

BEYOND
TOURISM
smart & balanced

PITCH
DECK

PROBLEM AND OPPORTUNITY

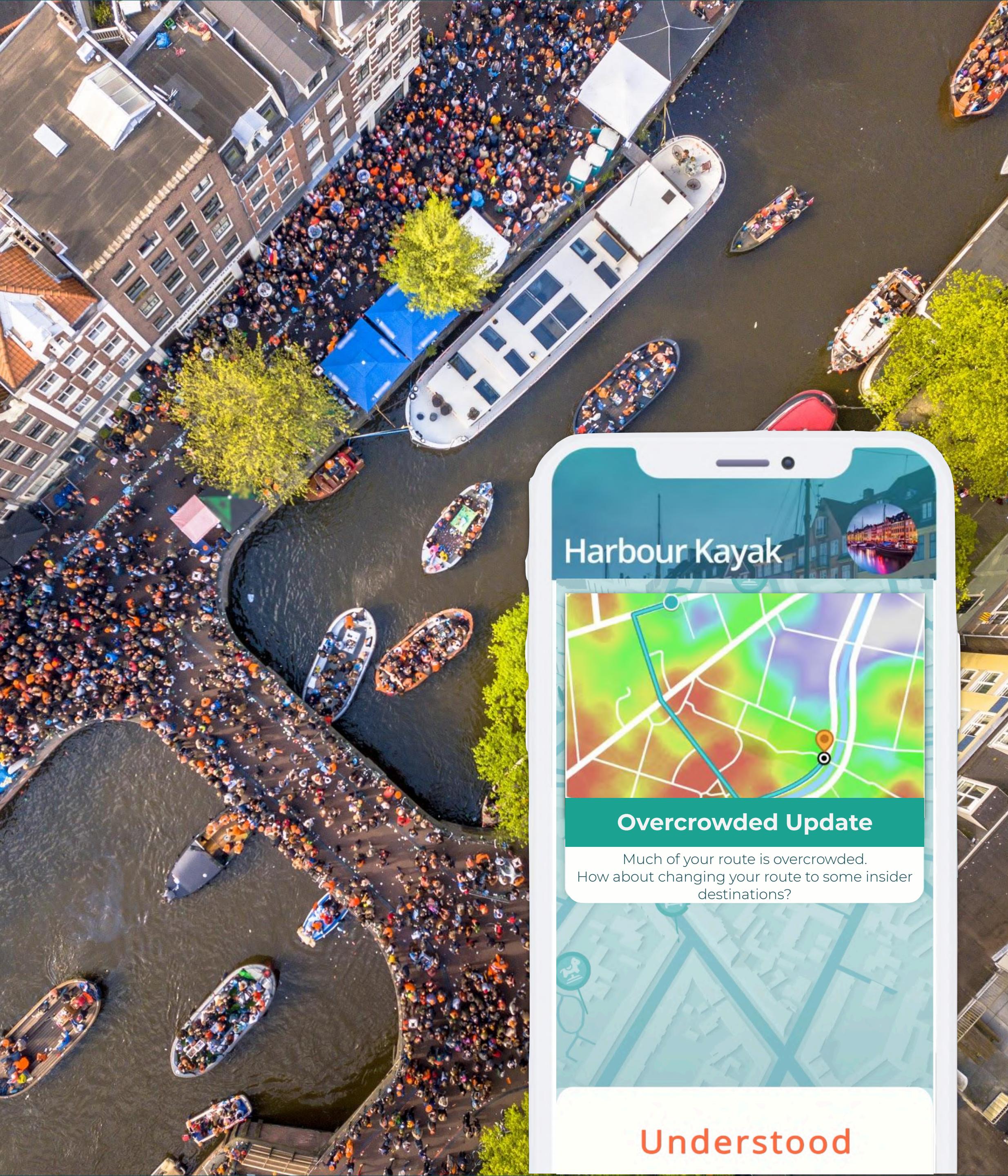
- Worldwide, the tourism industry, the largest value-added and employment industry in the world, is at a drastic turning point.
- The global influences of digitalization, sustainability and mobility changes, as well as the overtourism debate and lockdown that threatens the industry, represent an existential challenge for conventional tourism / destination management.
- The tourism industry is held responsible for the entire process and the effects of guest movements.
- The phenomenon Post-COVID:
The lack of control of individual tourists leads to overcrowding, undercrowding and other unbalanced tourism distributions in the destinations.

VALUE PROPOSITION

Balancing guest flows in cities and other destinations.

Key Benefits:

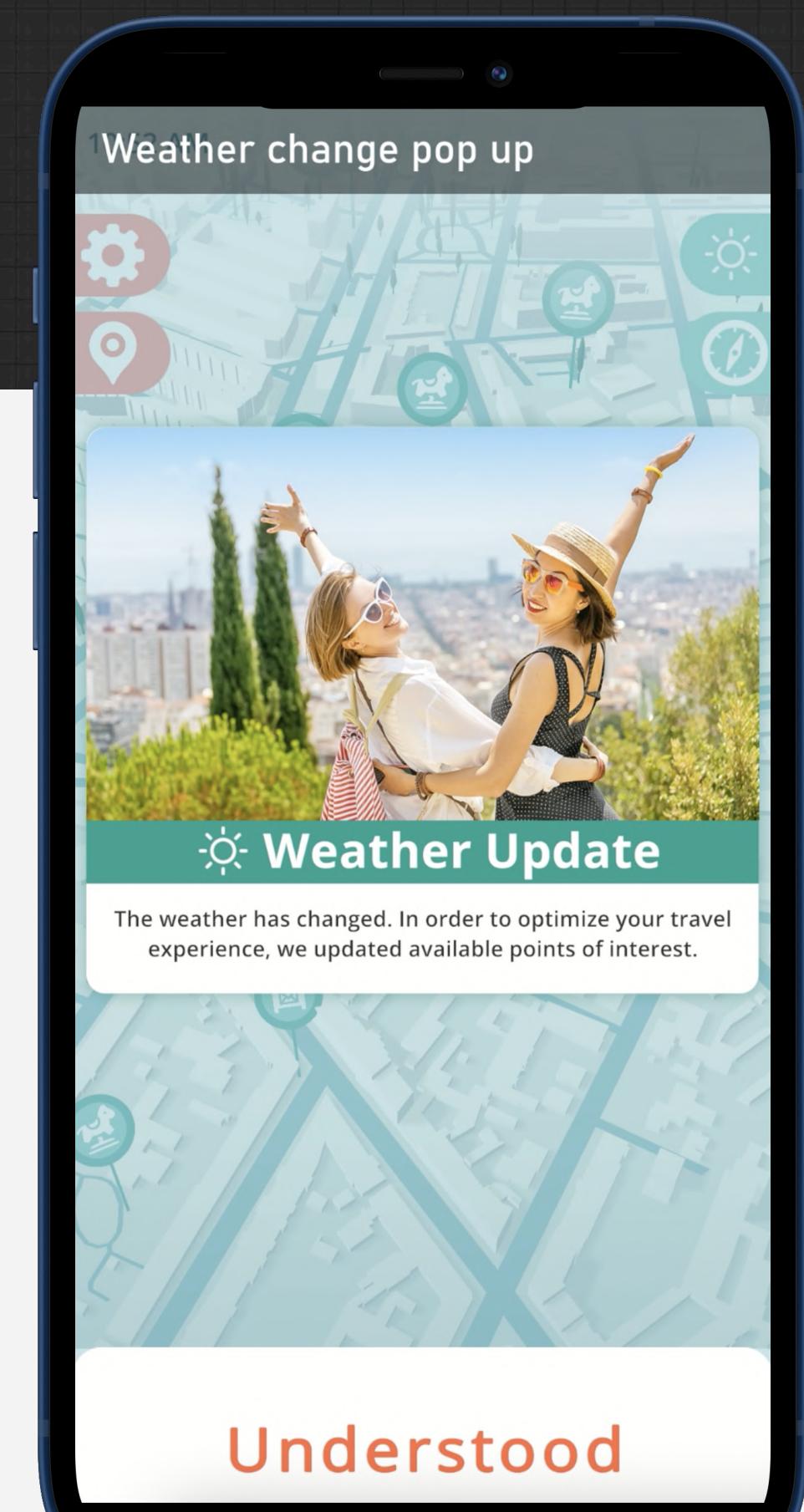
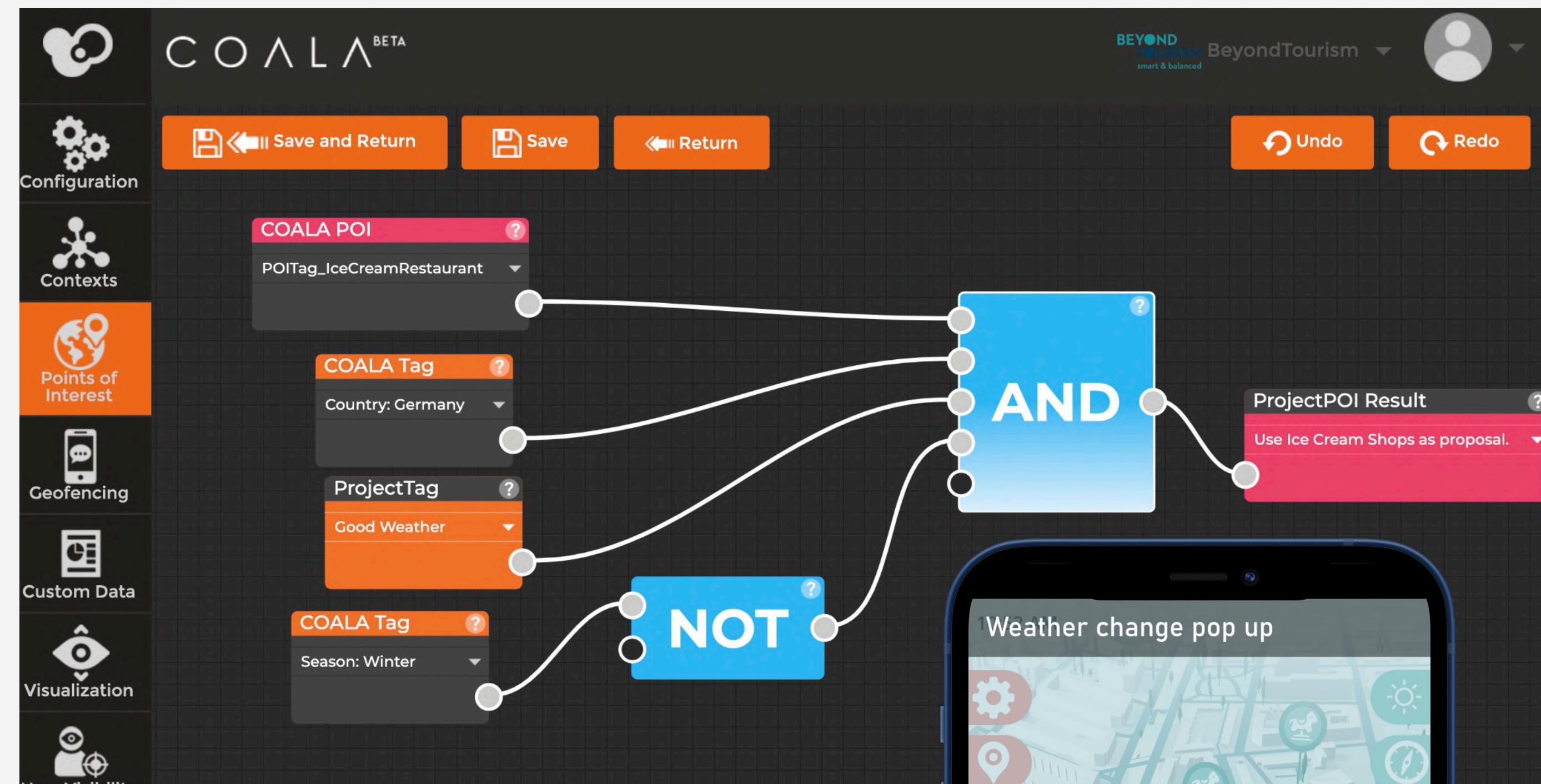
- Combination of dozens of databases.
- Real-time location-aware recommender system.
- Smart mobile navigation avoids crowded places.
- Guest control and data analytics tool for destinations.
- Existing interface (or to be integrated easily) to booking engines, hotels, tourist loyalty cards, etc.
- Unity-based app enables easy integration of VR /AR storytelling.



MAGIC OF THE PRODUCT

Our engine intelligently connects dozens of databases (global and local points-of-interest, existing CMS, weather, traffic jams, CRM systems) in real-time and context-aware and delivers personalized recommended actions, later with use of algorithms and machine learning.

Future data analytics will enable destinations to interact and communicate with their guests in a completely new way and gain insights into their requirements for modern tourism destinations.



BUSINESS MODEL

B2B

- **Premium Content**
 - (XR/AR-Applications, Audio Guides etc.)
- **InApp-Advertising**
 - Ads in the free version of Azoul

	Free Version	Pay Per Destination	Subscription
Smart Guiding	✓	✓	✓
Premium Content	✗	✓	✓
Exclusive Content	✗	✗	✓
Price in EUR	Free	5,99 - 9,99 (Depending on Destination)	100 per year

B2C

- **Data as a service**
 - Destination Dashboard (starting at 100 EUR per month for small destination with less than 1 Mio. visitors per year and up to 4k on destinations with 10 Mio.+ guests per year)
 - Annually Reports (priced individually)
- **Leads**
 - InApp-Recommendations of local tourism stakeholders (20 % commission on successful leads)
- **Whitelabel Apps**
 - Destinations or tourism companies use azoul with their own branding (pricing depending on scope of project)

MARKET

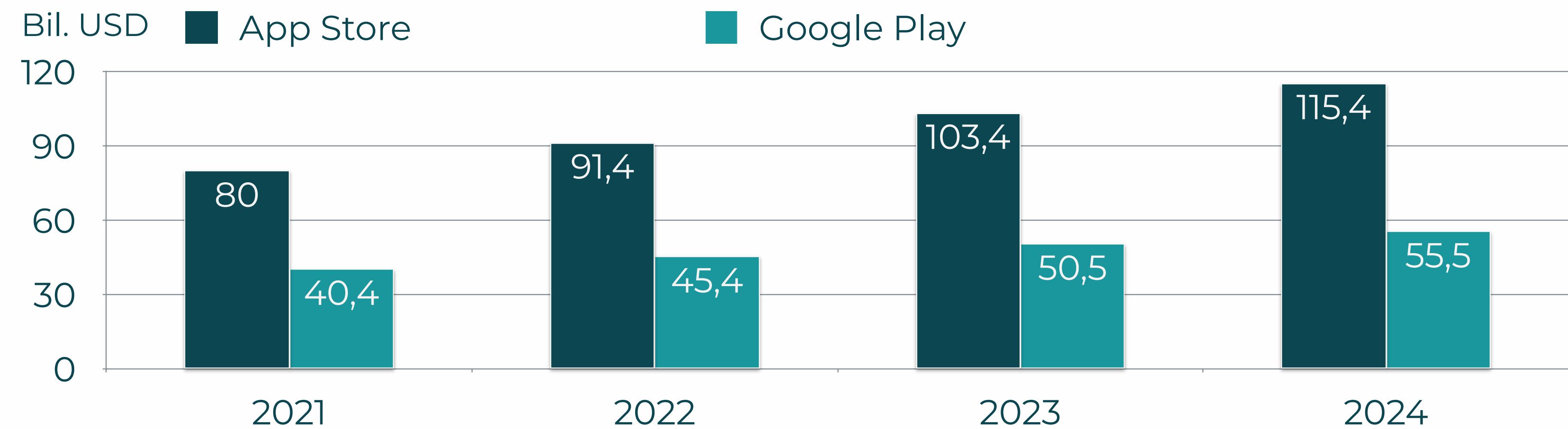
Tourists

YEAR 1 MARKET - 2 Mio. Tourists
in 5 Pilot Destinations with
253,13 Mio. Day Trips

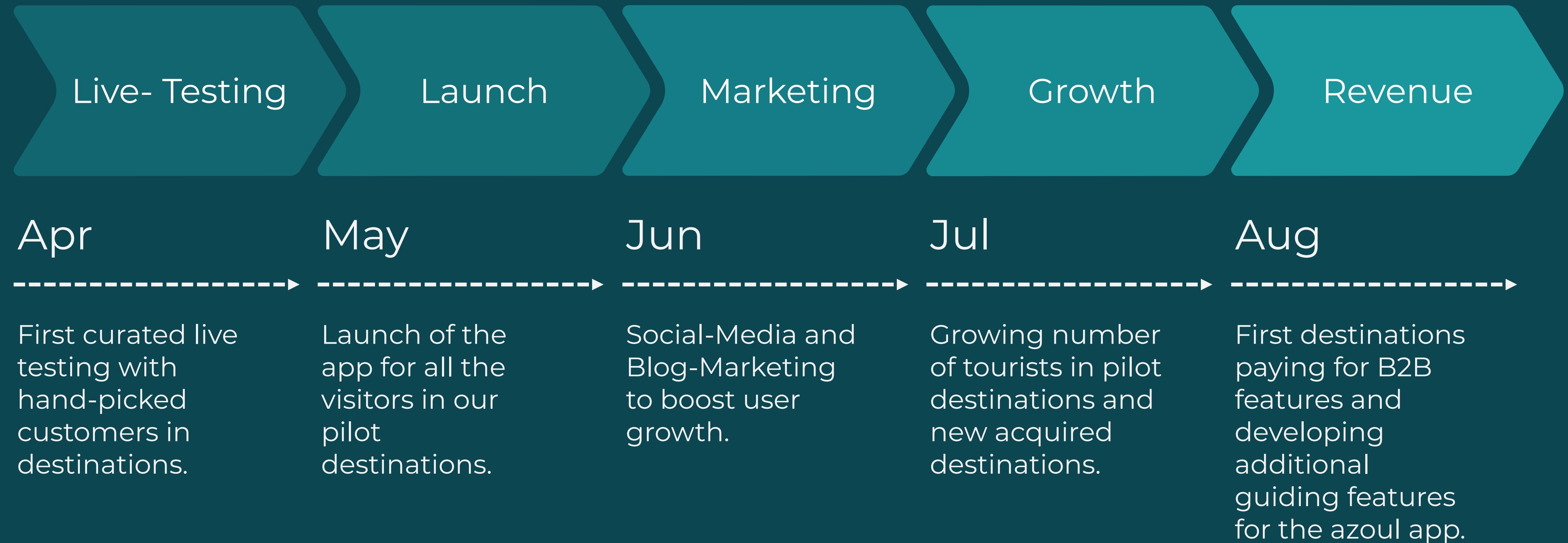
SERVICEABLE MARKET - 446 Mio. Tourists

TOTAL MARKET - 878 Mio. Tourists worldwide

Mobile Apps
Spendings



GO-TO-MARKET PLAN



COMPETITION



Context aware
Information



Real-time Navigation



Overcrowded
Notifications



Social Matching with local
buddies



Data Analytics tool for
DMO



Guest flow control tool for
DMO



MANAGEMENT TEAM

We

... worked together for 4 years as well-practiced team at one of Germanys top spatial design agencies and realized and operated immersive and touristic solutions with clients like NIKE EMEA, Ubisoft, Vive X, SIEMENS, Deloitte, EY and many more.



Stephan Geyer
CFO/COO

- Master of Science of Mobility Economy
- Former COO of TRIAD Edutainment Enterprises at the Immersive Showroom Berlin / Brandenburg Gate Museum
- expertise in future mobility

Stephan is passionate home brewer.



Marc Burgdorff
CEO

- Since 1984 in tourism industry
- Former Head of Marketing at KUONI Zurich
- Former Director of the Baltic Tourism Center
- Former Head of Tourism at TRIAD Berlin

Marc was a Co-Founder of the German dragonboat sport.



Lars Fiedler
CTO

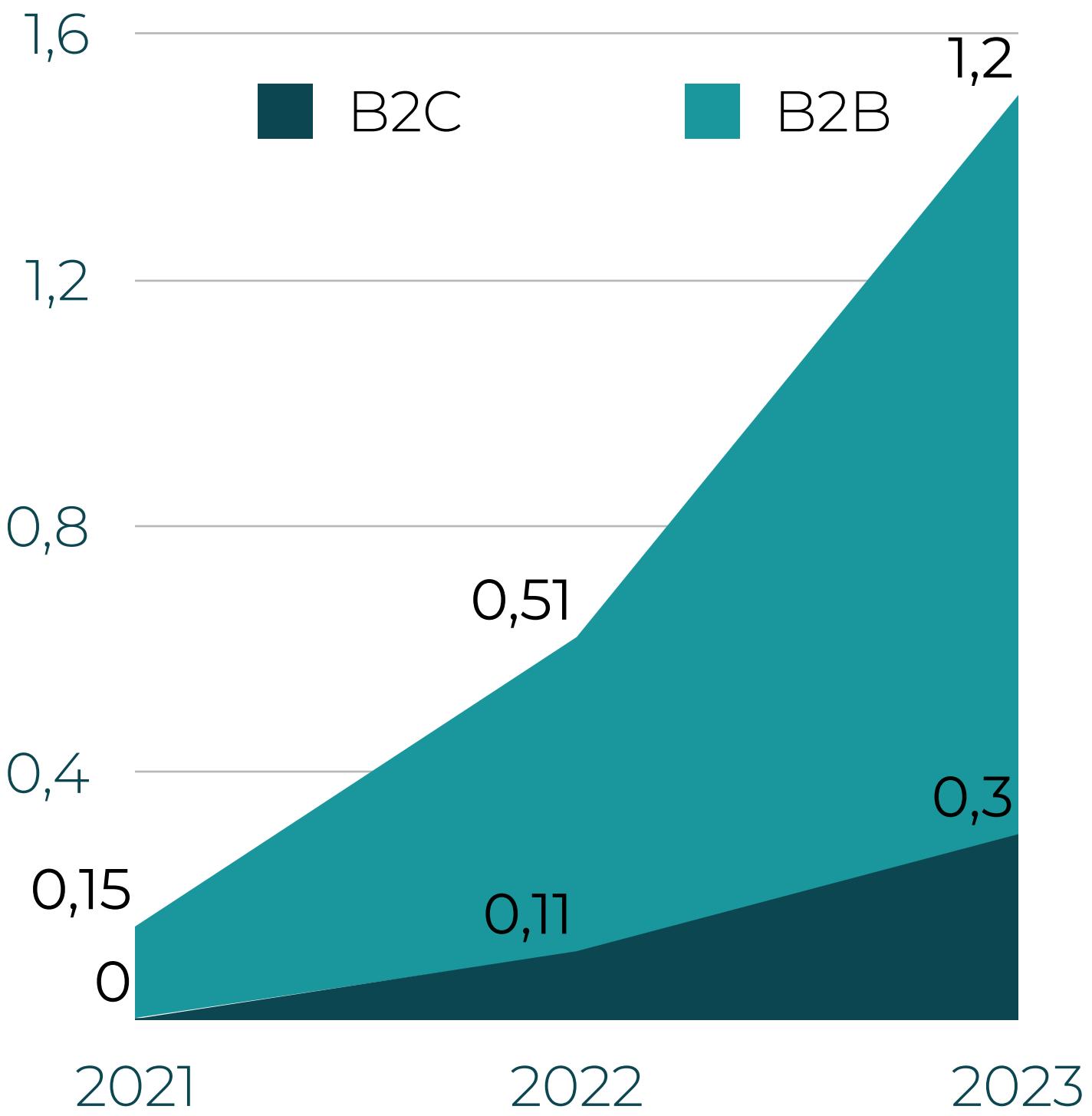
- Master of Edutainment Industry
- combines innovative technology with new entertainment and communication formats
- Former Senior Event Designer in the Immersive Showroom



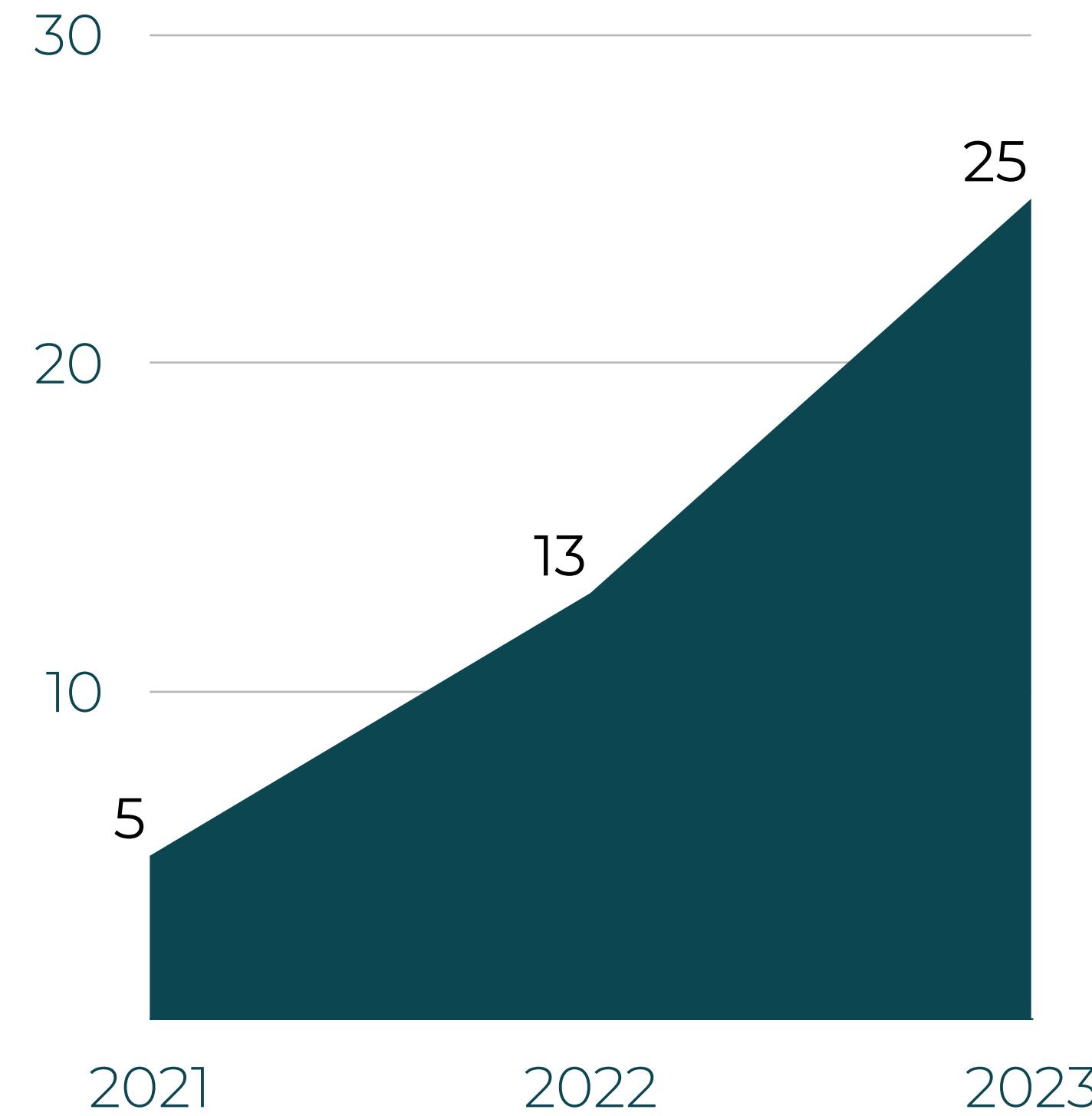
Lars is digital jamming with musicians from all over the world.

FINANCIAL PROJECTION

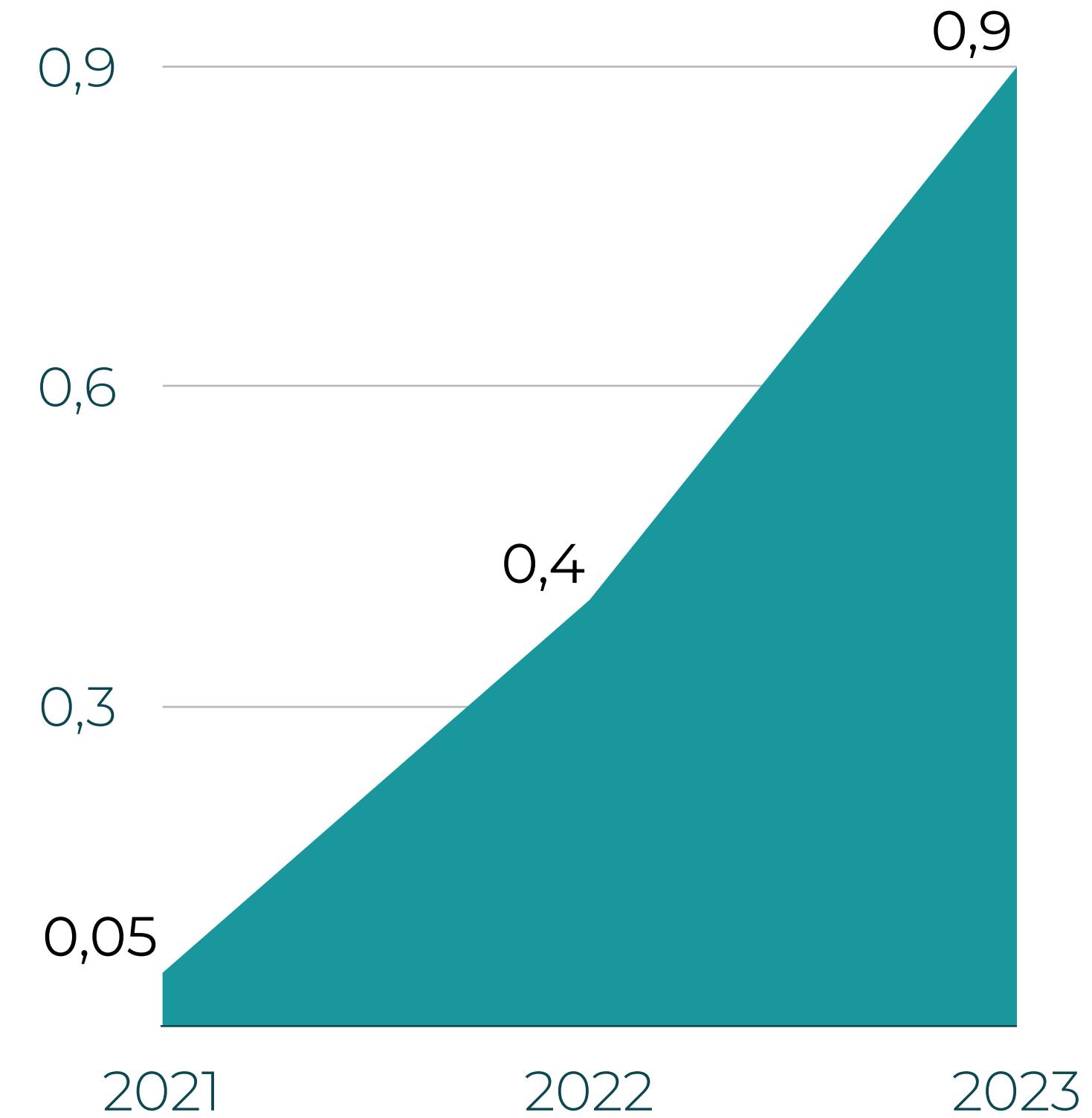
Revenue (Mio. EUR)



Destinations



Registered User (Mio.)



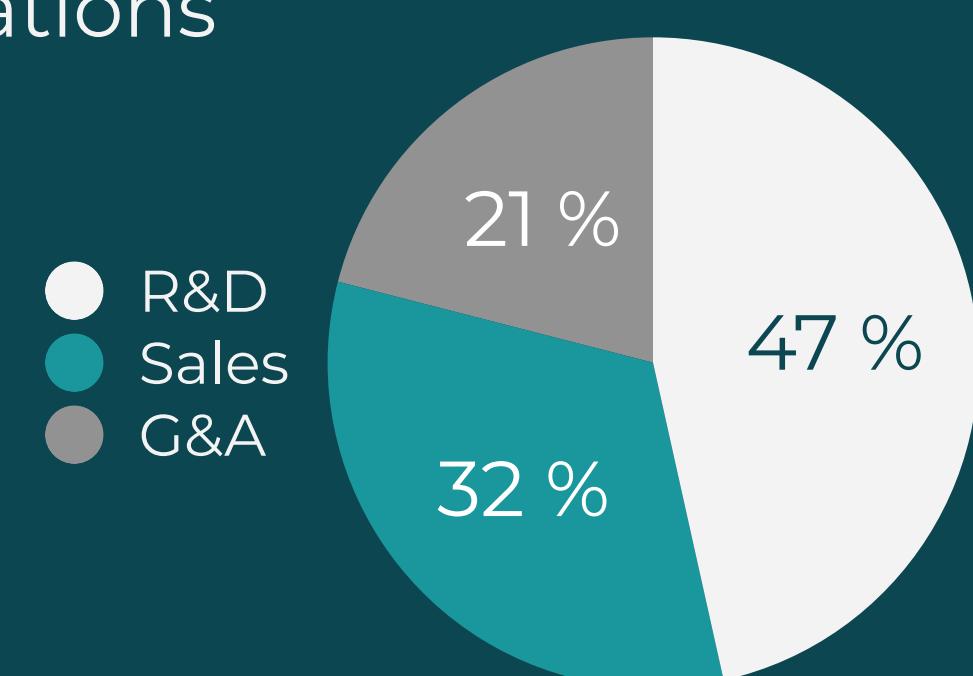
CURRENT STATUS

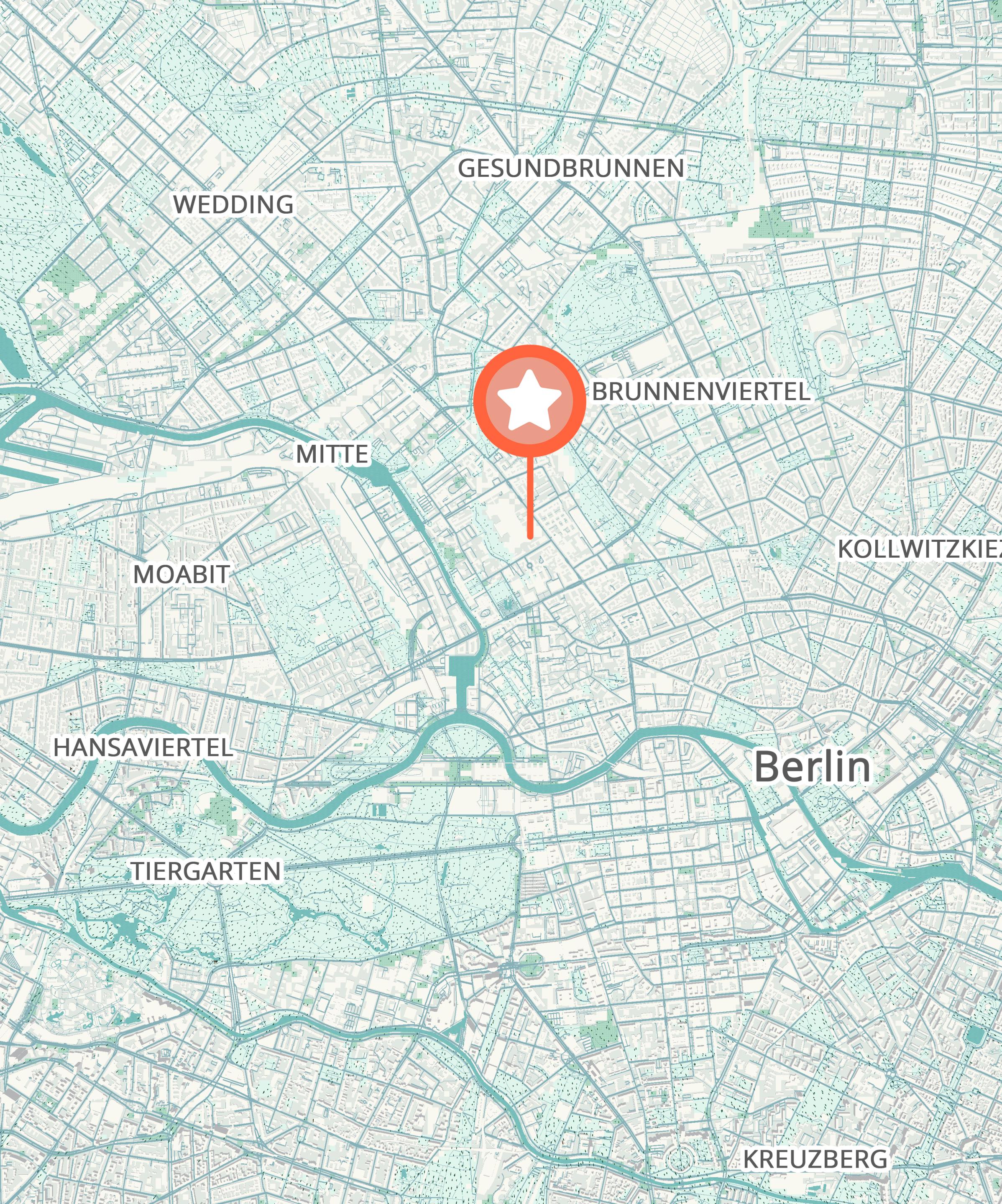
- Raised 300.000 EUR pre-seed money from friends.
- Building a working MVP in 3 months for less than 50 % of projected costs.
- Live App Testing soon in 5 destinations (Canary Islands, Norway and several German destinations).
- Two signed LOI already and concrete offer negotiations.
- Also, partnering with the School for Economics and Law in Berlin for mutual research projects.

USE OF FUNDS

We ask for 500.000 EUR Seed Invest used for:

- Testing phase with destinations
- Development of the data engine and further features for the app
- Further B2B product development (dashboard)
- Marketing/customer acquisition (travel expenses, advertising)
- Building staff base (front- and back-end developers, data scientists, customer service and sales)
- Maintaining business operations (office rent, hardware, etc.)





CONTACT

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