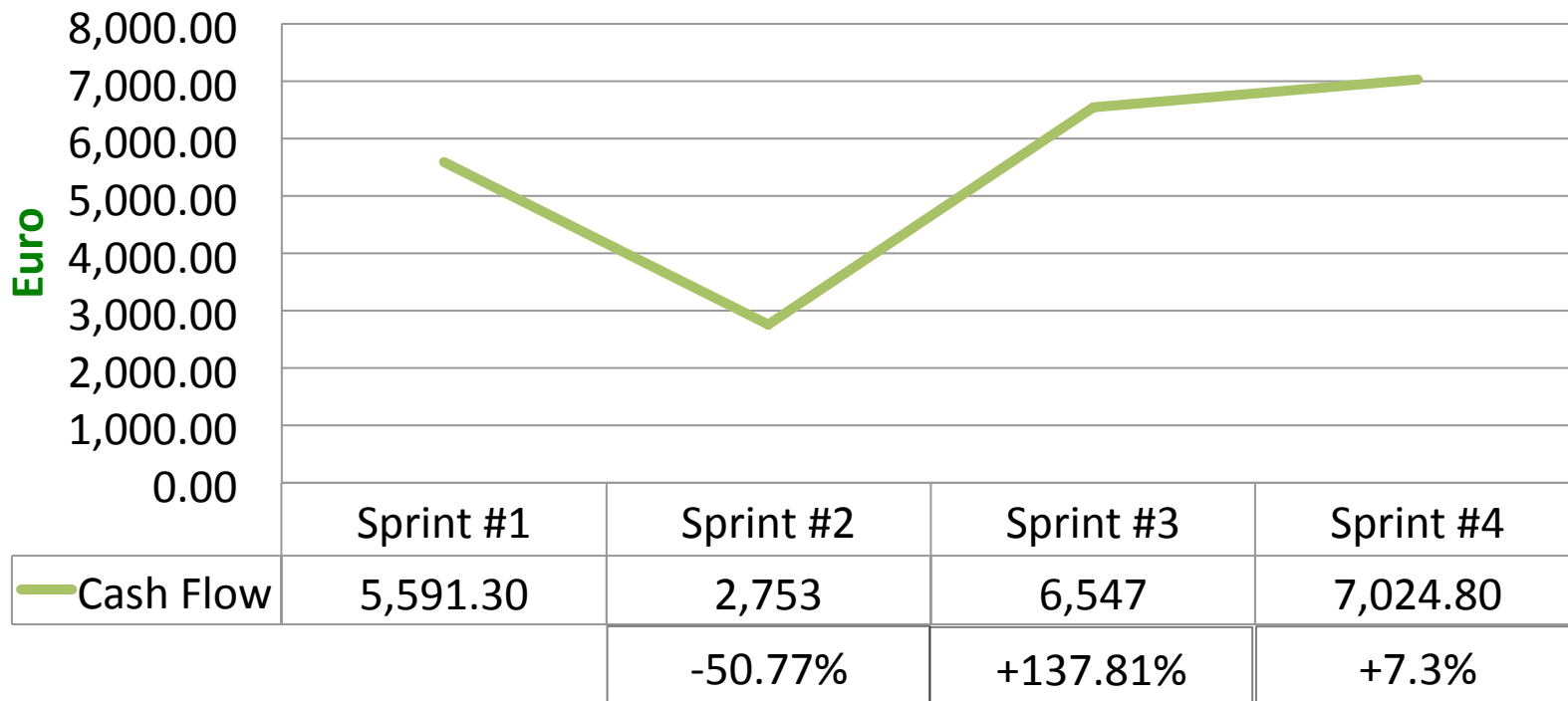
	Sprint #3 (27/08 – 09/09)	Sprint #4 (10/09 – 23/09)
Campaign Costs	962 €	923.40 €
CPA	44 €	29.79 €
Conversions	22	31 (+5.2%)

STARTUP VALUE

Marketing Report

	Sprint #3 (27/08 – 09/09)	Sprint #4 (10/09 – 23/09)
Campaign Costs	962 €	923.40 €
CPA	19.24 €	14.89 €
Total Conversions	50	62 (+24%)

STARTUP VALUE

Cash Flow

WHAT WE LEARNED

WHAT WE LEARNED

- Do not underestimate the value of good planning. It takes time but it is worth it.
- You should plan even the unplanned.
- You need to stop and take a break, from time to time.

WHAT WE NEED

WHAT WE NEED

- Find people to whom delegate some responsibilities

PROJECT BOARD

You can find all the resources and this demo presentation in our project board

bit.ly/MTG_ProjectBoard

If you want an account, please feel free to ask

THANK YOU.