



COLOURWAY

ColourWay

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.

BUSINESS MODEL

Advertising Revenue (Click & Display)
Selling Stock Photos
Instant Booking Free
Download Price

MARKET

[Describe the market scenario and give supporting data like market size, market share and growth rate]

COMPETITORS

[Describe your current & future competitors and any other external risks that the investment may be exposed to. Demonstrate knowledge of the landscape]

COMPETITIVE ADVANTAGE

[Describe your current & future competitive advantage and explain barriers to entry]

4 EXECUTION PLAN/GO TO MARKET STRATEGY

[Describe how you plan to pull it off. Summarize your sales, marketing, development and partnership plans. Highlight milestones planned for future]

CONTACT INFORMATION

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MANAGEMENT TEAM

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POTENTIAL PARTNERS

Globetrot
Expedia
Airbnb
Uber
Lyft
Travel Noire
Nomadness Tribe