TRAVELEX

BUSINESS PLAN

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1. Executive Summary

The Travelex app is designed to cater a large audience of frequent travellers. The market in recent times has seen an exponential growth in apps giving services for hotel, restaurant bookings, exploring new details.

The services which were initially intended to be used were Cloudsight API for identifying places from the photos and knowing more info about them, the Expedia & Zomato API for hotel & restaurant search respectively and a firebase database for storing all the photos we take along the journey with captions. The Cloudsight API & firebase database were tested, they will be soon integrated into the app while the others are complete and ready to be used.

Our business model needs an initial investment for paying bills for external cloud services and for internet advertising for which we need to approach investors.

The revenue generation model is by the use of Admob by using it to display apps on the website. The revenue generation would definitely grow up as the number of users increase. With our future plans of newer premium services, we intend to generate revenue through other sources as well.

2. Company Description

Promoters and Shareholders

The management consists of the founders and majority of the shares will be of the founders until the time the company intends to go for its IPO. An initial 40% of shares will be offered for the investors to invest in the company.

Advisors

Initial core team is small. People for financial and legal aids will be hired only after a certain stage when the business starts growing healthily.

Products and services

The idea of the project came from the observation that whenever people travel to unknown places, they face a lot of places finding places, knowing about them, finding hotels etc. Although there are a lot of apps available in the market for solving such problems but hardly anyone which can do it all.

That's what makes Travelex special, it the one-stop all for all the needs and this is its advantage over all apps in the market. With time, we have every intention to improving our services. Travelex uses a unique feature called 'Find using photo' using cloud vision API in which it can just identify an object from its photo and it seem to be really helpful for all people.

Long Term Aim of the Business

In the long term, we wish to make Travelex a household name which people use whenever they travel to new places.

Objectives

In the next 5 years, our target is to reach atleast 30 million customers in order to create a successful revenue model for meeting cost of infrastructure and human resource. Further in the future, we intend to venture in other fields where customers need service. We intend to expand our initial team of just 8 people to atleast 30 in order to increase our services.

SWOT Analysis

Strengths	Weaknesses
Caters of all needs of people.	Stills needs a quite a bit of development in the fields of image recognition and in indexing hotels, restaurants etc as per customers previous history.
Not much competition in this sector of multi-utility apps.	

Opportunities	Threats
A lot of scope of development as the idea is one of its type.	Possiblity of large corporations copying the concept and investing heavily in this field.

3. Market Analysis

Target Market

The target market is broadly divided into two segment:

1. The frequent travellers: The market for such people is quite large globally and this segment would consist of the people who would be the loyal customers and our main source of revenue other than ads.

2. The rare travellers: Our product is designed to cater all their needs, however they are the rare users and would generate much less revenue for us.

Total Market Valuation

Such an app can cater a large audience and soon as we intend to launch new schemes like booking along with searching, we intend to increase our revenues. The total market valuation can only be judged after its first IPO by knowing how much investors are assured of its performance.

Target Company revenue

<< These figures are the basis for the sales figures in your financial projections and must be based on realistic assessments. Include average deal size, length of sales cycle, recurring revenues>>

Market Trends

Recent market changes have been the introduction of revolutionary new features like Artificial Intelligence & Virtual reality in the mobile apps segment. We intend to keep up with this trend and also in the near future adjust according to the newest trends in the market.

Profile of Competitors

Although there are hardly any direct competitors, but there are several companies who would intend to copy our model and thereby increasing the competitions in this field. Investment by large corporations in this field would also further increase competitors in this field. We would give our best to be ahead of rest of them and also hire legal aid if we detect any blatant copying of our product.

Competitive Advantage

The major benefit to the customers is that they don't have to worry about downloading several apps. Our service would always remain free for everyone and the revenue generated would be from ads and other sources.

Our present competitors won't be able to provide features that we do and they would need a lot of catching up and in the meantime we could strive to create a market.

Benefits to Clients
The app will reduce hassles of the customers, save their time and our simple but efficient interface makes it easier for everyone to use.
As our app is free to use, our customers would enjoy good services at no cost and its really a steal deal.

4. Marketing/Sales Strategy

Marketing Strategy

As we intend to increase our customer base initially, our focus would be on all types of people. In the future, we would focus on developing new products catering our prime audience of frequent travellers who would regularly use our app and its premium services. However, we are always committed to provide equal service to all the customers and have no discrimination policy at all.

The app would be marketed using the fact that it uses artificial intelligence and that it provides all the features under one roof.

Revenue Sources

The major revenue source would be the ad revenue.

In the future, with the introduction of new services, we intend to generate revenue from other services like bookings, making some services paid etc. Initially, the revenue source would only be ads.

Sales Strategy

The app would be available for free download on the google playstore and boosting the the no. of installs is through proper marketing.

Marketing and Communications Strategy

The prime method of marketing and communication is through advertisements on the internet in which we try to woo the customers through catchphrases like 'One solution for all your travel needs-Travelex'. We should try to make the customer understand why our app is better than the others available in our market.

5. Research and Development

Technology Roadmap

We intend to further come up with a machine learning implementation of our own to solve our computer vision problem of identifying places instead of using an external service which may not fully cater our needs. We need a bigger team in the near future to expand our services further and increase the efficiency & optimization.

Research and Development

We would need a team for further research in our computer vision problem and come up with an efficient solution to cater our needs. The R&D team also needs to take care of other factors like implementing new features, making customer data secure and resolving any bugs in our apps. Our R&D team is assured to be of people who have loads of experience of working in this field.

IP, Patents, Copyrights, Brands

The company has copyrighted its brand name and also intends to file a patent to prevent others from directly using our idea.

6. Staffing and Operations

Management (including Board) Organisation Chart

As our venture would require a small team, expansion in the future years won't be a big problem. The company's core team would consist of the company founders who would hold the important positions and other big investors would also be a part of the board and make important decisions regarding the future of the company.

Staffing

The primary expansion in staff would be to increase the R&D team to work on other future prospects and also hiring people for marketing, finance and legal works. A small but efficient team would be successful in running the company.

Training Plans

The company intends to send the employees to training programmes in order for them to keep up with the latest trends in the market.

Operations

As our main work would be on the internet, the only infrastructure we would need to be an office and use the data centres of any of the big corporation for proving our service. The major cost incurred would be paying for the data centre and paying the employees and there may be other costs incurred in the meantime. Our revenue model is efficient to generate a good margin of profit after deducting all the opportunity costs.

The profits generated would be used to further improve our services in future.

7. Financial Projections

Key Assumptions

We assume that the market of these apps which are growing at a healthy rate would continue to grow further at this rate and more people app based services for almost of their tasks in the near future.

Profit & Loss

Initial investment and low returns would indicate losses in the first few years however as the customer base increases, we would soon increase our revenue to earn profits. This would require the investors to be patient with our model to work and also our marketing should be good to achieve our desired goals.

Cashflow

The initial cashflow would be from investors and the funds would be utilised for setting up our services. The ad revenue generated combined with these funds would be used to run the business before we start generating profits.

8. Funding Requirements

Sources:

Initial funds are from the founders & investors. Our other sources of funds generated in the future are from the profits we earn from ads and from customers who use our other premium services

Required for:

Initially, the funds would mainly be utilised to pay for services we use, pay the staff and spend on marketing.

As the customer base increase, we would tweak our spending model to hire new professionals, start spending more on R&D rather than marketing and further development & introduction of new services.

Travelex - True travellers

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
No one stop app for all solutions while travelling. Travellers have to carry a lot of brochures, maps and often get confused while travelling to new places	All in one app to discover new places, know about their history, find hotels,restaurants and look for nearby tourist spots.	Travelex is the perfect travel partner. Stuck in a new place? Just travelex		The prime target audience are the frequent travellers. They are ones who will present a greater revenue per person as they are regular users Frequent travellers are most likely our loyal customers
EXISTING ALTERNATIVES Use a bunch of apps for hotels,restaurants & info separately.	**KEY METRICS** Success of the business related to ad revenue generated which mostly depends on the no. of installs. App has to appeal customers to be worth of its value.	**HIGH-LEVEL CONCEPT** Travelex = Google Assistant of Travel.	**CHANNELS** Using social media to attract initial customers. Use of revenue generated to advertise on web to attract further people. More we reach people leads to more installs & higher revenue leading to further app improvement.	**EARLY ADOPTERS** A complete one-stop solution for the people who like to travel.

COST STRUCTURE

Use of the Google Cloud Vision API to identify places with a maximum of /month.

Other APIs of Expedia & Zomato are free to use..

MInimal cost on use of a Cloud database and extra use requires a paid subscription

REVENUE STREAMS

Admob for advertising in the app.

Revenue in future from these customers as they are more likely to use other premium services.

Travelex - The rare outgoers

PROBLEM Although people who travel less may not need its regular use but would still feel the need of this app. **EXISTING ALTERNATIVES**	**SOLUTION** All in one package for exploring places,knowing about their history finding hotels,restaurants and finding newer places. **KEY METRICS** Number of active users will give an idea about the popularity of the app among people.	**UNIQUE VALUE PROPOSITION** Such users may occassionally feel its need & although they may not be a significant source of revenue, however it contributes to publicity & feedback. **HIGH-LEVEL CONCEPT** Travelex = Google assistant of travel.	**UNFAIR ADVANTAGE** **CHANNELS** Mainly through internet ads and publicity through social media.	**CUSTOMER SEGMENTS** People who travel less, however in terms of service we value our customers equally. **EARLY ADOPTERS**

COST STRUCTURE Cost of using Google Cloud Vision API at a price of /month. Need for a team of 5-6 programmers to add new features to the app, update its versions and debugging. A team of 2 people for monitoring of app feedback.	**REVENUE STREAMS** Sole source of revenue is through advertisements in app by admob