

COLOURWAY

FOUNDER, CASSANDRA L. PIERRE-LOUIS



CASSANDRA L. PIERRE-LOUIS

Founder & CEO

A native of the Bronx, Cassandra holds a BS in Business Administration: Finance from Mercy College. Prior to starting ColourWay, Cassandra functioned both as Social Media Director and, later, Research Chair for BelTIFI Inc., a non-profit organization based in New York that serves young Haitian-American women across New York State in the areas of self-care, mentor-ship, and professional development. Her future plans also include spreading technology education and encouraging start-up development in Haiti to promote economic independence through financial literacy programs and curriculum

An avid traveler, Cassandra has always approached her travel planning with a bit of trepidation. She has always had concerns about traveling as a woman, but more specifically as a black woman. Her hopes are that this app provides not only a forum and platform for sharing photos, tips, and deals, but that it functions as a safe space for those who don't necessarily feel safe when traveling because of how they identify.

MARKET OPPORTUNITY

A scenic landscape featuring a wide river or estuary winding through a valley, leading towards a range of mountains. In the foreground, there's a coastal town with buildings built into a hillside overlooking the water. The sky is clear and blue.

Potential Users



Hotels

Millenial POC

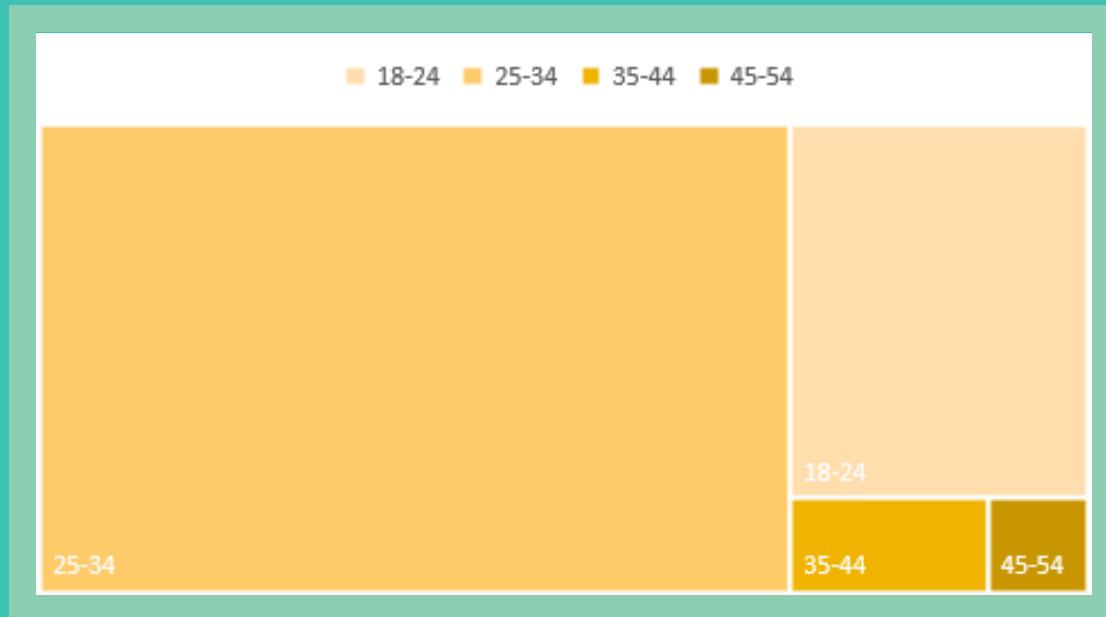
Travel Agencies

College Students

Culture-Specific groups

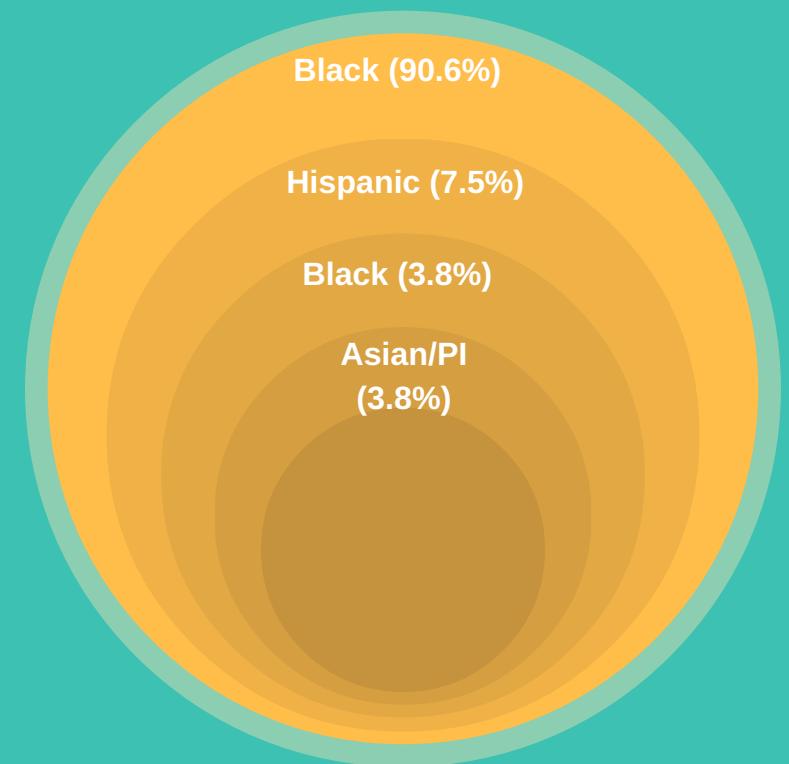
Independent Travel Agents

Customer Insights



Age

Race + Ethnic
Background



VALUE PROPOSITION



ColourWay is committed to ensuring that everyone is equipped to have the travel experience they've always wanted, regardless of their color or ethnic background. Our key features make travel experiences easier to plan, book, and enjoy. From user reviews to photo/video editing, let **ColourWay** help you see the world in colour!

KEY FEATURES



Footprints

Reviews,
Opinion-based posts
Hot-spots

Stories

Users tell their stories
Opinions or feedback

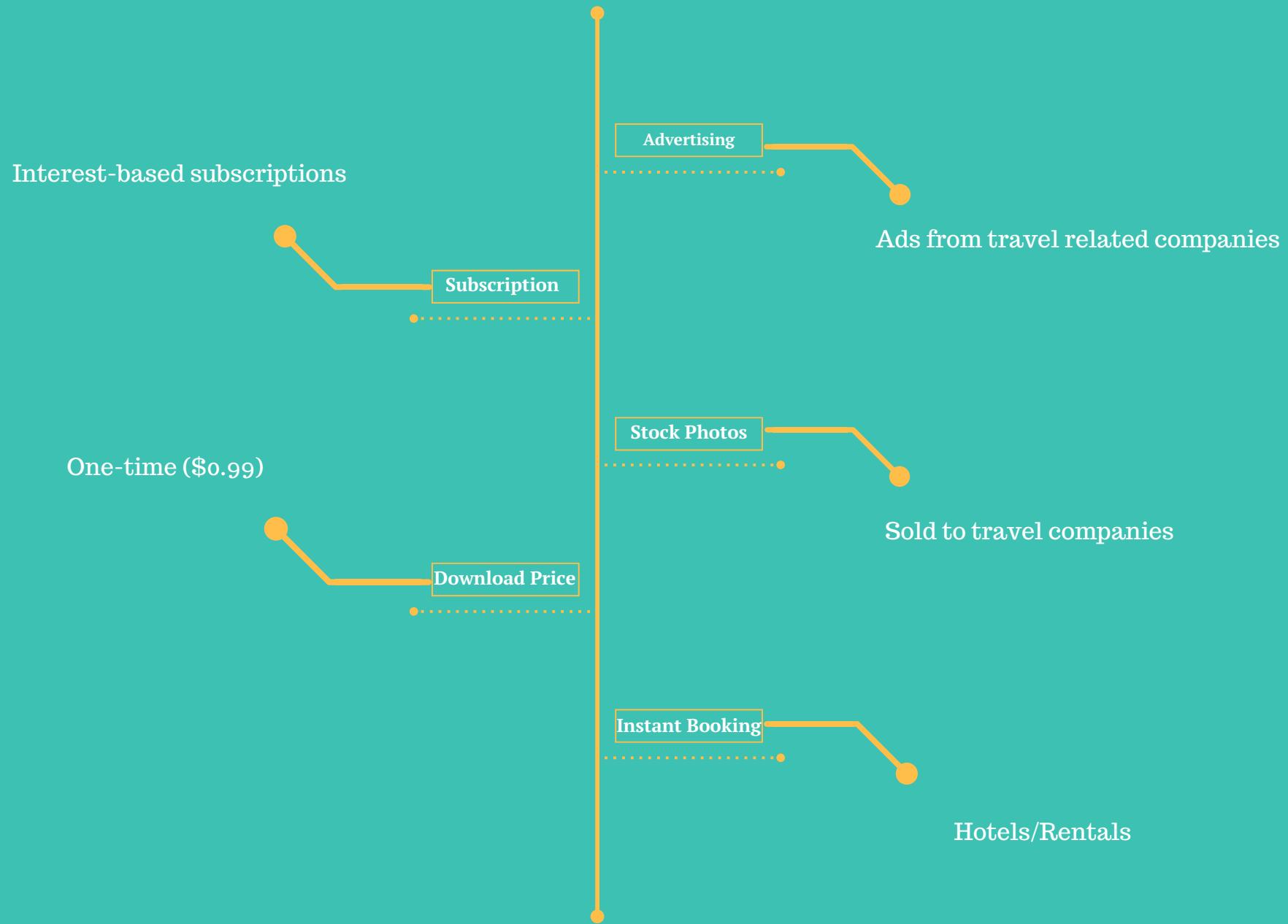
Safety first

Alert feature tailored to each location
Based on gender, orientation, and skin color.

Group Therapy

Form groups & meetups before
Connect

Revenue Streams





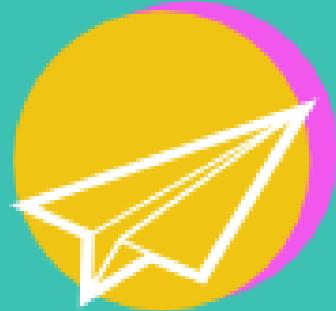
How it Works

Sign-Up

Create a profile

Add subheading

See the world in Colour!



COLOURWAY

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