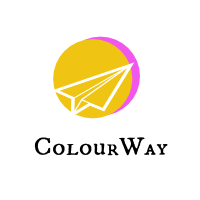
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**EXECUTIVE SUMMARY**

**MISSION STATEMENT**

To connect and protect travelers of color.

**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 opening an incubator space in the Bronx to facilitate tech-education encourage start-up development in her own area an in neighboring communities.

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 are hesitant about traveling because of the color of their skin, or how they choose to identify.

**MARKET & SOLUTION**

Statistics show that of the trillions of dollars spent by travelers worldwide, millennials alone spend over $250 billion of that on travel. African-Americans in particular use 48% of their $1.2 trillion buying power to travel. However, African-American are rarely the target of travel ads, whether by hotels, cruises, or other travel related business. This is evidenced in the fact that we struggled to find stock photos of black travelers. Our research shows that people of color, particularly millennials, either don't feel safe while traveling, or don't feel included. By using ColourWay, users also 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, and show the travel industry that we are here, we are traveling, and that we should be included.

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**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.

**REVENUE MODEL**

* Aggregate data sales
* Selling Stock Photos
* Instant Booking Fee (Airlines, Hotels, Rental services)
* Advertising Revenue
* Freemium: no download price, loaded features, premium features with subscription.

**POTENTIAL PARTNERS**

* Expedia
* Uber & Lyft
* African American Travel Conference
* The World Tourism Organization
* Travel Noire
* Nomadness Tribe
* Sky-Scanner App
* Priceline
* Globetrot
* Subscription Box Services

**MARKET**

* Digital Travel Sales is $450 Billion, w/ 30% of travel sales processed using mobile device
* 47% of travelers start planning a trip on a mobile device
* As of 2014, African-Americans alone have $1trillion buying power, with 48% of that being spent on travel every year.

**COMPETITORS**

* TripAdvisor
* Trip.com

**COMPETITIVE ADVANTAGE**

What sets ***ColourWay*** apart is its focus on people of color. There are currently no major travel apps with similar features to ColourWay in the market that target people of color. Generally, the cost of acquisition for travel apps is $3 for iOS, $2.50 for Android, and ColourWay partnerships will help bring those costs down.

**GO-TO MARKET STRATEGY & TIMELINE**

* Meet-ups between January and March (spring break)- will serve as focus groups.
* Site launch mid-March, right around spring break.
* Facebook/Twitter/Instagram ad marketing.
* Send emails out to acquire beta testers.
* Official app launch- late July/August
* Event outreach & networking- AfroTech, Blavity, SX/SW, trade shows, tech conferences.
* 1000+ users by December 2017
* US availability (2017 thru mid-2018), International availability (2018).

**ASKS**

* Mentorship
* Office space: creative workspace during app development
* Investment towards training for software development in the early stages.