**WEBSITE CONTENT- Everyone please edit the descriptions in this document.**

**Important note-** our website is vital component of mochilla. Along with our social media platforms, our website will allow us to fully demonstrate who we are, our mission and vision more clearly and effectively. As Tyler has stressed, branding is key. It is vital that we nail the branding on our website, design, aesthetic feel, ease of use and content (specifically the about us section, design and blog content) and make sure all these aspects fit our vision. That way, we avoid questions such as- what is mochilla? what does mochilla do? Our website should clearly answer all these questions. That being said, as we have discussed, mochilla **right now (front end)** is Bryan and Simba traveling and sharing their stories and experiences. Our branding/descriptions on the website/social media 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*

**About Us (drop down):**

**i. About *mochilla adventures***

We love to travel and our dream is to travel to all 196 countries in the world. We launched mochilla adventures in September 2016 to document and share our travel experiences.

**What does mochilla and our logo mean*?***

-Mochila means backpack in Spanish. It is derived from mochil meaning messenger. Every traveler is a messenger and story teller that carries a backpack throughout their journey. Our backpack is symbolic of the experiences and stories we accumulate on the road.

-The zipper symbolizes opening up (unzip) new experiences and storing memories (zip-up) to share with friends and families.

Our Motto

#Justpackup&go

We hope by sharing our backpacking adventures, we can encourage others to justpackup&go travel and chase their dreams.

‘’Be fearless in the pursuit of what sets my soul on fire.’’

***ii. Meet Us:* (Short bio about Bryan and Simba)- Picture of Us in background**

Our dynamic friendship began while we were completing our undergraduate studies in 2013 at Cornell University, New York. Our similar passions for travel and entrepreneurship forged a brotherly bond that enabled us to enjoy traveling around the United States, Southeast Asia, Southern Africa and Latin America. Our combined enthusiasm for travel and dreams of traveling around the world motivated us to begin working on a concept that would help share the joys to be experienced of exploring new cultures and experiences. After deciding to make a full-time commitment we launched Mochilla Adventures to document and share our travels around Southeast Asia.

Thus far, travelling has humbled us by challenging us to step out of our comfort zones and explore the unknown. Venturing out to us has meant trying out new foods, experiencing new cultures, and challenging our personal beliefs. Ultimately, we have learnt a lot about ourselves and our peers through our adventures on the road. With mochilla, we hope by sharing our stories, experiences and tips we can encourage others to travel more and to justpackup&go chase their dreams.

More about Simba and Bryan (2 hyperlinks with extended personal bios)

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***Notes-***

1. Description/vision of mochilla in 2 sentences.
   1. Inspire and motivate people to travel, challenge themselves…etc
2. Logo and name description
   1. Backpack- packing/unpacking experiences, storing experiences, adventure…etc
3. 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