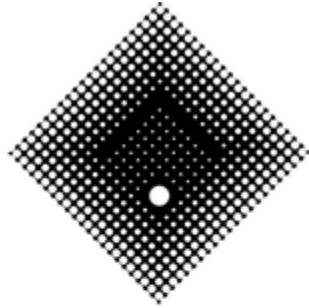


Business Proposal - Tripnosis



**VICTORIA
UNIVERSITY**

Business Proposal

NIT3274 (Small IT Business)

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1. Executive Summary

Hook: "Immersive Sydney: Secrets Beyond the Opera House!"

Company Info:

- Name: Tripnosis
- Mission: "Explore Sydney like a real SydneySider"

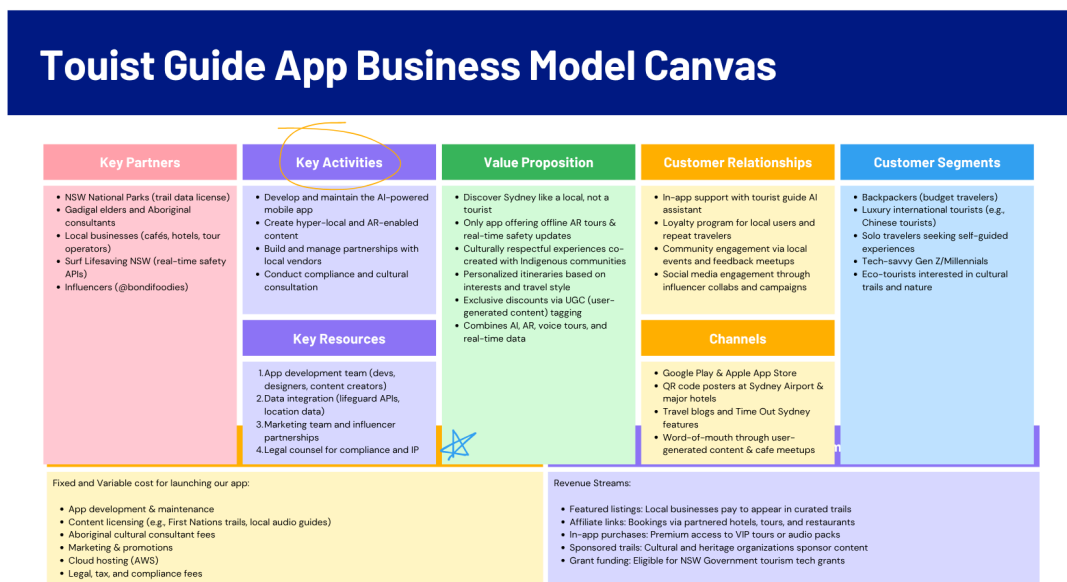
Market Opportunity:

- Sydney attracted 14.87 million visitors in 2024 (Champ, 2024)
- Tourist Pain Point: Tourists are more likely to roam around just the CBD. Transportation is complicated. Most places shut before 10PM.

Financial Snapshot:

- Revenue Streams: Local business partnerships (e.g., Surry Hills bars pay for featured trails).
- Seed Ask: AUD 200K (for hyper-local content licensing).

2. Business Model Canvas



3. Analysis (Sydney-Specific)

Target Customers:

- Backpackers (213,000/year (Chrysanthos, 2024)) → Budget trails.
- Luxury Chinese Tourists (Top spenders, AUD 5.4B in 2019(GMA, 2024)) → VIP private tours.

Competitors:

- Time Out Sydney: Static lists, no personalization.
- TripAdvisor: Overrun with cruise ship crowds.

Market Forces:

- Opportunity: 2024-25 NSW Budget of \$1.66 billion in funding allocated to the arts, tourism and night-time economy. (Destination NSW, 2024)
- Threat:
 - Rising over tourism protests in Bondi.
 - API dependency on Google/TransportNSW means surge of operational cost with increase in user base
 - Australia's Privacy Act 1988 requires strict handling of user location data.

Product outlook and potential:

- Short term outlook:
 - Grow userbase to 100k annually
 - Distribute airport kiosks and partnership with bars and cafes
 - Beta test with local uni students
- Mid term outlook:
 - Expand the service to Melbourne and Gold Coast
 - Partnerships with corporate like Airbnb for easy accommodation
 - Virtual Guide with AI using local accent
- Long term outlook:
 - Launch the service internationally in tourist heavy locations like Barcelona, Paris, Venice, etc.
 - Aim for 100k+ local scouts

SWOT Analysis

Strengths	Weaknesses
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<p>Strong Visual Identity: Custom illustrations and locally inspired UI (Bondi blue + Sydney red) build brand trust and regional pride.</p> <p>High-Value Partnerships: Revenue model built around local businesses, surf lifesaving data APIs, and national parks.</p> <p>Experienced Team: Content lead is an ex-Lonely Planet writer and community manager is plugged into local feedback loops.</p>	<p>Licensing Dependencies: Reliant on NSW National Parks, Aboriginal Heritage Act, and API access, which may face bureaucratic or legal delays.</p> <p>Limited Awareness (Early Stage): Needs strong initial marketing to compete with established platforms like TripAdvisor and Time Out.</p> <p>Funding Need: Requires AUD 200K seed to license hyper-local content — financial runway is short without this support.</p>
Opportunities	Threats
<p>Government Support: Eligible for NSW \$10M tourism tech grant to boost regional expansion.</p> <p>High-Spending Tourists: Customizable VIP trails for Chinese luxury travelers (AUD 8K/trip avg. spend).</p> <p>Future Expansion: Model can scale to Melbourne, Brisbane, Auckland, and global heritage cities.</p>	<p>Overtourism Protests: Resistance in hotspots like Bondi may limit promotion or permissions for location-based features.</p> <p>Tech Competition: Big players like Google Travel or Klook may adopt similar features or undercut pricing.</p> <p>Cultural Sensitivities: Must continually consult with Indigenous communities to avoid misuse or misrepresentation of cultural content.</p>

4. Product Solution

Sydney-First Features:

Feature	Local Benefit	Unique Angle
Bondi Rescue Mode	Real-time surf/safety alerts	Data from lifeguard APIs
First Nations Trail	Aboriginal cultural sites	Co-created with Gadigal elders

Opal Card Wizard	Real-time alerts when topping up wastes money	Integrates Transport NSW APIs with spending predictions.
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Look & Feel:

- Color Palette: Bondi blue + Sydney red (inspired by Harbour Bridge).
- Local Icons: Custom illustrations by a Darlinghurst artist.
- Real-time data on hotels and reviews.
- Clean and minimalist UI
- Easy to navigate menu
- Book the local tourist guide

Unique Selling Point

- The only AI travel app offering offline AR tours of Sydney's top landmarks.
- In-app tourist guide support
- Custom itineraries based on user preferences
- Detailed description of the landmark including the available hotel rooms
- Real time opal card notification

5. Compliance

- Licenses: NSW National Parks data license (for Blue Mountains trails).
- Licenses: Privacy Policy compliant with Australian Privacy Principles
- Legal: Aboriginal Heritage Act compliance for cultural content.
- Tax: GST-registered (required for AUD 75K+ revenue).

6. Marketing Strategy

Branding: "Sydney's secrets, served fresh daily."

Tactics:

- Airport QR Codes: Scan at SYD arrivals → free CBD walking tour.
- Influencers: Partner with @swag.on.the.beat (1.6M followers).
- Local Media: Pitch to Time Out Sydney for "Undiscovered" column.
- Google and Apple Store promotions
- Partner with surrey hills cafes and bars for food and beverages deals

Social Proof:

- User-generated #{Custom-tag} pics trigger discounts at Opera Bar.

7. Management & Operations

Local Team:

- Head of Content: Ex-Lonely Planet Sydney guidebook writer.
 - Community Manager: Runs Surry Hills café/bars meetups for user feedback.
- Beta Test:
- 6-week trial with local uni exchange students (diverse testers).

M&O Framework:

- Agile development methodology
- Cloud hosting via AWS

Timeline:

- Q1: MVP Development
- Q2: Beta Launch + Feedback
- Q3: Full Launch + Marketing Push
- Q4: Expansion & Monetization

Exit Strategy: Acquisition target for Klook (Asia-focused tours). Alternatively, Series A investment for global scaling.

8. Financial Plan (AUD)

Year 1 Projections:

- Revenue: \$150K (50% from local biz partnerships).
- Costs: \$80K (incl. Aboriginal consultant fees).
- Net Profit: \$70,000.
- Break Even: 14 months.

Cash Flow Projection (Monthly):

- Positive cash flow from Month 6 post-launch
- Initial development funded via grants and investment (\$50,000)

9. Pitch Script (Sydney-Centric)

Problem: "Tourists think Sydney is just the Opera House... and leave disappointed."

Solution: "We show the real Sydney – like the 2am dumplings in Chinatown only cabbies know."

Ask: "AUD 200K to turn every phone into a funny, foul-mouthed Sydney local in your pocket."

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