



EXECUTIVE SUMMARY

OVERVIEW

LetsGo is a digital-social platform designed to help people find travel companions easily. By creating personal profiles based on relevant parameters, LetsGo enables travelers from different parts of the world to connect and explore exciting destinations together. It's the perfect solution for those seeking group travel experiences in our modern technological age.

MISSION STATEMENT

Our mission is to turn single travelers from around the world into a broad community where new companions can be found easily and quickly.

THE PROBLEM (OPPORTUNITY)

The challenges faced by individuals in finding like-minded travel buddies have far-reaching consequences. Without compatible companions, missed opportunities for shared experiences during journeys become all too common. People often seek connections and camaraderie while exploring new places, and the absence of suitable travel partners can be disheartening.

THE SOLUTION (OUR PRODUCT)

LetsGo is a dedicated platform that facilitates the easy discovery and connection of potential travel buddies with similar interests and preferences. Such a platform would not only alleviate these challenges but also foster meaningful connections and enhance the overall travel experience for all enthusiasts.

By using LetsGo, travelers can broaden their horizons and create unforgettable memories as they embark on adventures with like-minded companions.

Some of the features in our platform:

- **Search by several parameters:** Shared interests, Travel preferences, Destination/Duration time preferences, etc.
- **Interaction:** Profiles, Chat between users, Comments on trips, Likes for favorite trips, etc.

MARKET POTENTIAL

In the realm of travel partner facilitation, we recognize the need to strategically concentrate our efforts for a successful launch and sustained growth. While the market potential remains substantial across various segments and interests within the travel industry, our initial focus will be on a specific segment to ensure a targeted approach and effective marketing efforts. This approach will also enable us to gauge the efficacy of our strategies and set the stage for potential expansion.

Primary Focus: Solo Travelers

Post-pandemic shifts have reshaped the travel landscape, with a remarkable increase in solo travel interest. Recent data highlights a nearly doubled percentage of travelers seeking solo experiences, rising from 14% in 2019 to 23% in 2021. By addressing the safety, shared experiences, and cost-sharing concerns of solo travelers, our platform can tap into this growing trend and provide a much-needed service globally. This primary focus not only aligns with current market trends but also allows us to tailor our offerings to a specific audience with clear and compelling messaging.

[Solo-Travelers Statistics](#)

Future Potential: Group Travelers, Adventurers, and Travel Enthusiasts

While our initial focus lies with solo travelers, our vision extends beyond this segment. Group travelers, adventurers, and travel enthusiasts present promising opportunities for future expansion. Group travelers constitute a significant portion of the market, with 89% of overall travelers journeying in groups, often comprising family and friends. By connecting like-minded individuals, we can cater to this segment's desire for companionship and shared experiences. Adventurers, a rapidly growing market, offer immense potential as well, with the adventure travel industry valued at \$683 billion and growing at a rate of 21% annually. Our platform can cater to the adventurous spirits seeking adrenaline-pumping journeys. Furthermore, travel enthusiasts, who contribute substantially to the global GDP through their exploration endeavors, are another segment we plan to target in the future. As the travel industry expands and digital nomadism rises, our platform will serve as a hub for enthusiasts to share experiences and embark on new journeys.

In crafting our market entry strategy, we acknowledge the necessity of focus and the value of prioritization. By initially catering to solo travelers while maintaining a clear vision for expansion, we ensure the effectiveness of our marketing efforts, aligning with

the current market trend and setting the stage for a significant impact on how people experience and enjoy their journeys globally. This calculated approach will guide our launch and subsequent growth, ultimately establishing our platform as a cornerstone in the travel industry.

[Group Travelers Statistics](#)

[Adventurers Statistics](#)

[Travel Enthusiasts Statistics](#)

COMPETITORS

Facebook: A social media platform that allows users to connect with friends, family, and acquaintances, share content, and engage in various online activities, such as posting updates, photos, and videos, joining groups, and participating in events.

WorkAway: An online platform that facilitates cultural exchange by connecting travelers with hosts offering accommodation and meals in exchange for volunteer work. It provides opportunities for travelers to immerse themselves in local communities and cultures while contributing their skills to host projects.

Couchsurfing: A hospitality exchange and social networking platform that enables travelers to find free accommodations with local hosts. It fosters a sense of community among travelers and hosts, encouraging cultural exchange and meaningful connections during trips.

COMPETITIVE ADVANTAGES & INNOVATION

LetsGo offers advantages over platforms like Facebook, WorkAway, and Couchsurfing: Targeted Matching: LetsGo focuses solely on connecting travelers with compatible companions, using advanced algorithms and user preferences for better matches.

Shared Interests and Goals: Users can specify travel preferences, leading to more meaningful trips with like-minded individuals.

Safety and Trust: LetsGo prioritizes safety with verification processes, user reviews, and safety features.

Convenience and Efficiency: LetsGo streamlines the process of finding travel companions, saving time and effort.

Travel Planning Support: Additional features aid in travel planning, such as itinerary sharing and group travel organization.

Exclusive Travel Community: LetsGo creates a sense of belonging to an exclusive community of like-minded travelers, fostering connections and friendships.

Table that summaries Let'sGo Competitive Advantages:

				
Community	✓	✓	✗	✓
Availability	✓	✓	✗	✓
Search by Travel-Preferences	✓	✗	✓	✗

BUSINESS MODEL

LetsGo offers free account sign-up for customers. Additionally, it monetizes the platform by aggregating anonymized user data to provide valuable market research reports to travel companies. Another financial avenue is partnering with travel agencies, tour operations, and accommodation providers to offer curated travel packages, earning commissions for successful bookings made through the platform. Collaboration with airlines, hotels, and travel insurance providers further enhances the platform's offerings.

MARKETING STRATEGY

Let'sGo is planning an impactful market entry by leveraging various social media platforms such as Facebook and Instagram. These platforms will serve as our initial channels to connect with a diverse and extensive pool of potential users. However, we recognize that a singular video may not fully realize our desired impact.

In line with your insightful feedback, we are expanding our marketing approach. Beyond just a video, we will be creating and sharing a series of captivating multimedia content across platforms like YouTube and TikTok. This content will encompass not only user stories and travel vlogs but also inspiring and engaging materials aimed at resonating with our audience.

Through an analysis of accomplished market entrants like Hotelscombined, we've gained valuable insights into the pivotal role of adopting a multifaceted approach. Our strategic vision entails the rollout of an array of videos, posts, and interactive content that not only captures the comprehensive essence of our solution but also resonates with specific local nuances. This dynamic strategy empowers us to customize our messaging for diverse audiences, all the while upholding a unified and consistent brand identity.

Moreover, we're cognizant of the significance of creating loyalty and community. Drawing inspiration from companies like Mociler, we plan to foster a sense of belonging among our users. Through interactive features, discussion forums, and special offers, we aim to encourage users to be more than customers – to be part of a vibrant community united by their passion for travel.

In summary, Let'sGo's market entry strategy encompasses a diversified multimedia approach across prominent platforms, taking cues from successful industry entrants. We aim to strike a balance between broad reach and localized resonance while fostering a strong sense of loyalty and community. Through these endeavors, we are committed to making a meaningful impact and establishing a lasting presence in the market.

OUR TEAM

Arad Pe'er - Lead Frontend Developer

Omer Pessach - Backend & Architecture

Nir Timor - Frontend Developer & UX/UI