

Wander Wise

Wander the World Wisely





Eric Kumara

<https://www.linkedin.com/in/kumara-eric/>

MSISPM Student

0
years of experience as a Graduate from University of
Michigan BSE in Mech Eng



Mohini Madhur

<https://www.linkedin.com/in/mohinimadhur>

MSISPM Student

2 years of experience as an IT Advisory
Consultant at KPMG



Shivani Kale

<https://www.linkedin.com/in/shivaniskale/>

MSISPM Student

3 years of experience as a Security Engineer - Offensive Security
at GAVS Technologies



Shruti Singh Ujlan

<https://www.linkedin.com/in/shruti-ujlan/>

MISM Student

2.5 years of experience in Software Development and
Cloud Technologies at Dell



Jeevana Desai

<https://www.linkedin.com/in/jeevana-desai/>

MISM Student

3 years of experience as a Business Analyst/Product Owner at
Micron Technology





Table of contents

01

The Premise

04

Business Model

02

Market Analysis

05

Funds Allocation

03

Competition

06

Go-to-Market



01

The Premise



Customer Pain points

Time-consuming
searches for best deals

Lack of personalized
recommendations



Fragmented Searches
across multiple sites

Hidden Costs



The WanderWise Solution

Flight & Hotel Recommendation System that simplifies travel booking by offering personalized flight-hotel packages based on user preferences and budget, to curate the best options



Our Vision

Wander the World Wisely

Delighting every
journey

Travel Simplified,
Joy Multiplied

Pay less, Travel
more

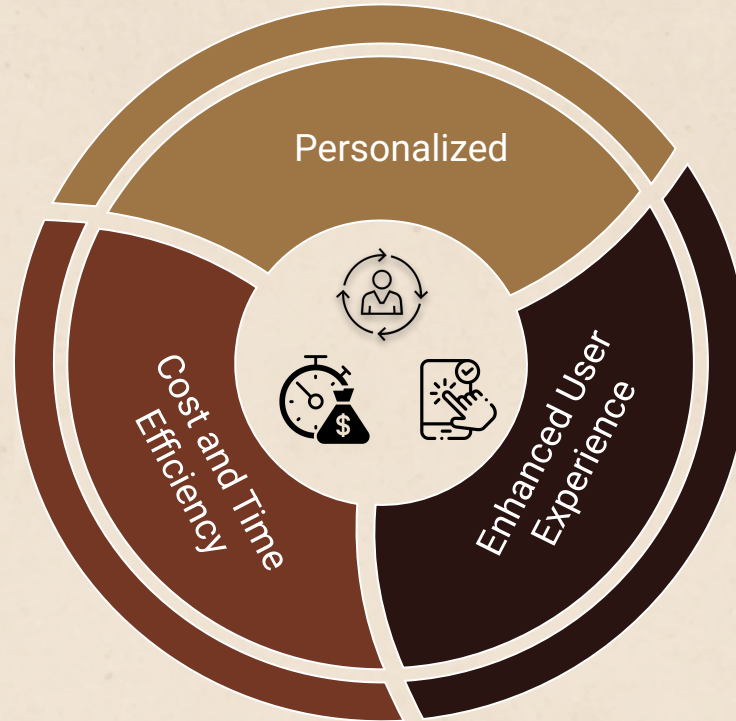
Discover your
perfect journey

Effortless Journeys,
Endless Adventures

Crafting your perfect travel
experience



Value Proposition





02

Market Analysis



Market Size

\$7.6 trillion in 2022 with 6%
projected CAGR by 2025

Global Travel and Tourism



Digital Travel Sales

\$830 billion in 2023 with 5% projected
CAGR by 2027

User Growth

2.4 billion users of digital travel planning
and booking channels in 2023



Customer Base



Frequent Travelers



Business Travel



Family/Group Travelers



Experience & Adventure
Seekers



First time or Solo
Travelers



Budget conscious
Travelers





03

Competition



Competitors



Our Competitive Edge



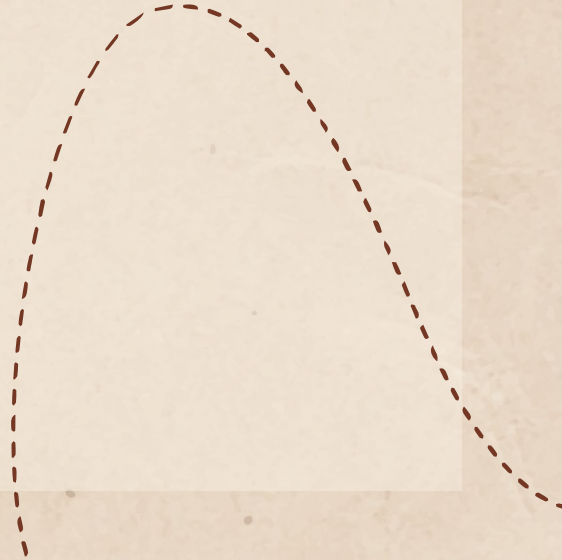
Personalized Recommendations Metrics
(ie. Ratings per Dollar)



All-in-One Platform from Multiple
Sources



Transparent Pricing





04

Business Model





Revenue Streams

Individual and Group Travellers

Commission Model

Subscription Model

+

Hotel, Airlines, Travelling Companies

Priority Scraping

Advertisement Revenue

Commission

+

Data

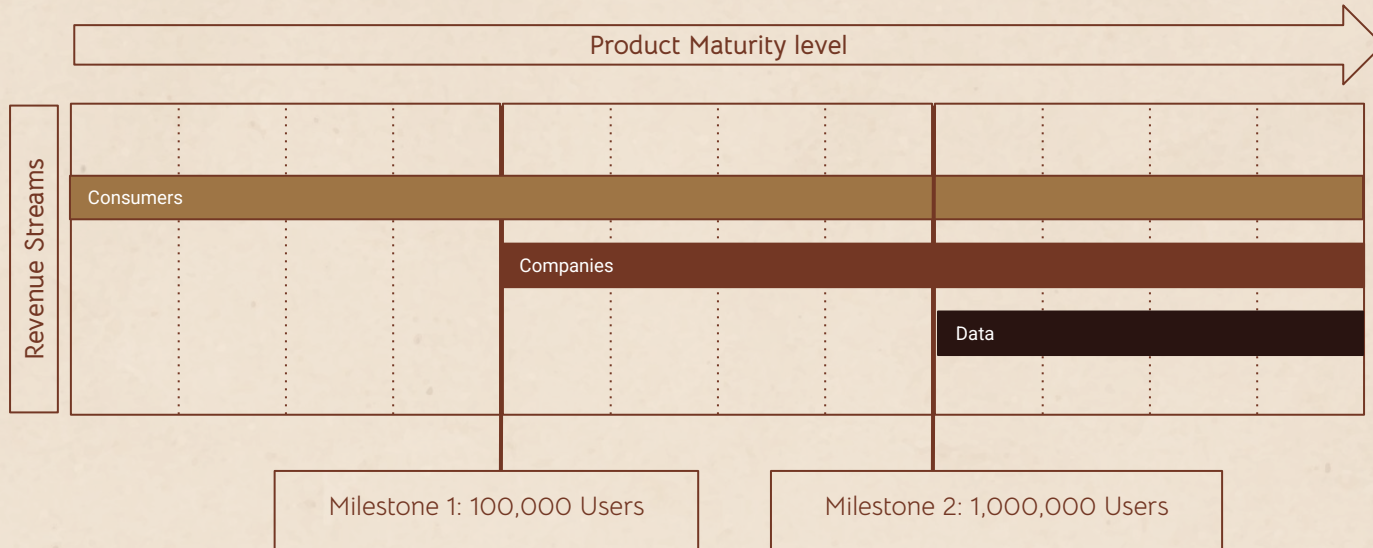
Selling customer insights to businesses

The product can generate 3 streams of revenue through Travellers, Companies and Data.





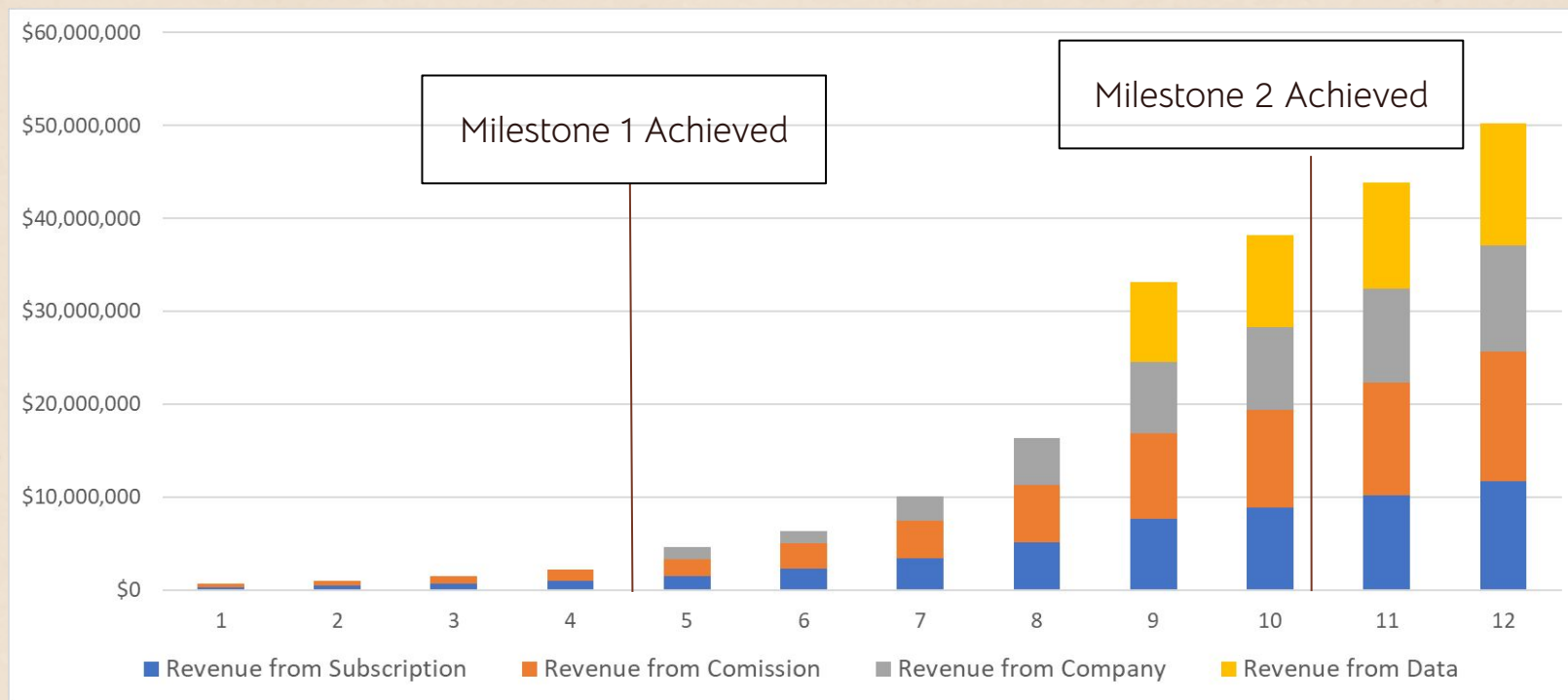
Revenue Generation Timeline



Revenue scales with user growth:

- 100,000+ users: Revenue from companies
- 1,000,000+ users: Revenue from big data

Projected Revenue Over 12 Years



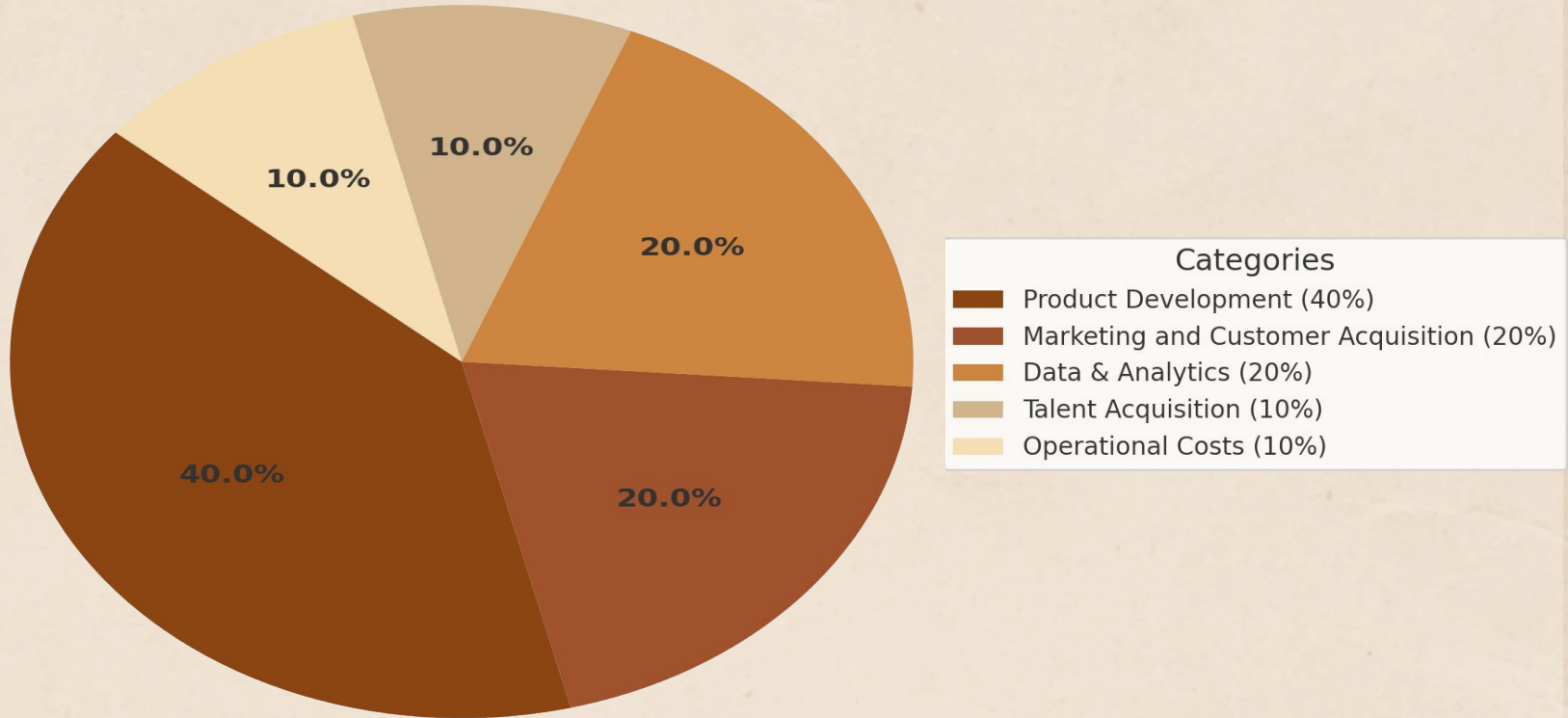


05

Strategic Allocation of Funds



Strategic Allocation of Funds





Product Development to Identify Edge Cases

Default:

You'll always get our best prices when you're signed in!

Sign in

4BR/1BTH Easy Commute South Boston Apartment
Entire apartment
Sleeps 8, 4 bedrooms, 1 bathroom
Boston
 Kitchen

div.uitk-layout-flex.uitk-layout
-flex-align-items-center.uitk-s
pacing.uitk-spacing...

54.71 × 16

\$549 total
includes taxes & fees

Edge Case:

Rodeway Inn South San Francisco
South San Francisco

7.0 Good
1,003 reviews

div.uitk-text.uitk-type-400.uitk-typ
e-medium.uitk-text-emphasis-the
me78.15 × 24

\$245 total

✓ All taxes and fees included in total



06

Go-to-Market



Key Targets

- ❑ 50K Downloads
- ❑ 10% Premium Users
- ❑ 5+ Partnerships with Other Travel Platforms



Targets

50K Customers

Digital Marketing

User Engagement

Loyalty Program

5+ Partnerships

Advertisement Space

Priority Scraping

Consumer Data





Thank You!





Appendix





Projected Revenue Assumptions

1	Travellers	<ul style="list-style-type: none">• 50,000 active users with 50% YoY growth until 1M, then 15% YoY growth.• 10% subscribe at \$5/month; 90% pay 0.5% commission on \$145/day (avg. final price).• Avg. PTO: 11 days
2	Companies	<ul style="list-style-type: none">• 1 company per 50,000 users.• 25% pay \$100,000/month for priority web scraping.• Ads generate \$0.32/user
3	Data	<p>Per User</p> <ul style="list-style-type: none">• Access credentials: \$0.95• Payment details: \$5.40• Gender: \$0.15• Age: \$0.21



Projected Revenue Calculations

Aggressive Growth Rate	50%	Average PTO	11	User to Company Ratio	50,000	Credentials	\$0.95					
Mature Growth Rate	15%	Travel Price per day	\$145			Payment Detail	\$5.40					
Subscription Rate	10%	PTO amount per year	\$1,595	Company Subscribe Rate	25%	Gender	\$0.15					
Subscription Fee per year	60			Company Subscribe per year	\$1,200,000	Age	\$0.21					
Normal Comission	1%			Ads per User	\$0.32							
Year	1	2	3	4	5	6	7	8	9	10	11	12
Active Users	50,000	75,000	112,500	168,750	253,125	379,688	569,531	854,297	1,281,445	1,473,662	1,694,711	1,948,918
Subscribed	5,000	7,500	11,250	16,875	25,313	37,969	56,953	85,430	128,145	147,366	169,471	194,892
Subscription Travel Expense	\$7,975,000	\$11,962,500	\$17,943,750	\$26,915,625	\$40,373,438	\$60,560,156	\$90,840,234	\$136,260,352	\$204,390,527	\$235,049,106	\$270,306,472	\$310,852,443
Subscription Amount Per Year	\$300,000	\$450,000	\$675,000	\$1,012,500	\$1,518,750	\$2,278,125	\$3,417,188	\$5,125,781	\$7,688,672	\$8,841,973	\$10,168,269	\$11,693,509
Normal Users	45,000	67,500	101,250	151,875	227,813	341,719	512,578	768,867	1,153,301	1,326,296	1,525,240	1,754,026
Normal Users Travel Expense	\$71,775,000	\$107,662,500	\$161,493,750	\$242,240,625	\$363,360,938	\$545,041,406	\$817,562,109	\$1,226,343,164	\$1,839,514,746	\$2,115,441,958	\$2,432,758,252	\$2,797,671,989
Normal Users Comission	\$358,875	\$538,313	\$807,469	\$1,211,203	\$1,816,805	\$2,725,207	\$4,087,811	\$6,131,716	\$9,197,574	\$10,577,210	\$12,163,791	\$13,988,360
Number of Companies	Milestone 1 Requirement of 250,000 Users not met				5	7	11	17	25	29	33	38
Subscribed Companies					1	1	2	4	6	7	8	9
Company Subscribe Total					\$1,200,000	\$1,200,000	\$2,400,000	\$4,800,000	\$7,200,000	\$8,400,000	\$9,600,000	\$10,800,000
Advertisment Per User					\$81,000	\$121,500	\$182,250	\$273,375	\$410,063	\$471,572	\$542,308	\$623,654
Data Value Per User	Milestone 2 Requirement of 1,000,000 Users not met								\$6.71	\$6.71	\$6.71	\$6.71
Data Total									\$8,598,498.05	\$9,888,272.75	\$11,371,513.67	\$13,077,240.72
Revenue from Subscription	\$300,000	\$450,000	\$675,000	\$1,012,500	\$1,518,750	\$2,278,125	\$3,417,188	\$5,125,781	\$7,688,672	\$8,841,973	\$10,168,269	\$11,693,509
Revenue from Comission	\$358,875	\$538,313	\$807,469	\$1,211,203	\$1,816,805	\$2,725,207	\$4,087,811	\$6,131,716	\$9,197,574	\$10,577,210	\$12,163,791	\$13,988,360
Revenue from Company	0		0	0	\$1,281,000	\$1,321,500	\$2,582,250	\$5,073,375	\$7,610,063	\$8,871,572	\$10,142,308	\$11,423,654
Revenue from Data	0	0	0	0	0	0	0	0	\$8,598,498.05	\$9,888,272.75	\$11,371,513.67	\$13,077,240.72
Total Revenue	\$658,875	\$988,313	\$1,482,469	\$2,223,703	\$4,616,555	\$6,324,832	\$10,087,248	\$16,330,872	\$33,094,806	\$38,179,027	\$43,845,881	\$50,182,763



	Milestone 1 Allocation	Milestone 2 Allocation
Product Development	40%	30%
Marketing & Customer Acquisition	20%	30% - 40%
Data & Analytics	20%	20%
Talent Acquisition	10%	10% - 15%
Operational Costs	10%	10% - 15%