



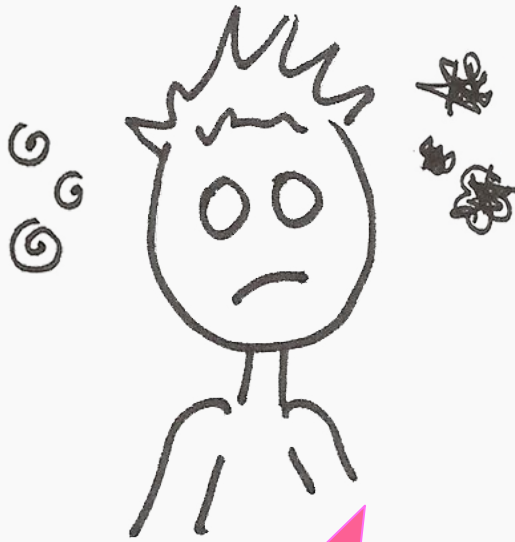
WAAAY
get off your beaten path



CAN'T
FIND SOMETHING
MATCHING
HIS INTERESTS
& THE TIME
HE HAS



WISHING SHE COULD
DISCOVER PLACES
& THINGS TO DO
ON HER WAY THAT
MOST TOURISTS
NEVER SEE.



DISTRACTION



INVITATION



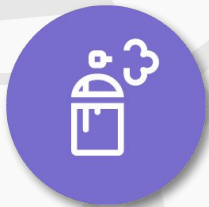
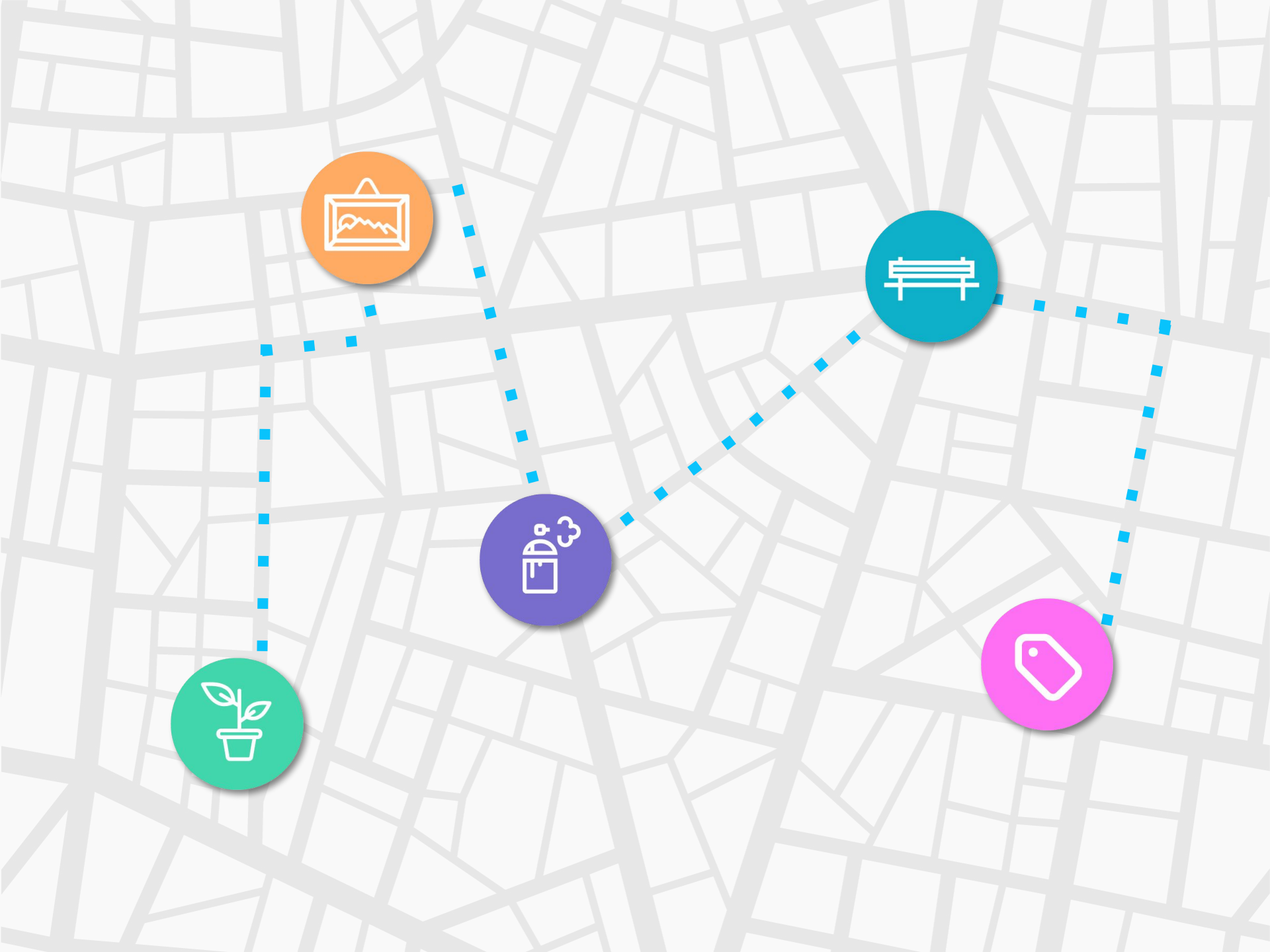
**Finally,
you're
here.**

 sign up with facebook

 sign up with google

 sign up with e-mail

You're already a user? [Click here.](#)



BUSINESS MODEL

PARTNERSHIPS

Trade/Exchange
with local
businesses/artists

**Strategic alliance with
a non-competitor**
like Donkey Bike
(or other bike rentals)

Perhaps AirBnB? 🐼

CHANNELS

Social Media
Primarily Instagram
and Facebook

Online advertising
Targeted ads on
keywords

CUSTOMER RELATIONSHIPS

Self-service
User friendly

Participation
Share local spots

Community
Share experiences,
photos, reviews and
tips. Find people with a
common interest.



Finally,
you're
here.



sign up with facebook



sign up with google



sign up with e-mail

You're already a user? [Click here.](#)



If
George Clooney
were you
he would visit these places

Tap on an activity for
more information

Tap on the activities
you are interested in





W A A Y

get off your beaten path

RGB 8 195 262

CMYK 0 0 67

HEX #08C3FC

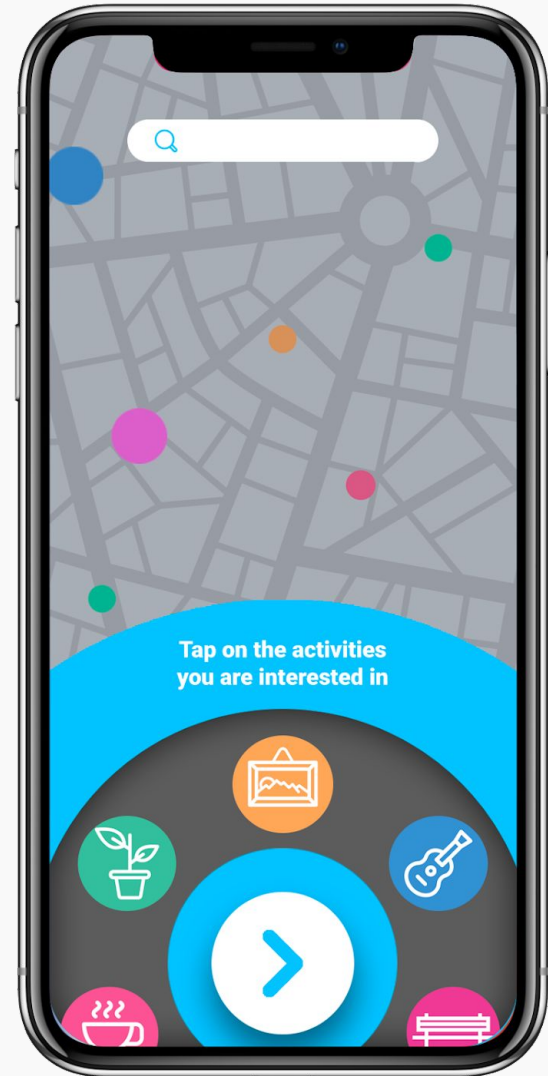
MENU LAYOUT

Innovative

Colorful

Easy to navigate

Pictograms





get off your beaten path!



Discover the WAAAY app!

We all know this feeling: you bike the same way to work every day or when you travel, you see the same sights all the other thousands of tourists see too...

Sounds quite boring, right?

But now there's another WAAAY! The new app generates an **alternative route** for you to **discover exciting places off the beaten path**, even in your own home town. Who knew there were so many **hidden gems** on your WAAAY?!

Download WAAAY