



## Executive Summary

### OBJECTIVE

ColourWay is an app/website that connects travelers of color from different areas and backgrounds.

### MARKET & SOLUTION

Our research shows that people of color, particularly millennials, either don't feel safe while traveling, or that they don't feel included. African-Americans in particular use 48% of their \$1 trillion buying power to travel. However, there is barely any representation of them in travel ads. In developing the website, we even found that we had a hard time finding stock photos of black travelers. By using this app, users expose the necessity of the representation and inclusion of people of color in all area of travel, and in turn enlarge the number of POC in travel.

### VALUE PROPOSITION

ColourWay is committed to ensuring that everyone is equipped to have the travel experience they've always wanted, regardless of their skin color or ethnic background. Our key features make travel experiences easier and safer to plan, book, and enjoy. From user reviews to photo/video editing, to itinerary and budget planning, ColourWay has got it covered.



C O L O U R W A Y



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## **BUSINESS MODEL**

Advertising Revenue (Click Advertisements & Display Advertisements)

Selling Stock Photos to travel related companies for advertising purposes.

Instant Booking Fee (Airlines, Hotels, Rental services)

Download Price (One-Time price of \$0.99)

## **POTENTIAL PARTNERS**

Globetrot

Expedia

Uber

Lyft

Travel Noire

Nomadness Tribe

Sky-Scanner App

Priceline

## **COMPETITORS**

AirBnB

TripAdvisor

Trip.com

## **COMPETITIVE ADVANTAGE**

What sets ColourWay apart is its focus on people of color. There are currently no major travel apps in the market that target people of color. That gives us an advantage, in that the market is less saturated, lowering the barrier for entry significantly.

