

# BONVO

CONCEPT TRIP DESIGNERS

Life Transforming Trips

# The Story

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A humble man with a lot of dreams have always been in search of the path that would take him to heights and feed his emotional security. Having done so many things to prove himself, he only had setbacks. His bitter experiences with his childhood best friends who he had always looked up to, only made him stronger. His search for ways to fulfill his dreams helped him reach to a bunch of visionary entrepreneurs who mentored him, nurtured him and gave him confidence and networks.

This turnaround of events in his life finally gave him the confidence that he can be what he want to be. With right mindset and right networks, he set his sail toward the achievements that no one had ever done.

Moreover, he wanted his businesses to be an inspiration for people who are looking for positive transformation in their respective lives. And thus, he gave birth to **Bonvo**. A niche, innovative trip designing concept, where each trip is designed to change the lives of those on board. And through this, he wishes to transcend the power of transformation to everyone seeking a better life.

# Purpose

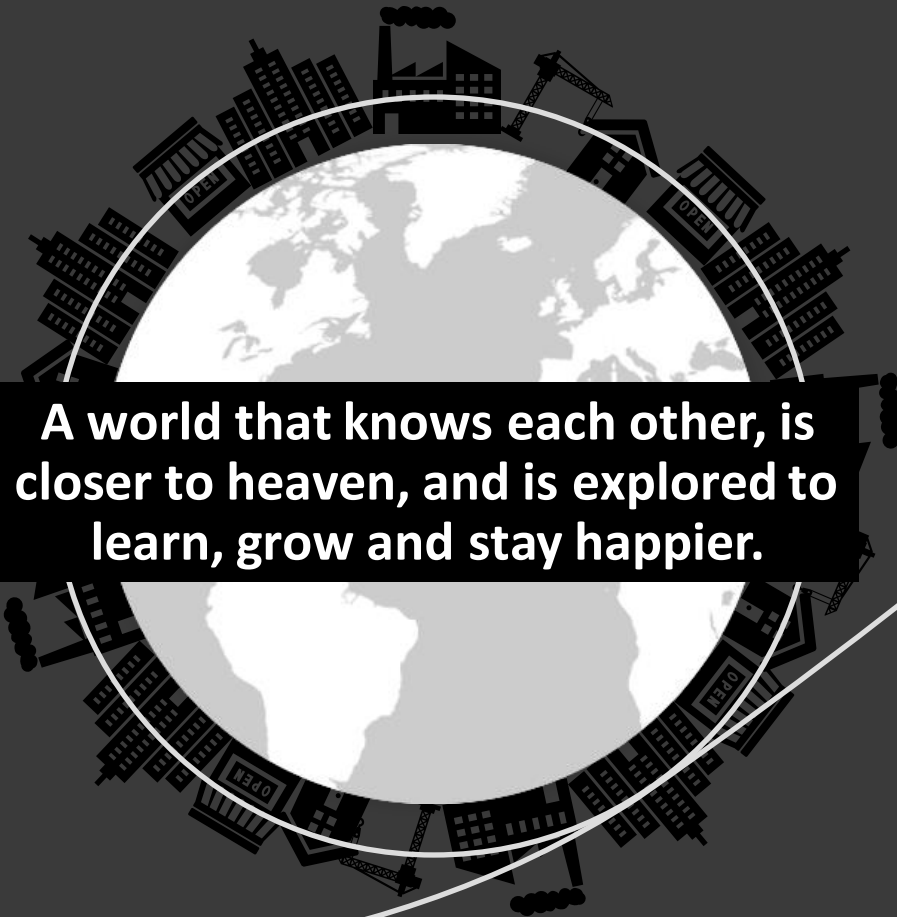
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Build a happier world where people are inspired to make their lives better through experiential learning and empowered networks



# Vision

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**A world that knows each other, is closer to heaven, and is explored to learn, grow and stay happier.**

# Mission

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Connecting people's goals with their values through purposeful, eventful and educating explorations of not just the outer world, but also the inner world. And give them precious insights as well as opportunities to grow in their personal, professional and spiritual lives.



# Values

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# Customer Segments

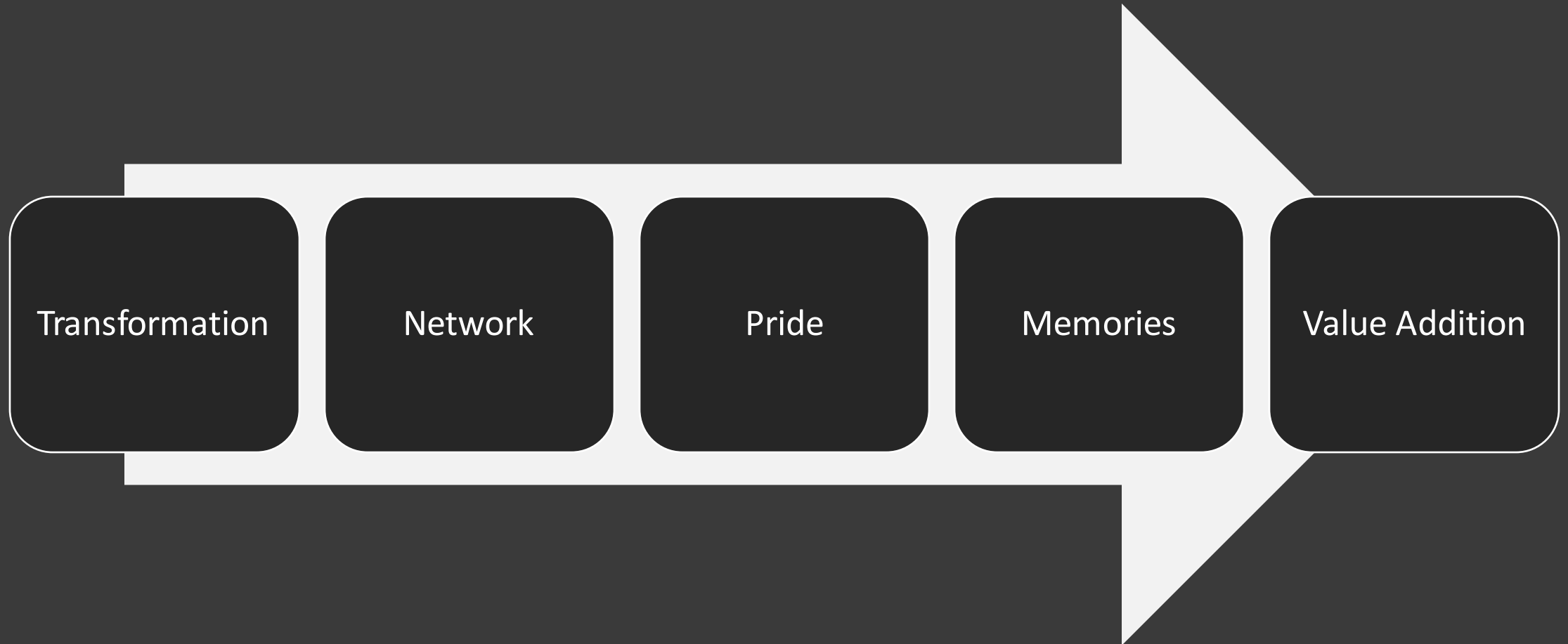
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- Customers with an average monthly disposable income greater than 2 lacs.
- Customer profession: Entrepreneurs, established doctors, established lawyers, business consultants, government officials, NRI professionals, investors, business executives, celebrities.
- Purchase Circumstances:
  - Personal, financial, professional and/or spiritual downtimes.
  - In need to build new networks or expand current networks.
  - Find new customers to expedite growth.
  - Vanity



# Value Proposition

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# Revenue Models

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- Design, co-ordination and delivery of purposeful international/domestic trips after collecting and validating market demand.
- Design and organize destination events.
- Strategic partnerships with international and domestic brands, personalities and countries.
- Master franchising and channel partnerships.
- Social media

# Revenue Streams

- Services charges on documentation and other bookings.
- After event supplies of magazines, albums and other collaterals.
- Sponsorships.
- Fees for trainings and other pre-agreed/pre-approved services from the guests.
- YouTube and other social media platforms.
- Website and Mobile applications.
- Subscriptions.



# Growth Strategy

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Mobile  
Application

Referral  
Program

Customer  
as  
salesman

