**Important note-** our website is vital component/product of mochilla. Along with our social media platforms our website will allows us to fully demonstrate who we are, our mission and vision more clearly and effectively. These are all key aspects of branding. That being said, we have to nail the design, aesthetic feel, ease of use and content (specifically the about us section and blog content) and make sure all these aspects fit our vision. Again our focus for the website and social media right **now** is to promote mochilla by showcasing Bryan and Simba’s travel experiences. That being said, our branding/descriptions on the website should focus on Simba and Bryan and what we are **currently** offering (blogs, pictures, videos…etc) And then as we grow and launch our mobile app, we will then shift/pivot onto *a travel platform that aims to inspire its users to travel and share their experiences. Thereby promoting a global network of travelers, while providing friends and family with a way to connect and share their memories”- Myles*. Below are some

1. **About Us (drop down):**
   1. ***mochilla adventures:***
2. Description/vision of mochilla in 2 sentences.
   1. Inspire and motivate people to travel, challenge themselves…etc
3. Logo and name description
   1. Backpack- packing/unpacking experiences, storing experiences, adventure…etc
4. Tagline- #Justpackup&go
   1. Fully describe meaning and vision of justpackingup & going.
   2. Traveling/making your own path/following your dreams/taking that leap of faith/STARTING
   3. ***Meet Us:***

We met at Cornell University in New York (in 2013) while we were studying for our bachelor’s degrees. We quickly bonded around our passions for traveling and entrepreneurship. Combining our passions, we launched mochilla adventures in September 2016 and began our 4 month travels around SouthEast Asia. Both of our personal goals are to eventually travel around all 198 countries in the world and inspire others to travel. We truly believe that traveling is one of the most fulfilling and have

We love challenges, being inspired and inspiring others.

1. **Simba Meki and Bryan Kamau (Picture in background)**

We started mochilla adventures to document our first travel