



PlanOnPoint

**Redefining travel with affordable, fully customizable experiences
tailored to every budget and preference.**

[Website Link](#)

[Video Link](#)

Group 18

Problem

The Challenge of Customizable and Affordable Travel Planning

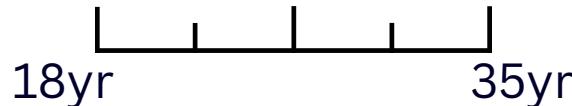
- **High Costs**: Major travel companies offer expensive and inflexible packages.
- **Limited Personalization**: Few options for travelers seeking unique, tailored experiences.
- **Inflexibility**: Difficulty in adjusting services such as food, local attractions, and accommodations.



SafarYourWay provides a platform for **budget-conscious travelers** to design **affordable, personalized** travel experiences. With customizable options for accommodations, activities, and transportation, our platform ensures that users can plan trips that align with their budgets and preferences, with complete transparency and no hidden costs.

Target Customer

► Age Group

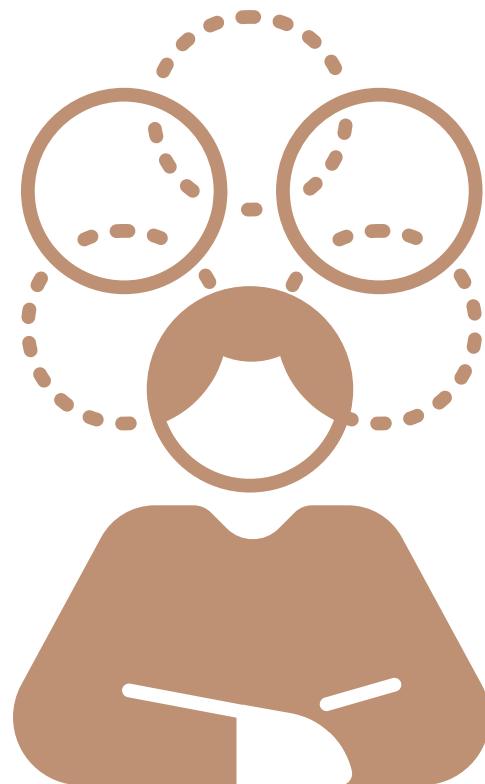


► Travel Frequency

3-5 times per year

► Tech savvy

Wants to preplan the entire Trip at just one click. Loves to customize plan according to needs.



► Budget

(5K - 20K) per person



► Travel Preferences

- Adventure travel
- Relaxation
- Cultural experiences
- Family vacations/Solo Trip

► Customer Feedback

- Affordability
- Flexibility
- Travel experiences
- Customization

Solution

TRAVEL PLANNING SOLUTIONS

The Product - Your Dream Vacation at Your Fingertips

Empower Your Wanderlust with Trip Tailor App Features

Interactive Map Customization

Personalize your trip by selecting destinations and activities on an interactive map for a tailored experience.

Real-time Budget Tracking

Track your expenses on the go with our budget management tool, ensuring your dream vacation stays within your financial plan.

Personalized Recommendations

Receive tailored suggestions for flights, accommodations, and dining based on your preferences, making decision-making effortless.

Effortless Booking Experience

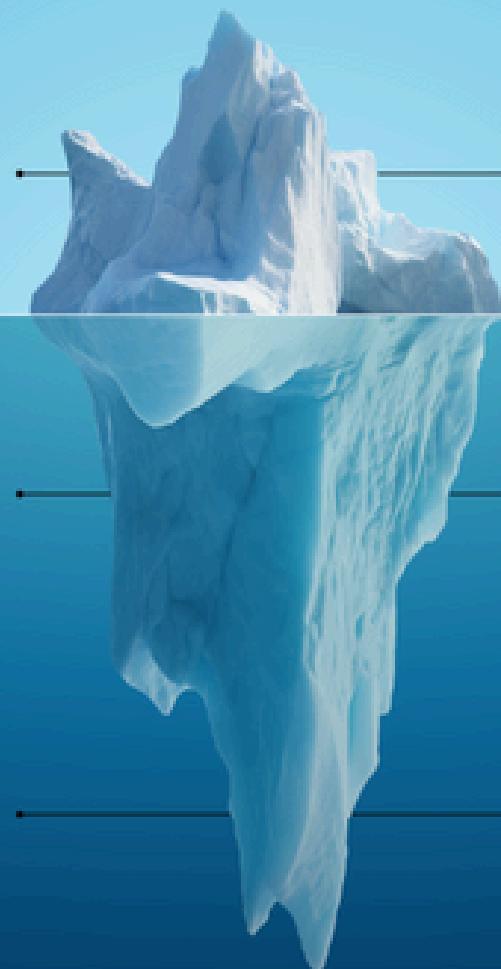
Seamlessly book flights, hotels, and dining options directly through the app, simplifying the reservation process for a stress-free vacation.

Comprehensive Trip Planning

Design your entire vacation itinerary from start to finish, exploring destinations, comparing options, and customizing every detail for a perfect getaway.

User-Centric Interface

Enjoy a user-friendly app interface that puts the power of planning in your hands, allowing you to create your dream vacation with ease.



Key Features

Your Travel Your Way: A Customizable and Affordable Travel Planning Platform



Budget Friendly Planner

A platform that plans complete trips within a given budget, offering rides, stays, and food options.



Customization

Options to include/exclude services like food, add local areas, and choose specific hotels.



Comparative analysis

Comparison between different options to ensure the best value for money.



Seamless Integration

Focus on Integrating different aspects of trip planning (flights, hotels, activities) and gives a complete plan..

The Product

SafarYourWay

Trip Planner

Sign In

Plan Your Trip with **SafarYourWay**

Your personal trip planner and travel curator, creating custom itineraries tailored to your interests and budget.

Get Started

The screenshot shows the homepage of the SafarYourWay website. At the top, there's a navigation bar with the logo "SafarYourWay", "Trip Planner", and a "Sign In" button. Below the header is a large black banner with the text "Plan Your Trip with **SafarYourWay**" and a subtext "Your personal trip planner and travel curator, creating custom itineraries tailored to your interests and budget.". A "Get Started" button is located at the bottom right of the banner. The main content area below the banner has a heading "Explore more destinations" and a search bar with the placeholder "Find things to do in cities around India". Below the search bar are five category tabs: "India" (highlighted in red), "North India", "South India", "East India", "West India", and "Central India". Under each tab, there are three destination cards. The "India" tab shows cards for Delhi (456 things to do), Mumbai (364 things to do), Jaipur (87 things to do), Hyderabad (117 things to do), Bangalore (90 things to do), Kolkata (217 things to do), Chennai (270 things to do), and the Taj Mahal (333 things to do). The "South India" tab shows cards for Goa, Pondicherry, and Madurai. The "East India" tab shows cards for Calcutta, Dhaka, and Sylhet. The "West India" tab shows cards for Mumbai, Pune, and Nashik. The "Central India" tab shows cards for Jaipur, Udaipur, and Jodhpur.



Tell us your travel preferences

Just provide some basic information, and SafarYourWay will generate a customized itinerary based on your preferences.

From where do you want to start?

New Delhi

What is your destination of choice?

Manali

When are you planning to travel?

07 - 11 - 2024

How many days are you planning to travel?

- [3] +

What is your budget?

The budget should be for the overall detail about the trip

- Low (0-8000) ⓘ
- Medium (8000-20000) ⓘ
- High (20000 and above) ⓘ

How many people are planning for the trip?

- [2] +

What are the activities you are interested in?

- Beaches
- City sightseeing
- Outdoor Adventures
- Events
- Food Exploration
- Nightlife
- Shopping
- Spa & Wellness

Submit

New Delhi to Manali

Base Package
Choose Hotels



Hotel 1 - ₹5000



Hotel 2 - ₹4500



Hotel 3 - ₹4000

2D/2N, including
Breakfast and
Dinner

2D/2N, including
Breakfast and
Dinner

2D/2N, including
Breakfast and
Dinner

Choose Mode of Transport



Bus 1 - ₹1600



Bus 2 - ₹1800



Bus 3 - ₹1400



Train 1 - ₹900



Train 2 - ₹1200

New Delhi to Manali

3-Day Schedule

Day 1: Arrival and Local Exploration

Morning: Arrive in Manali at 7-8 AM and check into your hotel. Get ready and board to bus at 10 AM.

Evening: Stroll along the Mall Road, the heart of Manali. Shop for souvenirs, try local delicacies, and enjoy the vibrant atmosphere.



Day 2: Adventure in Solang Valley

Morning: Embark on a thrilling adventure to Solang Valley, renowned for its snow-capped peaks and adventure activities.



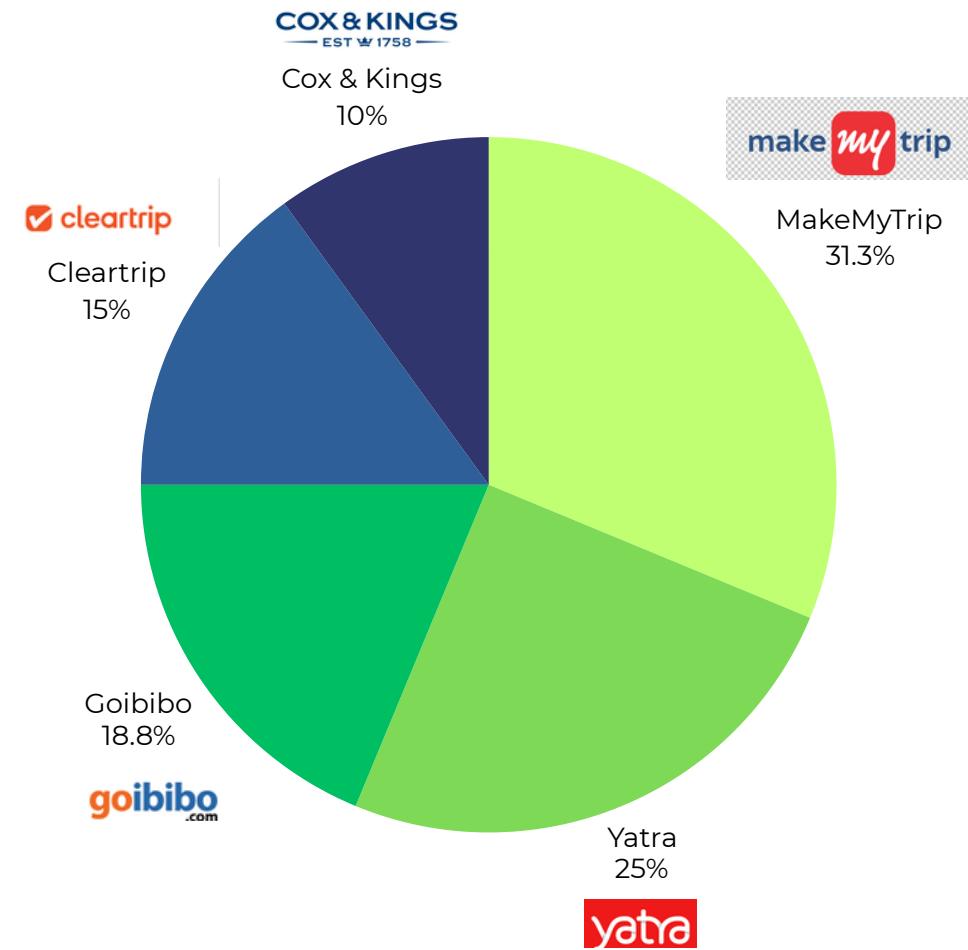
Afternoon: Explore the charming Old Manali area. Visit the Manu Temple, a historic shrine dedicated to the progenitor of mankind.

Day 3: Nature and Serenity

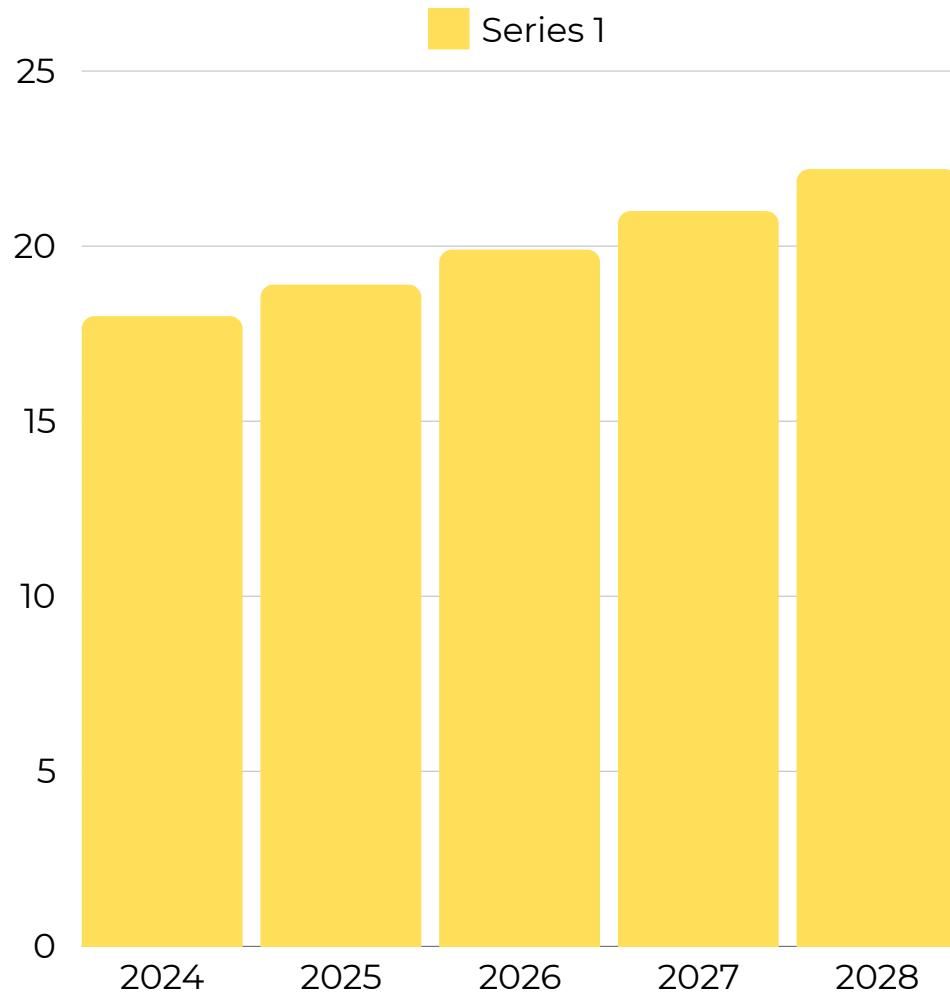
Evening: Depart from Manali, cherishing the memories of your unforgettable adventure in the Himalayas.



Competitor Market Overview



Global Travel Agency Market Size



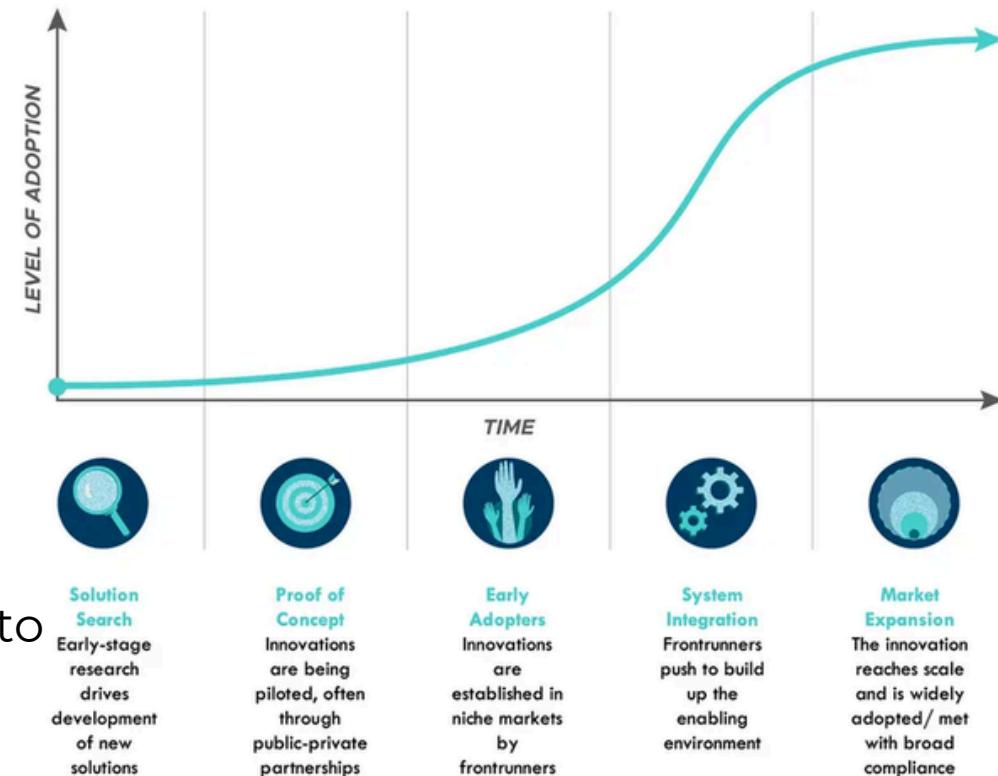
Market Opportunity

Total Addressable Market (TAM)

- Global travel and tourism spend: **\$1.4 trillion/year**
- India's share of global market: Approx. **\$50 billion/year** (based on India's contribution to global travel and tourism).

Serviceable Available Market (SAM)

- Personalized travel services in India: **\$10 billion/year**
- Serviceable Obtainable Market (SOM)
- Projected market share: 1% of SAM, equating to **\$100 million/year**



Beachhead Market

- Urban millennials in India: Market size **\$5 billion**
- Market Penetration Rate
- Year 1 target: 0.5% of Beachhead Market, equating to **\$25 million** revenue.

Market Validation



- **Travel & Tourism is a trending and growing domain with new gaps to fill in.**
- **72%** of travelers say customization is crucial for a fulfilling vacation
(Source: [Travel Industry Report 2024])
- **84%** of Consumers Choose Travel as Their Top Budget Priority, Reveals Research From Leading Subscription Platform eDreams ODIGEO
- Today's travelers seek more than just generic packages. They crave **flexibility** and **experiences** that cater to their **unique desires**.
- Initial **user research** revealed significant interest among **students & bachelors**. They were particularly excited about the budget friendly customization features. This positive feedback validates the market demand for our solution.

GTM Plan

Target Audience:

- Budget travelers like students, small scale business family vacationers, solo travelers within India.
- Age group: 18-35 years, budget range: ₹5,000 - ₹20,000 per trip.

Marketing Channels:

- **Digital Marketing and Content Strategy:** Utilize **YouTube Shorts, Facebook, and Instagram** to reach our target audience, complemented by content marketing through blogs, travel guides, and real-life customer stories on our website to build trust and highlight affordable travel options.
- **Influencer and Offline Marketing:** Collaborate with **travel bloggers and social media influencers** to promote budget-friendly, customizable travel plans, while reinforcing visibility through pamphlets and banners at key locations like major bus stands, railway stations, and activity centers.

Sales Strategy:

- **Direct Sales:** Promote booking directly through the website.
- **Commission-Based Partnerships:** Collaborate with hotels, transport services, and activity providers to earn commissions on bookings.
- **Referral Programs:** Encourage customers to refer friends by offering discounts on future bookings.

GTM Results – Initial Customer Acquisition Goals

Objective:

Secure at least 20 initial customers by leveraging early access programs, pilot testing, and targeted promotions.

Achievements:

- **Pilot Testing Response:** Received feedback from 25 users, with over 80% expressing satisfaction and intent to use PlanOnPoint for future travel.
- **Sales Conversions:** Closed 15 customers through exclusive pilot discounts and added services, making 75% progress towards target.
- **Referral Boost:** Encouraged 5 customers to refer others, bringing in 8 new leads within two days.

Key Insights:

- **Customization Demand:** High interest in custom itinerary planning; 90% of users found customization essential.
- **Pricing Sensitivity:** 65% of potential customers were responsive to discounts, suggesting the value of flexible pricing in early stages.

GTM Results – Key Metrics and Next Steps

Metrics to Track:

- **Customer satisfaction:** targeting a satisfaction score above 4/5 based on features, usability, and booking options.
- **Referral Growth Rate:** Aiming for a 30% increase in referral-based customers to lower customer acquisition cost.
- **Repeat User Conversion:** Tracking repeat usage rate, currently at 20%, with an aim to increase to 40%.

Next Steps:

- **Expand Pilot Offerings:** Introduce more personalized itinerary templates and add exclusive booking options.
- **Loyalty Program:** Establish early adopter incentives and referral rewards to encourage customer retention and organic growth.
- **Social Proofing:** Collect testimonials and case studies from satisfied users to enhance brand credibility and attract new users.

Customer Buy-In Survey: [Link](#)

Revenue Model

Revenue through commissions earned from bookings made on our platform. We partner with various travel service providers, including hotels, airlines, bus operators, local tour companies, and activity providers, to offer a comprehensive travel experience.

1. Hotels and Resorts:

- Will charge commission rates of **10-20%** on bookings across a range of accommodation options, from budget hotels to luxury resorts.

2. Airlines and Bus Operators :

- The platform will aggregate flight and bus ticket options, earning variable commissions based on sales volume and operator agreements.

3. Local Attractions and Activities:

- Commissions will be earned from bookings for adventure activities, guided tours, and entry to popular attractions.

4. Subscription Based :

- Users will get the option to subscribe the platform and become premium customers.



Revenue Plan

Year 1: Establishment and Initial Growth

- **First Quarter (Months 1-3):**
 - Focus on initial customer acquisition.
 - Expected bookings: **10-20 (individuals and groups)**.
 - Projected revenue: **₹2,50,000** with an estimated EBITA(Earning before Tax and Ammortization) of **₹20,000**.
- **Second Quarter (Months 4-6):**
 - Increasing customer base through marketing efforts.
 - Expected bookings: **40-50 (individuals and groups)**.
 - Projected revenue: **₹8-10 lakhs** with an estimated EBITA of **₹80,000 - ₹1 lakh**.
- **End of Year 1:**
 - Establish partnerships with additional hotels and travel partners to expand options.
 - Expected bookings: **100-150 (individuals and groups)**.
 - Projected annual revenue: **₹20 lakhs - 30 lakhs** with an estimated EBITA of **₹2.5 lakhs - 3.5 lakhs**

Year 2: Expansion and Growth

- Expanding Destination Coverage: Adding new tourist spots in multiple states to attract a wider audience.
- Expected bookings: **300-500**.
- Projected revenue: approximately ₹60 lakhs - 1 crore with an estimated EBITA of **₹8lakhs - 12 lakhs**.

Year 3: Scaling and Strengthening Market Position

- Increased Marketing and Partnerships: Scaling up through enhanced marketing efforts and strategic partnerships to boost brand presence.
- Target Revenue: **₹50 lakh** in EBITA.

Funding Plan

We need 30 lakhs in exchange for 6 percent equity

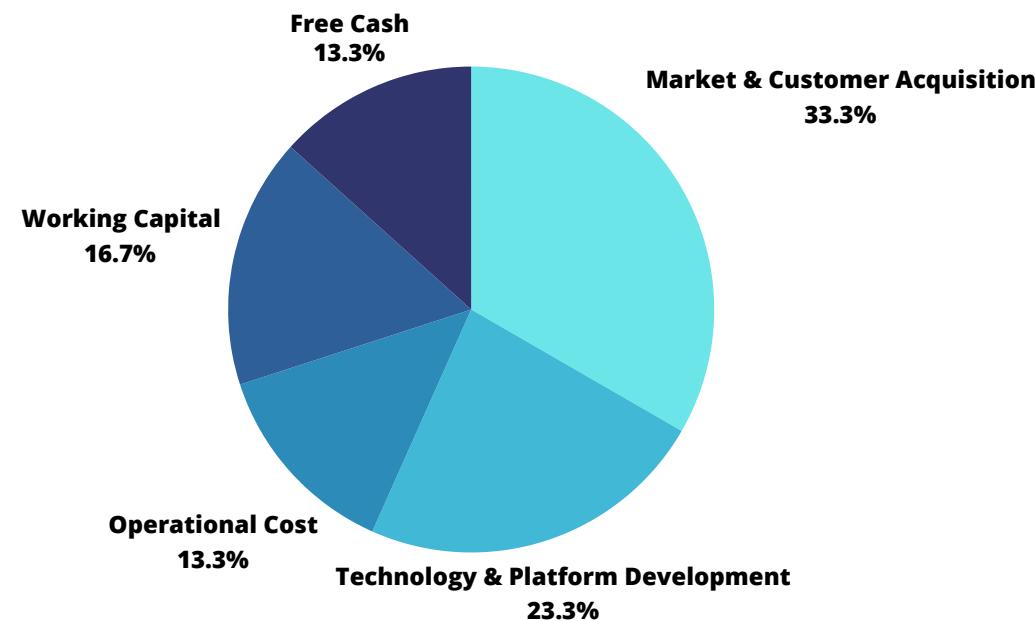
At a ₹5 crore Valuation:

$$\text{Equity Percentage} = \frac{30,00,000}{5,00,00,000} \times 100 = 6\%$$

We need funds to expand to major Metropolitan cities and most visited tourist place, increase in partnership with different stakeholders.

Expenses

Category	Estimated Cost (Year 1)
Marketing and Customer Acquisition	₹10,00,000
Technology and Platform Development	₹7,00,000
Operational Costs	₹4,00,000
Working Capital	₹5,00,000
Total Funding Requirement	₹26,00,000



Risks

COMPLIANCE RISK

- Failing to comply with legal, regulatory requirements

Mitigation

REGULARLY REVIEW RELEVANT REGULATIONS, PARTNER WITH LEGAL ADVISORS, AND CONDUCT COMPLIANCE AUDITS.

STRATEGIC RISK

- Shifts in market demand, competition, or customer preferences affecting business growth.

Mitigation

PERFORM CONTINUOUS MARKET RESEARCH TO ADAPT TO TRENDS AND CUSTOMER NEEDS. DEVELOP A FLEXIBLE STRATEGY WITH ROOM FOR PIVOTING AND EXPLORE PARTNERSHIPS TO GAIN A COMPETITIVE EDGE.

TECH RISK

- System failures, cybersecurity threats, and data breaches impacting platform reliability.

Mitigation

IMPLEMENT ROBUST CYBERSECURITY PRACTICES, CONDUCT REGULAR VULNERABILITY ASSESSMENTS, AND MAINTAIN RELIABLE BACKUP AND RECOVERY PLANS. INVEST IN INFRASTRUCTURE TO SUPPORT SCALABILITY AND SYSTEM RELIABILITY.

FINANCIAL RISK

- Cash flow issues, revenue fluctuations, and unexpected financial downturns.

Mitigation

MAINTAIN A CASH RESERVE TO MANAGE UNEXPECTED DIPS IN REVENUE. DIVERSIFY INCOME STREAMS WHERE POSSIBLE AND REGULARLY ANALYZE CASH FLOW PROJECTIONS TO ENSURE FINANCIAL STABILITY.

The Team



Megha
Co-founder , CEO

Overall Growth &
Marketing strategy



Prince kumar
Co-founder , CTO

Technical Expertise ,
Software development



Mohit
Co-founder , COO

Logistic, Sales & partnership
Management

Support Team : Provides customer assistance for bookings, inquiries, and issue resolution to enhance user satisfaction and trust.

Advisors



Prof. Rajbir Singh
Strategic Advisor

Leader in Customer Centricity
Business Design, CEO,
Mentor & Co-founder i4 Mentors
Foundation



Dr. Vinish Kathuria
Business Advisor

Vice President Ericsson |
Board Director Varror



Alok Nikhil Jha
**Policy & Market Entry
Advisor**

Innovation & Startup
Ecosystem IIITD