

# Travel Gene Business Proposal

The Travel Gene Team

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# OUTLINE

- Target Market
- Pain Points
- Our Solution
- Milestones
- Customer Acquisition
- Customer Feedback Summary
- Team

# The Travel Market

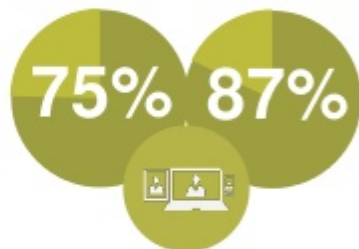
- The market for travel players is giant.
- By the statistics, around 1.8 billion people travel internationally and around 4.1 billion people travel domestically in 2015.
- Online Travel Agent grows exponentially, accounts for half of all travel booking in US.



# Mobile and Social Trend

- Web and Mobile will be the top two channels for travel plan.
- Social media are expected to be involved more in travel.

Leisure travelers    Business travelers



switch between  
devices to plan or  
book travel (desktop,  
laptop, smartphone and  
tablet)



rely on  
social/video/pho  
to sites and  
search engines  
for trip inspiration



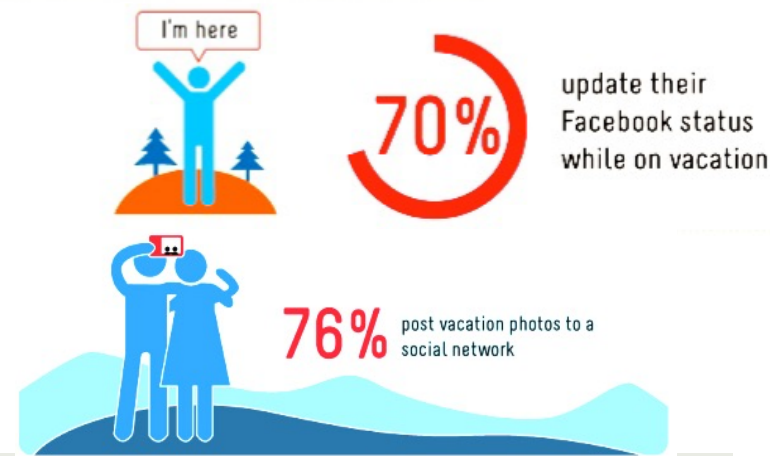
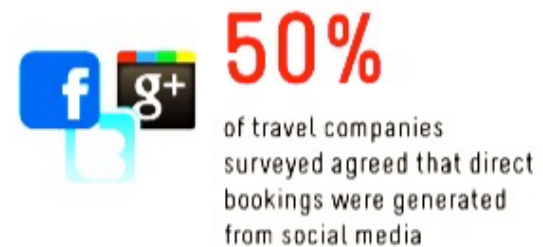
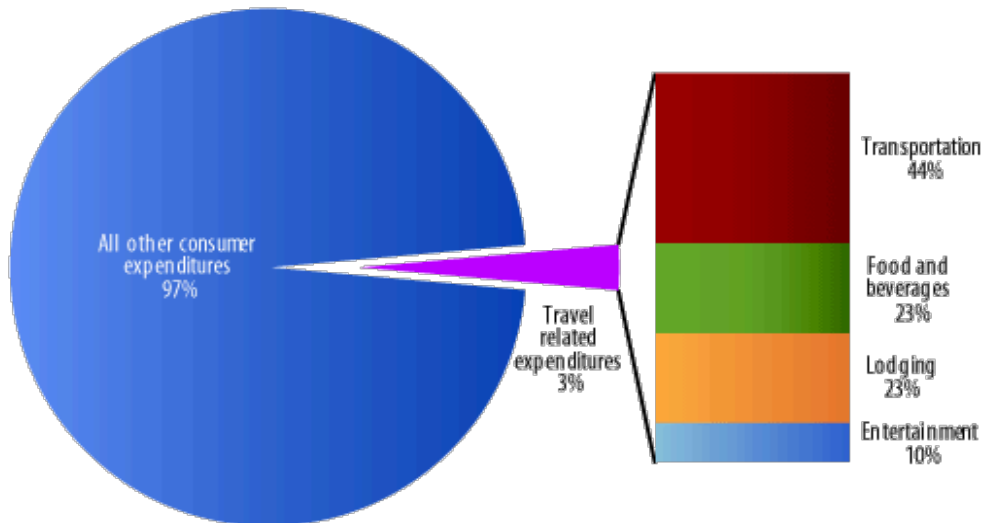
say they would  
book travel via  
mobile devices



use **smartphones**  
for travel  
inspiration in spare  
moments such as  
waiting, commuting,  
etc.

# Target Market = Young Social Travelers

- Among all travelers, young people, especially undergraduates and graduates in universities, occupy a large subset.
- open to innovation, price sensitive (prefer to travel on a shoestring)
- Good at social, eager to share

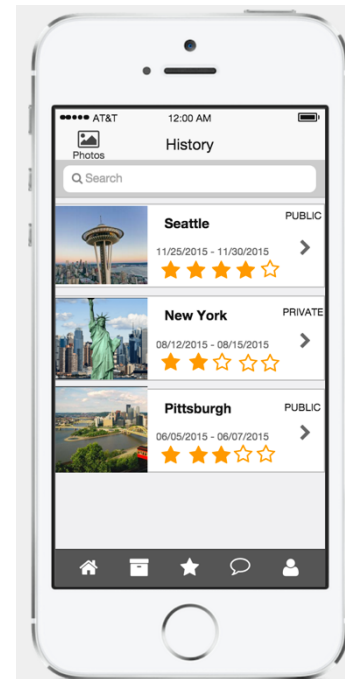
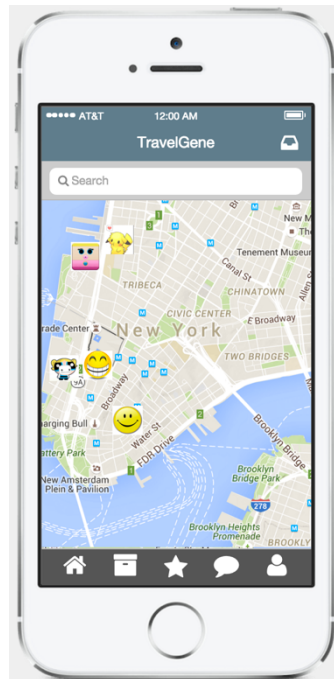
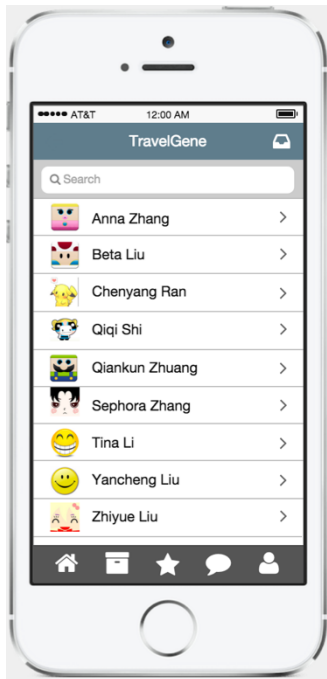


# PAIN POINTS

- Travel planning is time consuming
- No good single tool can organize an entire multi-day multi-party trip
- Travel tools don't understand me and my preferences
- Difficult to invite friends and collaborate

# OUR SOLUTION – Travel Gene

## ■ Demo



Will replace with the finished app screenshot

# OUR SOLUTION – Travel Gene

- Travel Gene is
  - A mobile app that help users plan, organize, collaborate, and share trips
  - A friendly app that understands you and your travel companions
  - A smart app that prioritize and recommend trips, designations, hotels, restaurants, and things to do by recommendation engine with real time learning
  - A tool that transforms lengthy and stressful travel planning in to a fun and easy process, even for large groups

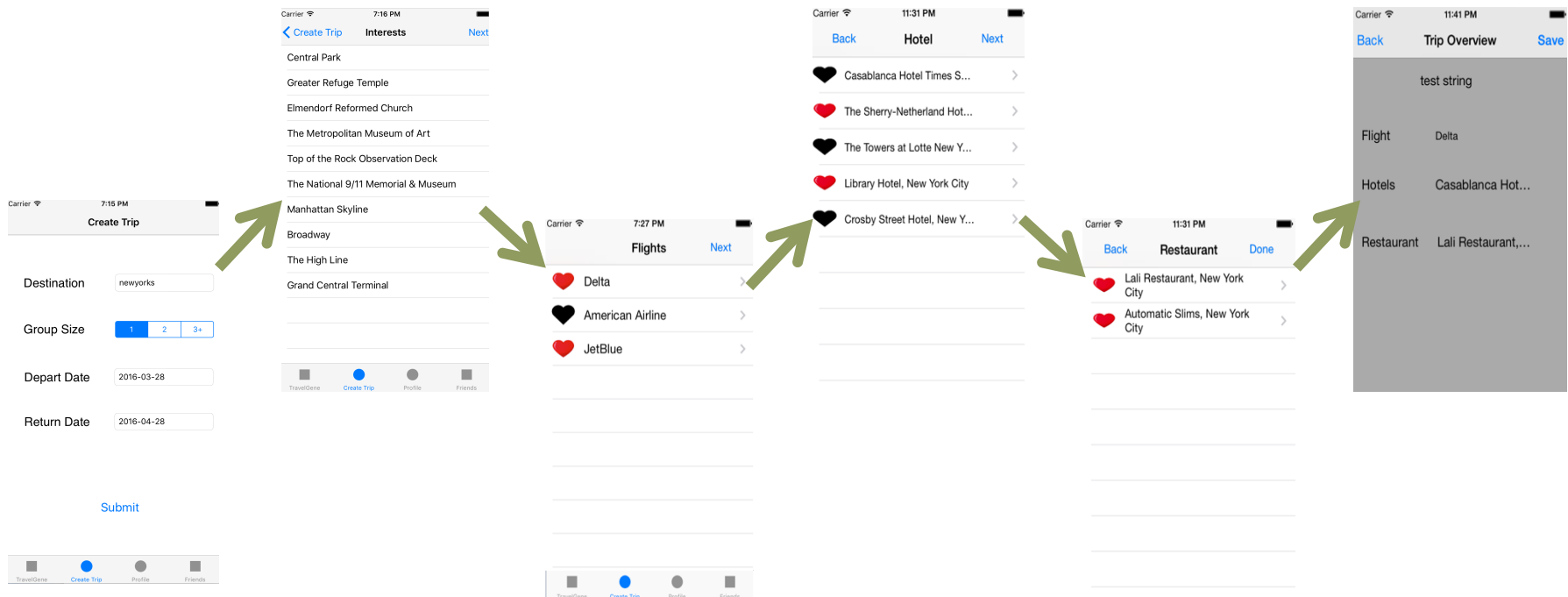




# OUR SOLUTION – Travel Gene

## Plan trip

- after select dates and destinations, recommendation will be given for the activities you can do in the destination.



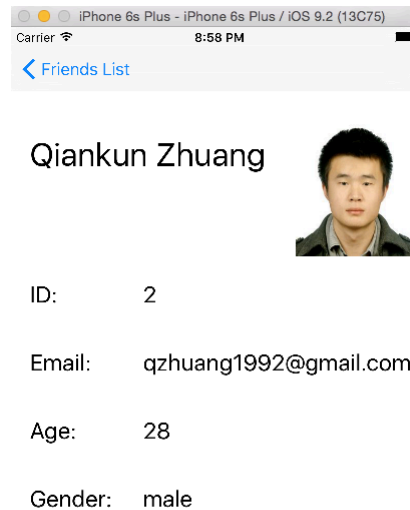
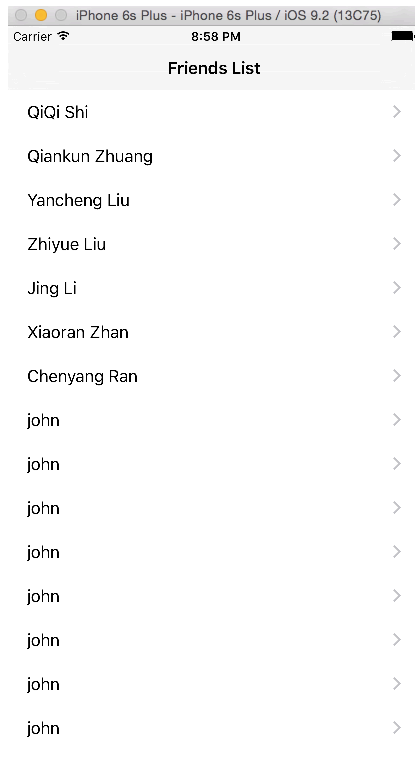
# OUR SOLUTION – Travel Gene

- Collaborate
  - Easy to review the trip history on mobile
  - Accommodate details of the trips based on recommendation and your own preference
  - Understandable UI to use immediately without confusion



# OUR SOLUTION – Travel Gene

## ■ Social



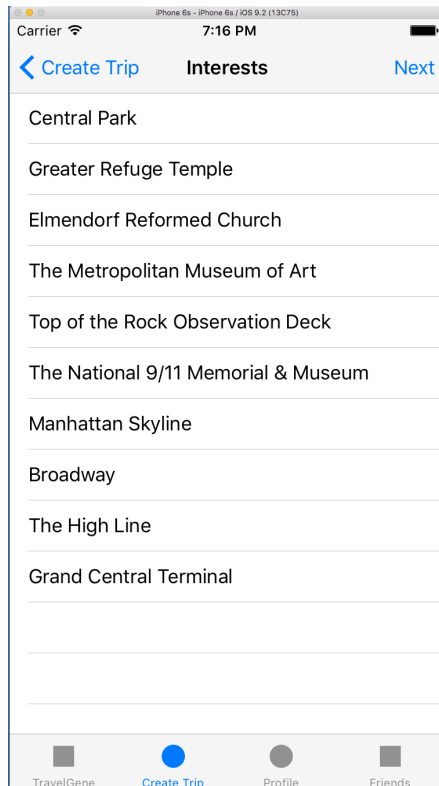
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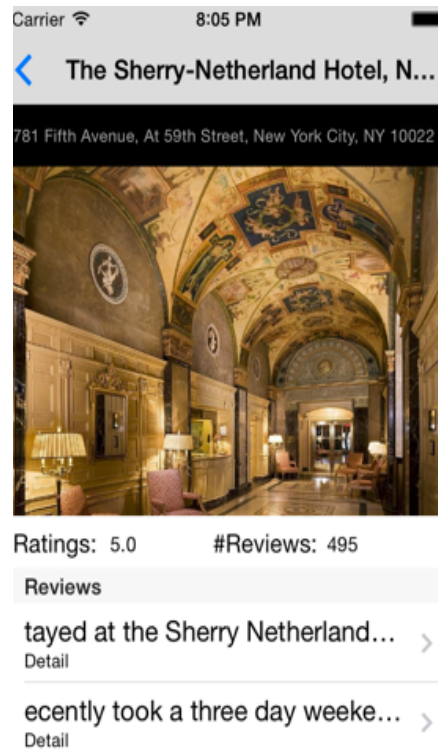
# OUR SOLUTION – Travel Gene

## Recommendation

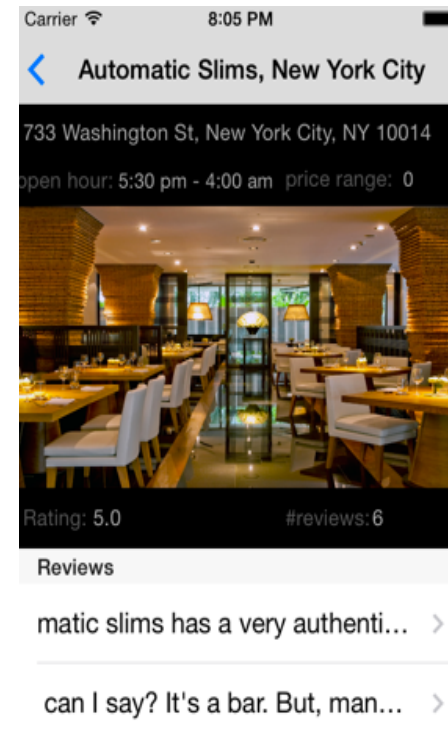
### Activity



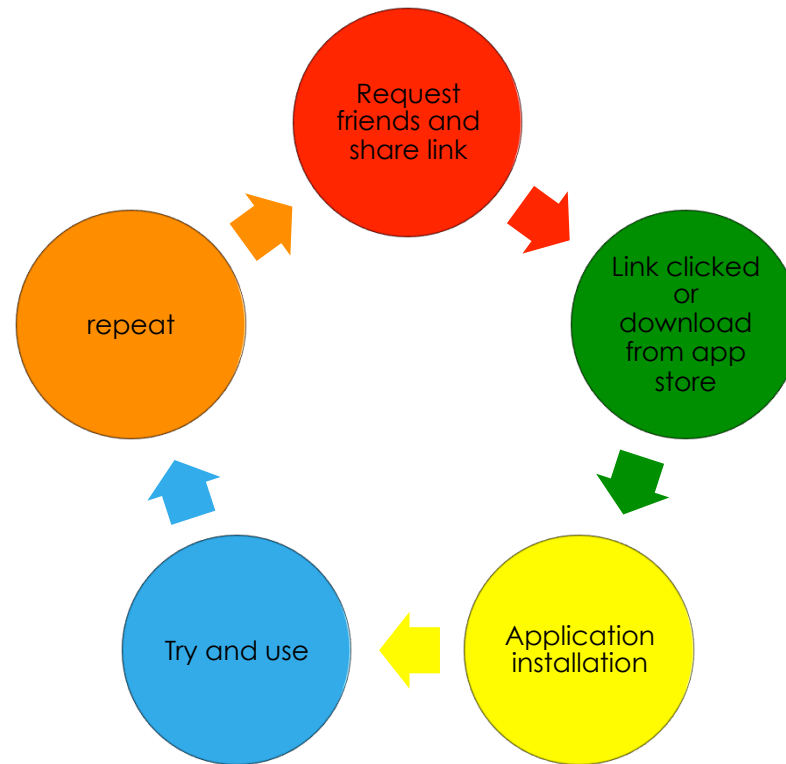
### Hotel



### Restaurant



# CUSTOMER ACQUISITION STRATEGY

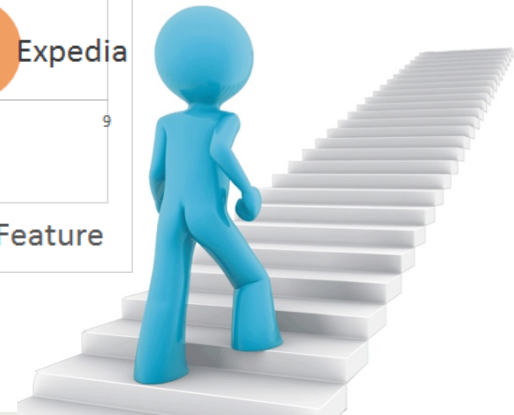
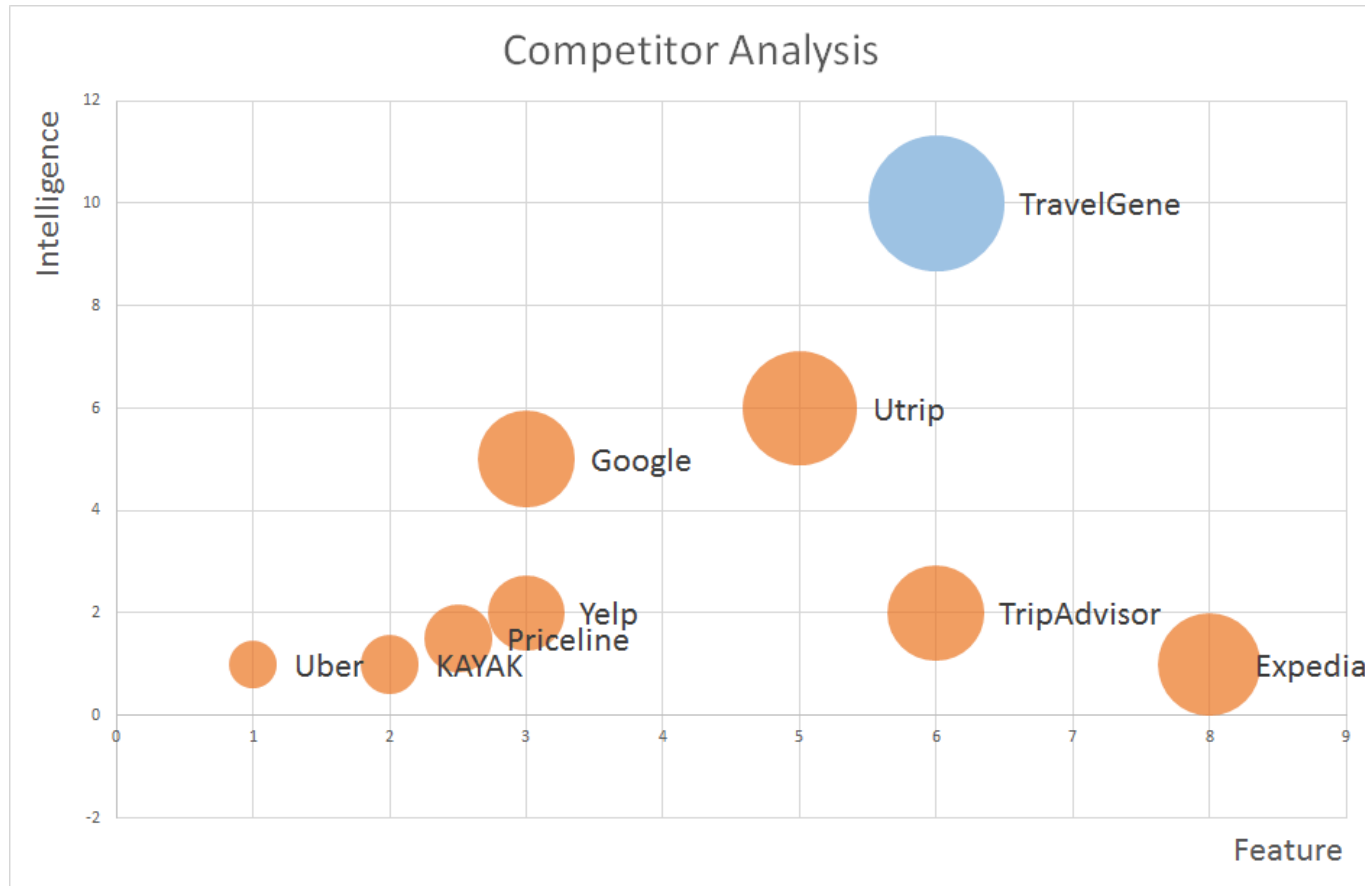


# Business Model

- Leverage standard Expedia EAN profit sharing for hotels
- Commission from restaurants and destination attractions
- Commission from live travel and destination experts
- Recommendation, ads, screen real estate, priority position
- Other business models once reach certain deployment base



# COMPETITION



# COMPETITION

- Compared with our competitors, we
  - can accommodate trips details based on the preference of specific customers
  - have a more specific target – undergrads and grads in the universities, and take the appropriate measures
  - use real-time recommendation to make the trip planning easier



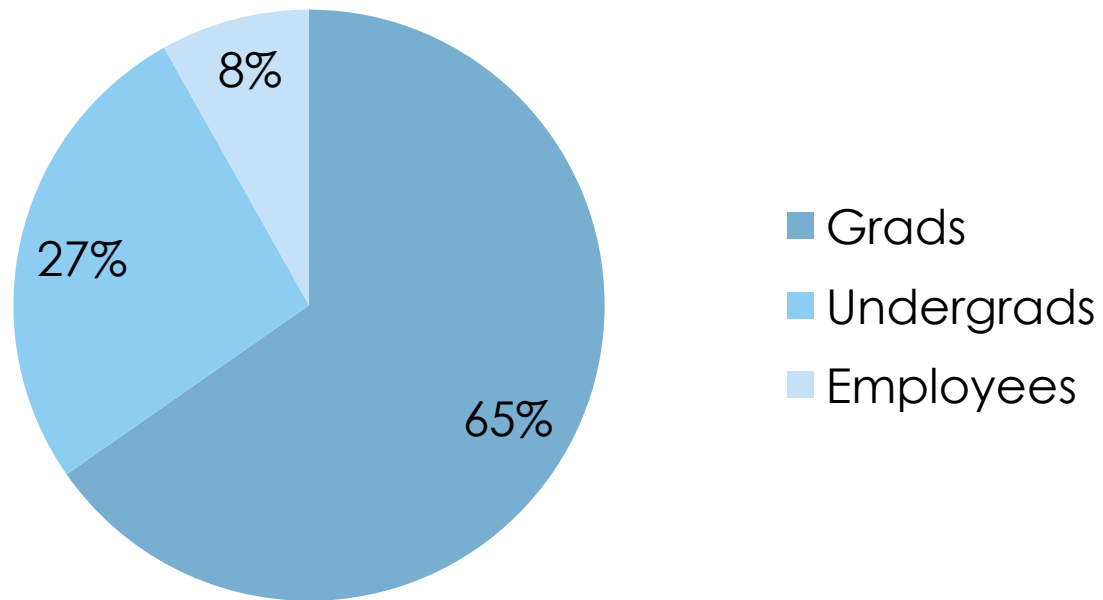


# CUSTOMER QUESTIONNAIRE

<b>Basic Question about Trip Preference</b>	<ul style="list-style-type: none"><li>• Can you describe your most recent vacation or leisure time event?</li><li>• How do you spend your leisure time?</li><li>• Who do you spend your leisure time with? Friends? Family? What percentage?</li><li>• What percentage of above is out of town? Budget? and in town? budget?</li><li>• Can you name three favorite places to go? 3 for In town and 3 out of town examples needed.</li><li>• For the places that you prefer to go in a group, how do you find who to go with? How do you contact them? How do you manage confirmations and scheduling?</li></ul>
<b>Trip and social</b>	<ul style="list-style-type: none"><li>• Do you usually go with your friend who initiate or you are the initiator?</li><li>• For group travels, who manages and coordinates the trip? Who manages hotels? Air? Attractions? Please describe the process.</li><li>• Is great location more important for you trip, or good companion</li><li>• If you'd like to go somewhere for travel, do you want to go alone, or with friends?</li></ul>
<b>App Specific Question</b>	<ul style="list-style-type: none"><li>• Demo the app first. Which feature do you like most? Where can it be approved?</li></ul>

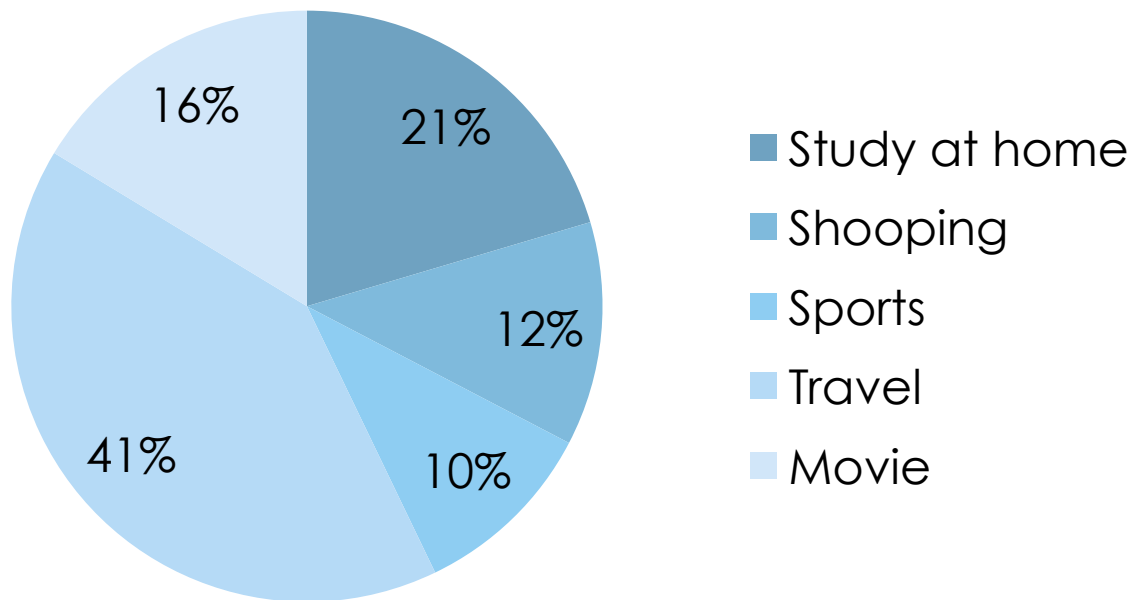
# QUESTIONNAIRE FEEDBACK

## Demographic



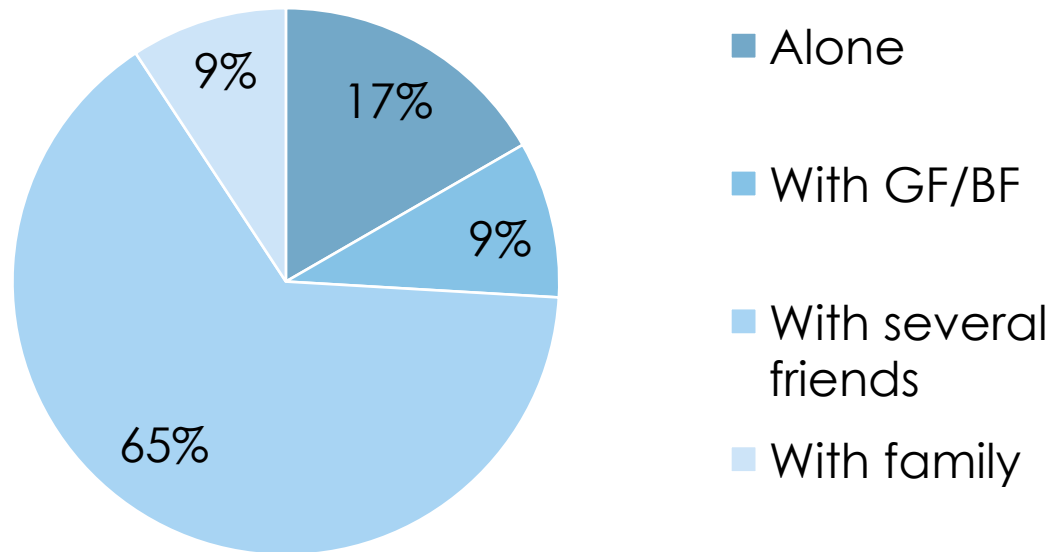
# QUESTIONNAIRE FEEDBACK

## Vacation Preference



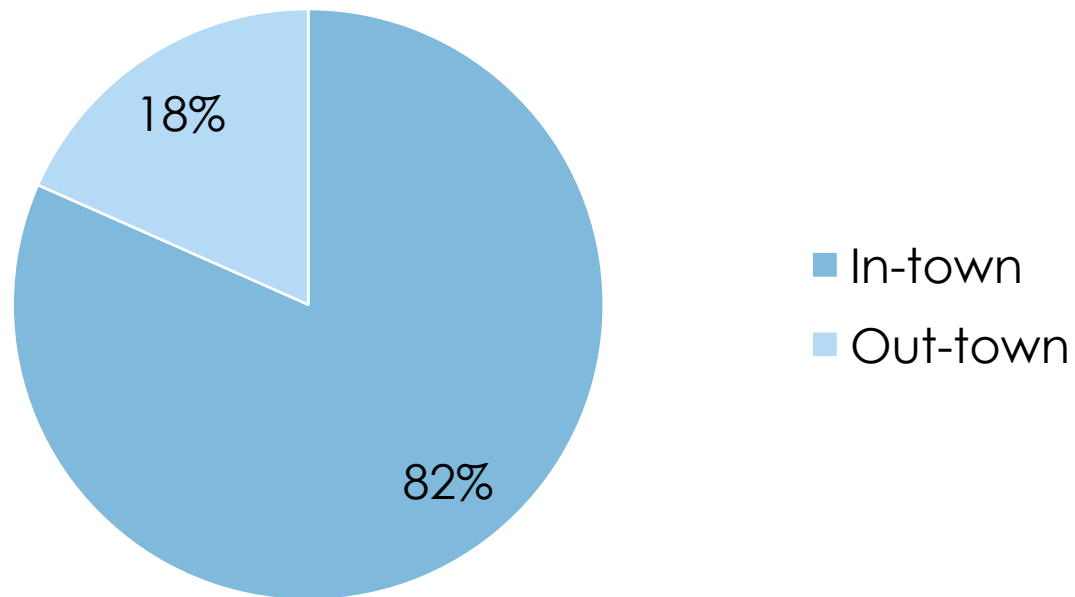
# QUESTIONNAIRE FEEDBACK

## Travel and Social



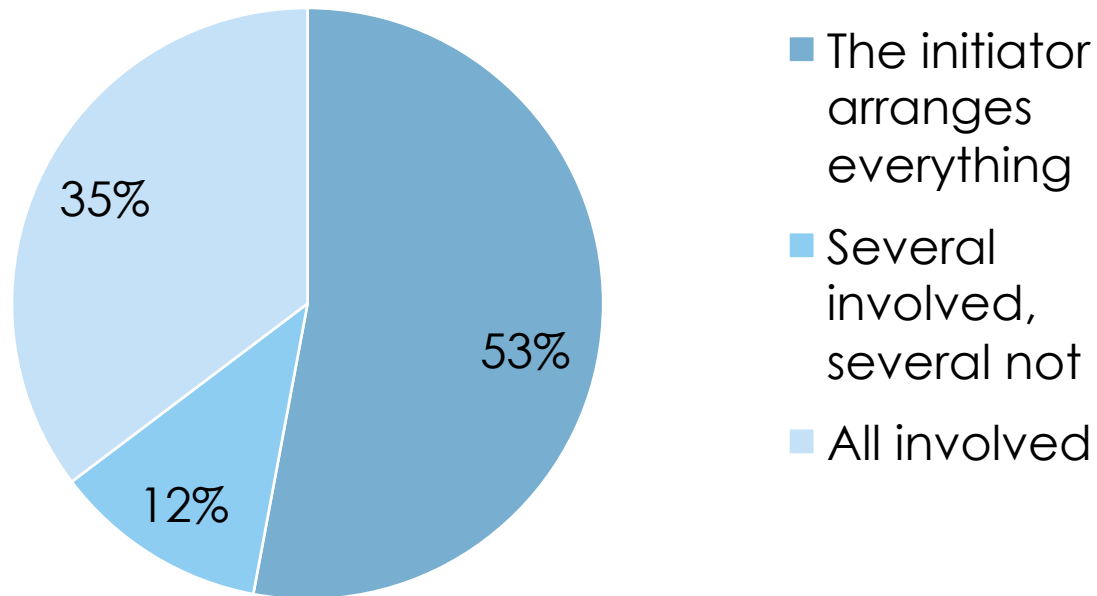
# QUESTIONNAIRE FEEDBACK

## Travel Destination



# QUESTIONNAIRE FEEDBACK

## Trip plan responsibility

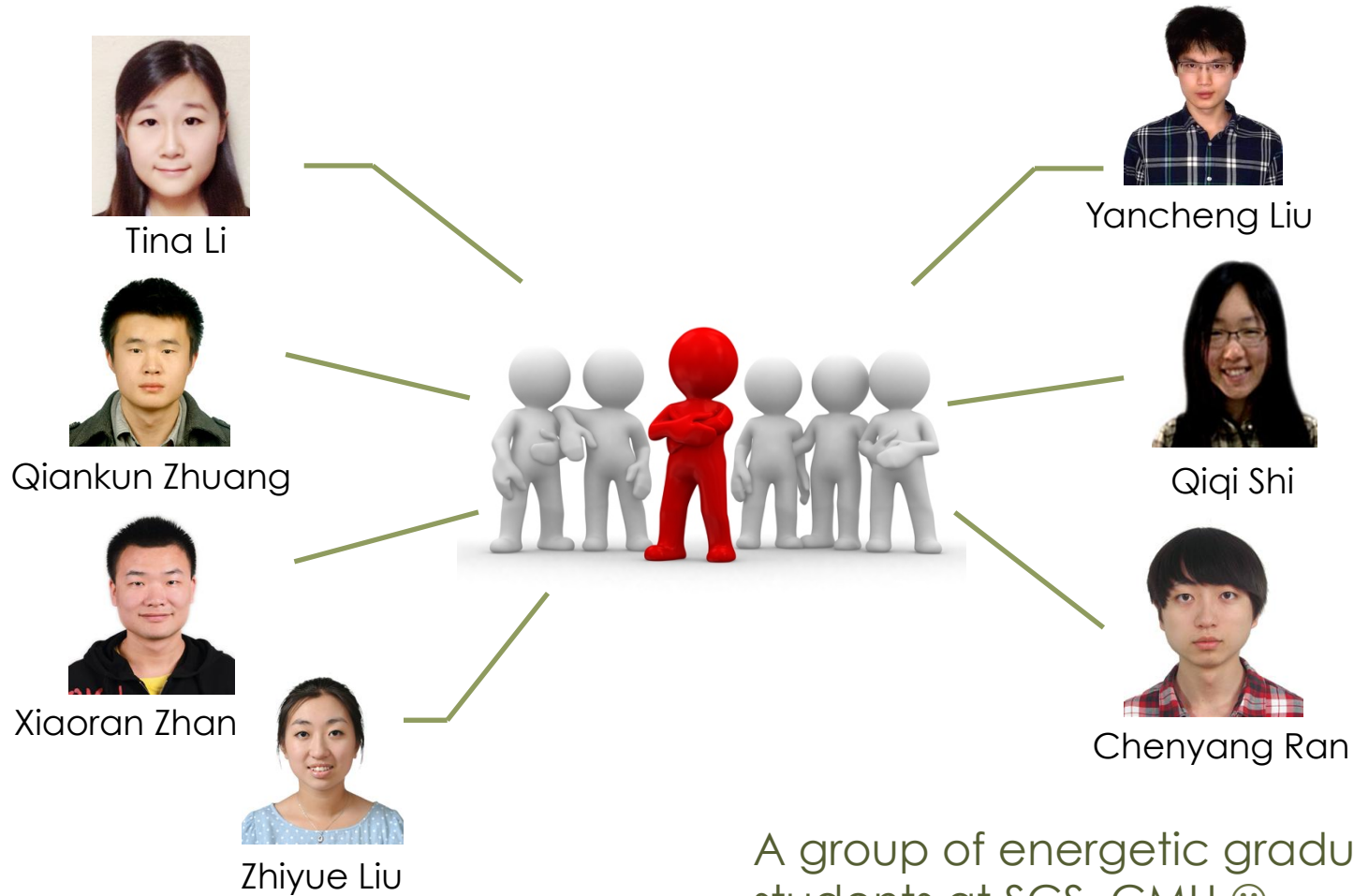


# MAILESTONES

- Milestone 1: Feb 1<sup>st</sup> (completed)
  - Requirement clarification, questionnaire and risk analysis
  - Basic features implementation (login, register, trip planning)
- Milestone 2: Mar 31<sup>st</sup>
  - Main features implementation (trip organizer, sharing, etc.)
  - Collaboration and Recommendation algorithm implementation
  - Database setup and linkage
- Milestone 3: Apr 15<sup>th</sup>
  - UI improvement
  - Function testing and Finalized tech issues resolve
- Milestone 4: May 15<sup>th</sup> (pending)
  - Release app to app store
  - Another round of questionnaire and user accumulation



# TEAM - WHO WE ARE



A group of energetic graduate students at SCS, CMU 😊



# Mentors and Advisors

- Jiantao Pan

- CEO, Changhong Research Labs, Inc.
- Advisor, 9MileLabs Startup Accelerator
- Advisor, Zhongguancun PE & Venture Capital Association

- Miao Xu

- Architect, Ph.D. in Machine Learning and AI, LinkedIn

- John Vu

- Director of the MSBIC program and Distinguished Career Professor in SCS, CMU
- Previous Chief Engineer and Technical Fellow at The Boeing Company



Thanks!

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