**Project “Flying Nimbus”**

*Learn, see, help the world*

**Team**

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| Mr. Eeshan Sandeep Kulkarni | Ms. Sharmila Sudhir Sané |
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| **Nationality**: Australian | **Nationality:** Australian |
| **Currently:** Dual PhD (Eng) / MBA  National University of Singapore 2013 –  *Former:*   * Project Engineering, Rio Tinto Iron Ore * DualBEng / BComm (Hons, 1st) Australian National University 2011 | **Currently:** PhB Physics (Hons, 1st)  Australian National University 2013  *Former:*   * Research Scholar, ANU Faculty of Earth Sciences * Visiting Student, ETH Zürich |
| **Official Skillset:** Hacking, Public speaking | **Official Skillset:** Design, Public speaking |
| **Special skill**: Improvisation & storytelling! | **Special skill:** Boundless energy & happiness |
| **Motivation**: An in-built, un-switch-off-able, innate and extremely persistent desire to make an impact modern society; all in pursuit of a goal to ensure that **no-one, EVER,** goes hungry. | |

**Idea**

OK, granted our motivation is a touch extreme, but our idea is significantly more tangible.

We’ve recognized that society spends a great deal of money on travel – be it for business or leisure. Hotels, flights, tours are primarily booked for a commission through sites such as TripAdvisor, primarily via affiliate marketing deals directly with airlines as well as larger sites such as Expedia.

Our website is simply a journal of travel blogs & reviews for city, all of the form “*X* days in *Y* city in *Z* season” for simplicty of searching. Visitors to our site can search a “review” directly through our homepage, and a proportion of revenue is raised in the form of commission by booking the hotels, flights and attractions described in the blog. Tour operators can pay for “Featured reviews” and commission is again charged for bookings made via redirection form our site. “Deals of the Day” and other promotions make up the third revenue stream.

How does this help our cause? All revenue, less operating expenses, goes straight to those in need. Read on for more info!

**Social/Environmental Impact**

Three ways:

* **All** revenue raised, minus operating expenses and any investment repayments, goes directly to development programs in countries nominated as being in-danger by the UN Food & Agriculture Organization.
* Volunteer organizations & charitable travel programs receive free “Premium” accounts and commission-free promotion & bookings. Programs of this type, such as VolunteerHQ, are fantastic - not just for on-the-ground support, but also for boosting local economies and driving **sustainable** change.
* Most importantly, Nimbus aims to raise awareness about the levels of hunger & malnutrition currently plaguing developing nations. We’re even considering offering our top bloggers the chance to take part in (and write about!) a charitable travel program for free – we’ll pay all of their fees.

**Traction & Current status**

We’ve worked hard to build a semi-working prototype of the site (Eeshan taught himself how to program just for this cause!), and Sharmila’s about to use her design magic to make it beautiful. Applications with Commission Junction and Affiliate Scout for affiliate connections to Expedia / Skyscanner / Airlines will follow.

More importantly, word-of-mouth marketing is currently in full force. Another key strength of the team is that Eeshan and Sharmila have both traveled extensively, and have developed a network of fellow travelers, backpackers, do-gooders, volunteers, adventurers and bloggers. A user base numbering in the thousands can be generated in a matter of days. Based on our travels, users will reside in over 30 countries; secondary and tertiary connections will rapidly grow our numbers and extend our reach. Global penetration is key.

Personal approaches will then be made to travel bloggers and charitable organizations in an attempt to forge strong, long-term partnerships.