



960 Million  
Travels

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**67%**

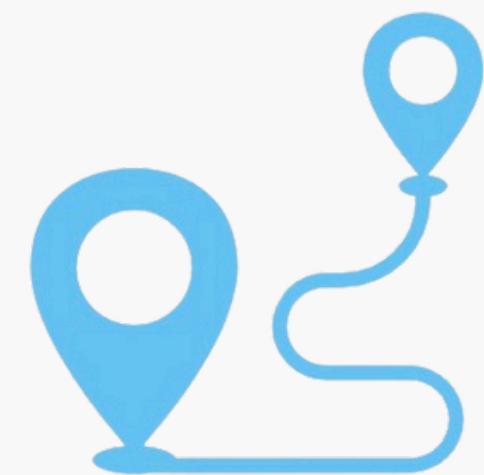
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**of vacationers have become stressed  
due to 'information overload'**

**2 in 3**

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**relationships are tested on the  
planning stage of vacations**



# Memorix

Your Comfort, Our Expertise



**Memorix**  
Your Comfort, Our Expertise  
Memorix.com | 800-555-1234 | Support@Memorix.com

Memorix



# Vision

- Simplify trip planning
- Create a seamless & enjoyable planning experience
- Provide personalized recommendations
- Offer streamlined booking options directly within the app.

# Mission

Leverage AI for suggestions

Provide direct links for booking  
hotels, restaurants & transportation.

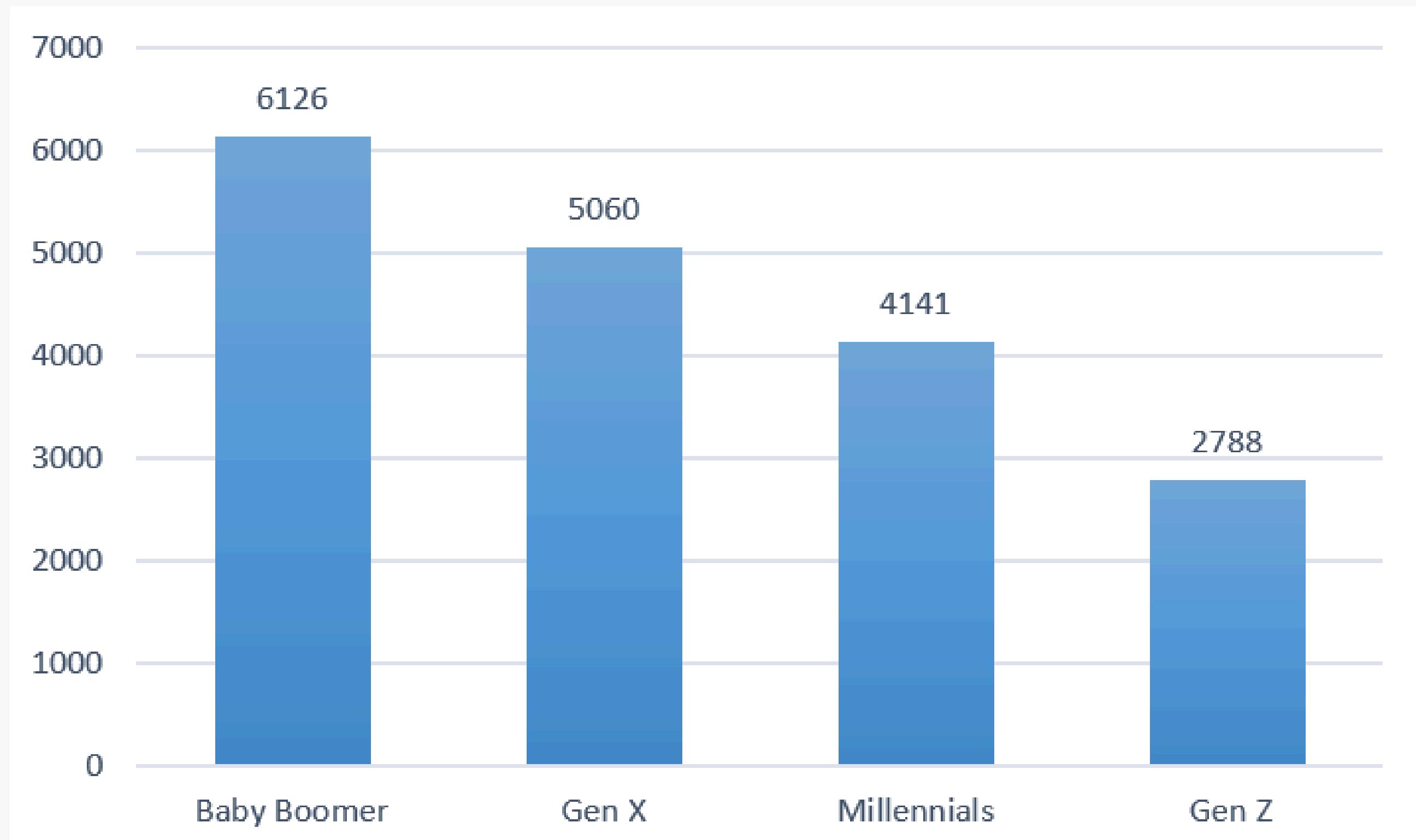
Offer a one-stop solution for all travel planning needs

Ensure an efficient & hassle-free trip  
planning experience

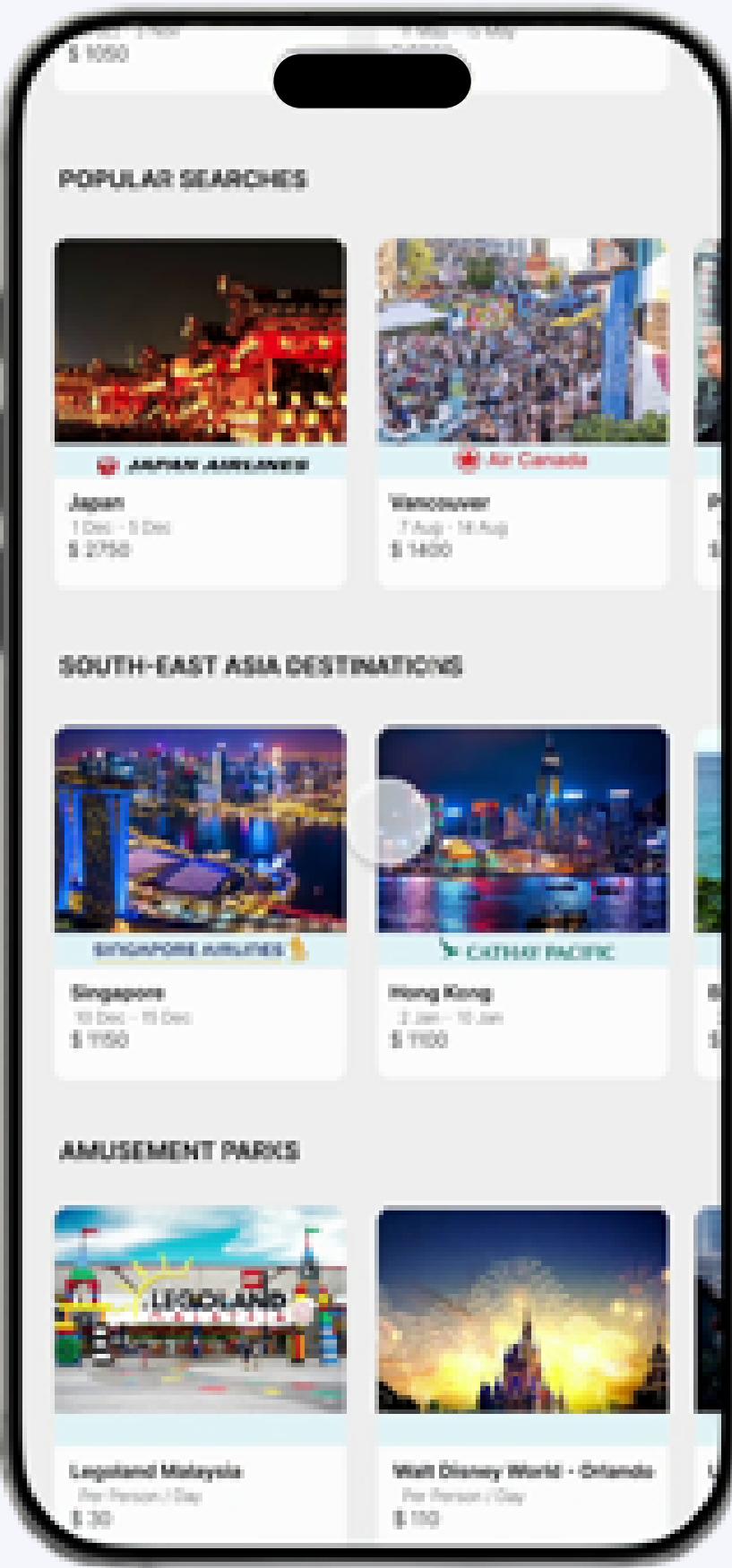


Memorix

# Budget/ spending per Age Group



# How does Memorix work?



## COUPONS

**100 \$ OFF**

For booking hotel more than 1000\$

Valid Till : 15 Nov 2024

**100 \$ OFF**

For booking flight more than 2000\$

Valid Till : 15 Nov 2024



## INTEREST

Street Food Fine Dining Local Cuisine

Vegan/Vegetarian Options Cafes & Coffee Shop

Museums Art Galleries Local Festivals

Concerts Live Music Theater & Performances

Hiking Beaches National Parks Skiing

Waterfalls & Lakes Scenic Drives Camping

Cycling Spa & Massage Shopping

Antique Stores Souvenir Shops Skiing

Museums Art Galleries Local Festivals

Concerts Live Music Luxury Brand Stores

Hiking Beaches National Parks Beaches

Waterfalls & Lakes Scenic Drives Camping

Cycling Spa & Massage Shopping

Antique Stores Souvenir Shops Skiing

Museums Art Galleries Local Festivals

Concerts Live Music Luxury Brand Stores

CONTINUE

YYZ
JFK

2 NOV
10 NOV

Less than \$ 500
Less than \$ 1000
Less than \$ 1500
Less than \$ 2000
Less than \$ 2500
More than \$ 2500

SEARCH

Departure date
2 Nov 2024
Arrival date
10 Nov 2024

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Oct 2024						
Mon	Tues	Wed	Thurs	Fri	Sat	Sun
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Nov 2024						
Mon	Tues	Wed	Thurs	Fri	Sat	Sun
				1	2	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



# Competitor Analysis

# Direct competitor : Memorix vs. TripIt

## Target Audience



## Memorix

Ideal for travelers seeking a comprehensive, stress-free trip planning experience

## Customization

AI-powered, personalized itineraries based on user preferences and real-time updates

## Booking Integration

Allows In-app, direct booking for flights, hotels, restaurants, and activities

## Cost Management

Tracks expenses and allows budget inputs

## Pricing

Free



Ideal for travelers seeking a comprehensive, stress-free trip planning experience

Basic organization of user-submitted plans, no real-time adjustments

Lacks booking integration; relies on users forwarding booking confirmations

No cost-tracking or cost-sharing features

Not Free



## Memorix

	ITINERARY PLANNING	TRANSPORT OPTIONS	HOTEL & RESTAURANT BOOKING	REAL-TIME ADJUSTMENTS (WEATHER, BUDGET)	AI PERSONALISATION
KAYAK TRIPS	Organizes user's existing travel plans	Links to flights, hotels, and rentals.	Booking for hotels only	No real-time adjustments.	
GOOGLE TRAVEL	Provides suggested itineraries	Links to Google Flights, Maps	Can book hotels, no direct restaurant booking	No real-time adjustments.	
ROME2RIO	Suggests multiple transport routes globally	multi-modal transport options	No direct booking, just links to booking sites	No real-time adjustments.	
EXPEDIA	General itinerary suggestions	Links to flights, hotels, and rental cars	Booking for hotels & activities	No real-time adjustments.	
AIRBNB EXPERIENCES	Suggests experiences, focuses on local activities	No transportation options	Focuses on accommodation & local experiences	No real-time adjustments.	

# Consumer Analysis

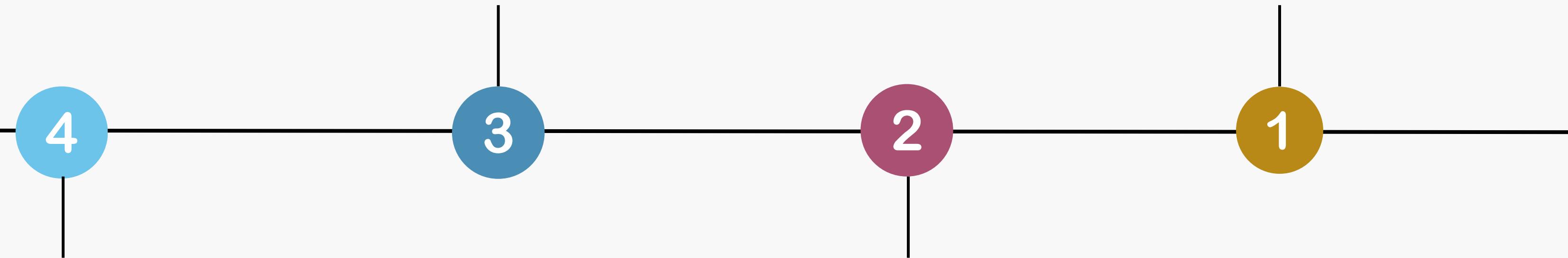
# Consumers

- Business Travelers
- Family Vacationers
- Solo Adventurers
- Budget-Conscious Travelers
- Group Travelers and Friends

# Marketing Strategy

## Partnership Phase

- provide added values
- social media promotion
- offer bundled trip packages & discounted flights



## Awareness (4 months)

- generating interests
- promote through social media
- engaging content

## Expand & Optimize

- increase engagement and boost bookings
- seasonal campaigns
- push notifications & email marketing
- gather user feedback thru surveys and app reviews

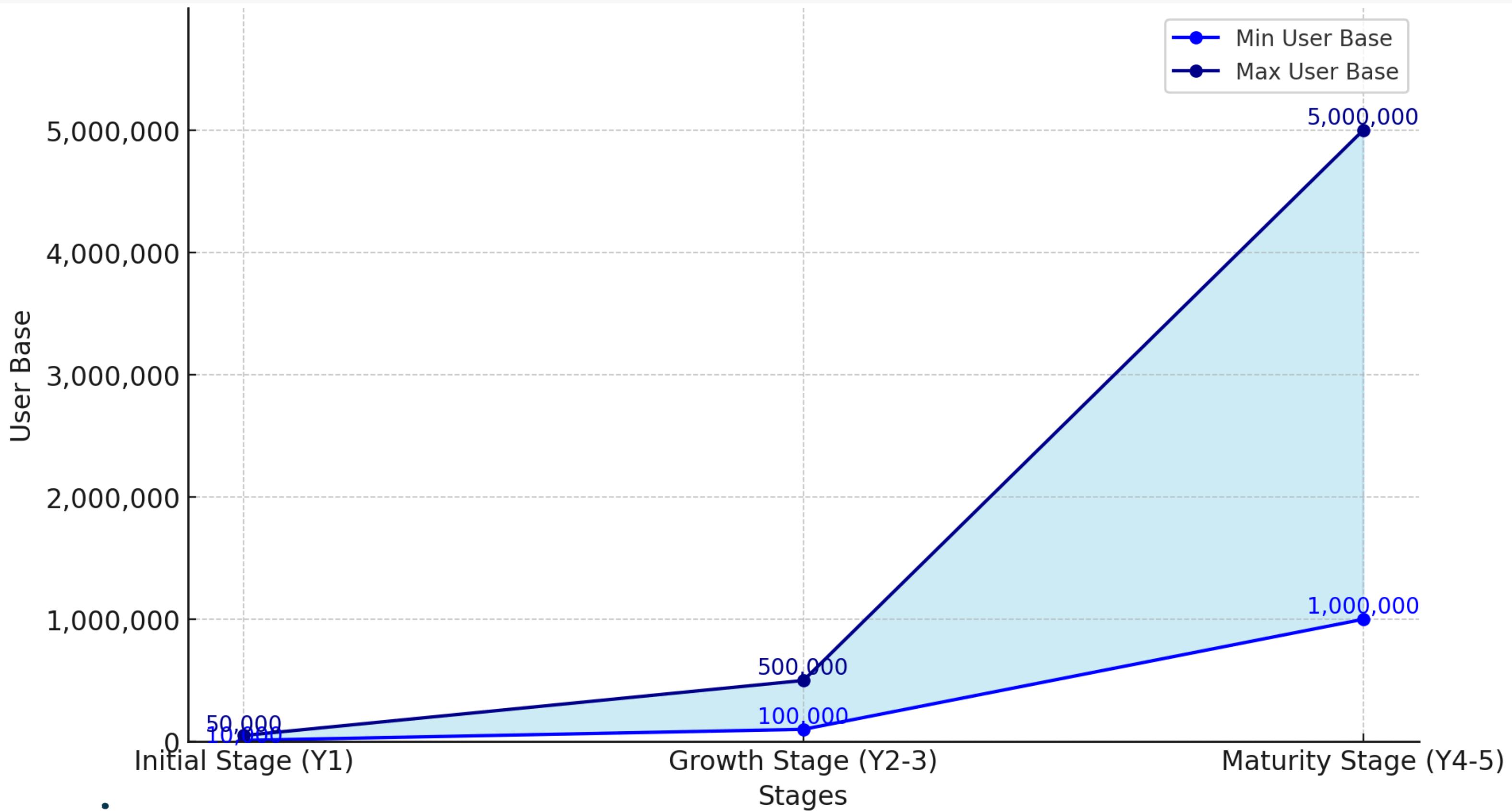
## User Acquisition (8 months)

- interested -> active users
- referral program & introductory offer
- influencer partnerships

# Initial Investment

Expense Category	Cost Range (USD)
App Development Costs	\$120,000 - \$300,000
AI and Machine Learning Development	\$30,000 - \$80,000
Application Partnership Integration Fees	\$10,000 - \$30,000
Marketing Costs	\$20,000 - \$50,000
Cloud Infrastructure and Server Costs	\$10,000 - \$20,000
Legal and Compliance	\$10,000 - \$30,000
Maintenance and Updates (annual)	\$20,000 - \$50,000 annually
Total Cost	\$250,000-\$500,000

# User Base Growth Over Stages



# Profit

<b>Stage</b>	<b>Y1</b>	<b>Y2-3</b>	<b>Y4-5</b>
<b>Revenue</b>			
Partnership	(120,000-600,000)	(1,800,000-9,000,000)	(48,000,000-240,000,000)
Ad Revenue	(20,000-250,000)	(500,000-5,000,000)	(10,000,000-75,000,000)
Total Revenue	(140,000-850,000)	(2,300,000-14,000,000)	(58,000,000-315,000,000)
<b>Cost</b>	250000.00	400000.00	1000000.00
<b>Profit</b>	(-110,000-6,000,000)	(1,900,000-13,600,000)	(57,000,000-215,000,000)

- AI-Driven Personalization
- Comprehensive Service Integration
- Real-Time Adjustments and Data Accuracy
- Free to download

- High Development Costs & Complexity
- Dependency on Partnership Management
- Cultural Sensitivity & Localization Need
- User Privacy & Data Security Risk

S W  
O T

- Increasing Consumer Trust in AI Solutions
- Opportunity to Scale Infrastructure
- Expansion Potential with Localized Offerings
- Growing Demand for Personalized Travel Solutions

- Intense Market Competition
- Challenges with Data Accuracy for Real-Time Update
- User Retention & Engagement
- Scalability Issues as Demand Grows

# Future Improvements

- + Co-planning
- + Languages
- + Feedback from Users

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Password:

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