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# Mind The Guide

Demo Day #4

24/09/2015

Dario Andreucci - CEO

We connect travellers with local tour guides

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

## SPRINT GOAL #4

Release Guide and Admin Panel Live



# SPRINT BACKLOG

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## 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]

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## 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

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## [100] *Testing guide panel with 6 guides*

The meeting was attended by 8 guides

[bit.ly/MTG\\_GuidePanel](http://bit.ly/MTG_GuidePanel)

MD: 1.0 Status: Achieved
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[95] *Buy 72 Underground tickets for the next 3 months*

[bit.ly/MTG\\_UndergroundTickets](https://bit.ly/MTG_UndergroundTickets)

UNPLANNED

MD: 2.0

Status: Achieved



## BUSINESS DEVELOPMENT

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*[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

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[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

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### [75] *Mockup new Homepage*

[bit.ly/MTG\\_HomeMockup1](https://bit.ly/MTG_HomeMockup1)

[bit.ly/MTG\\_HomeMockup2](https://bit.ly/MTG_HomeMockup2)

We need feedbacks

UNPLANNED

MD: 1.0

Status: Failed

# TEAM MANAGEMENT

## TEAM MANAGEMENT

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*[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

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## [45] *Post CMO job offer*

Email to:

- Futura Pagano
- Ludovica Tartaglione

No reply received

UNPLANNED

MD: 0.5  
Status: Achieved

UNPLANNED

# UNPLANNED

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## Business Development [2MD]

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

## Team Management [1MD]

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

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## Development [0.5MD]

- Create Mockup home page [0.5MD]

# UNPLANNED – BUSINESS DEVELOPMENT

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## *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

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### *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

*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*

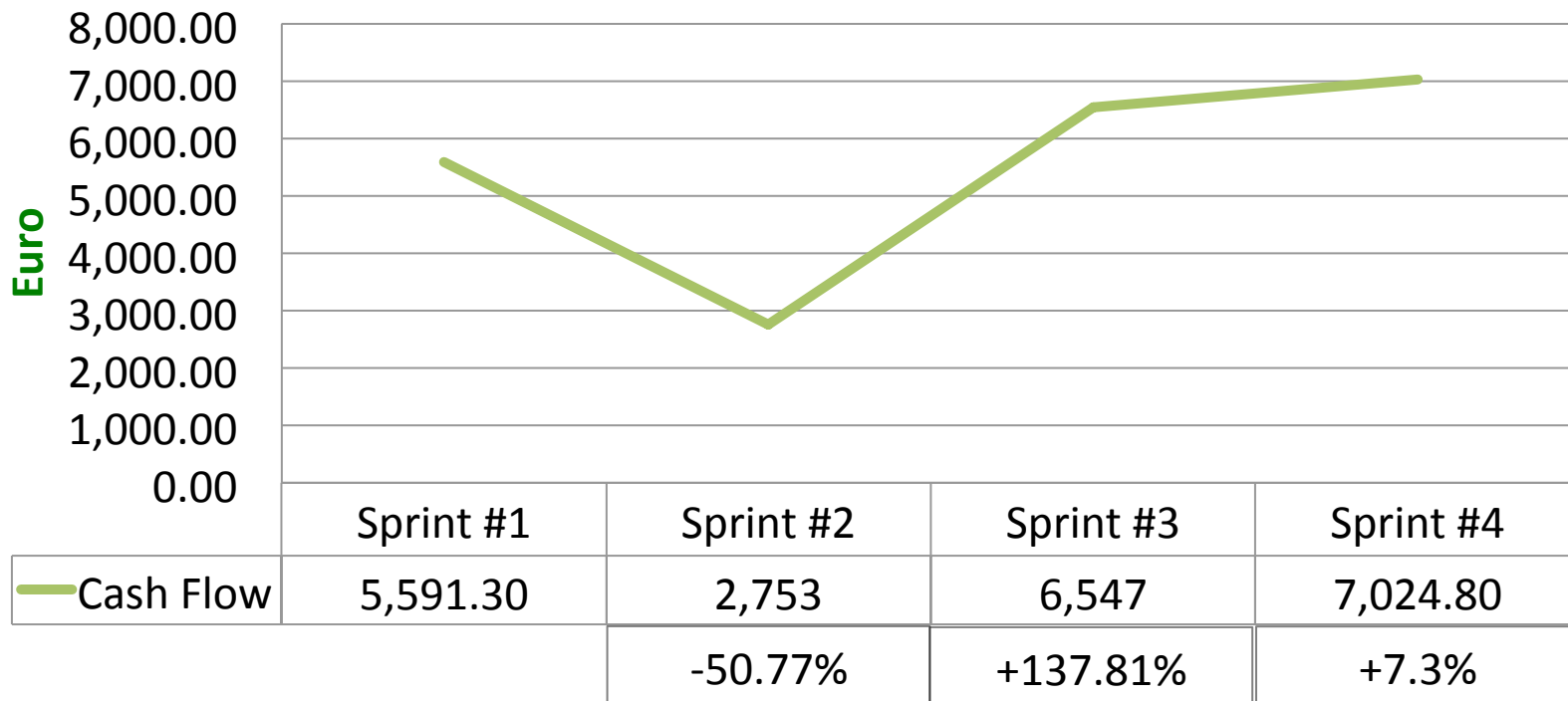
	Sprint #3 (27/08 – 09/09)	Sprint #4 (10/09 – 23/09)
Campaign Costs	962 €	923.40 €
CPA	44 €	29.79 €
Conversions	22	31 (+5.2%)

## 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

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- 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

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- Find people to whom delegate some responsibilities

# PROJECT BOARD

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

[bit.ly/MTG\\_ProjectBoard](https://bit.ly/MTG_ProjectBoard)

If you want an account, please feel free to ask

# MIND THE GUIDE

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THANK YOU.