

AfterGlobe



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Product

Description

We started with the desire to make it easy for people to plan travel. We created an online platform that moves beyond travel agents and still makes it possible for travelers to get the most out of their trip without spending hours on planning. It is an app that will organize a special trip for the customer. It serves as a tourist guide. The purpose of the app is to help a traveller plan their schedule in a Big city. The user enters basic information including the name of a city, the number of days they will stay, the hours they will spend on activities per day, what their interest is, their budget, etc. Our app creates a schedule for the User; best suggested places that they can visit and at what times. It will give them a detailed plan of activities they can do in their day, at what times and in what order. We take into consideration traveler's financial situation, distance between different destinations, the traveler's top interests and weather. We provide a customized personal schedule for each of our customers.

Vision

AfterGlobe is the **go to** app when planning a trip. Its trip planning platform serves as a one-stop destination for all the travel needs; exploring attractions, creating itineraries and buying tickets. Our content comes from multiple sources and includes famous tourist attractions, local activities, restaurants and popular events going on at the time of your travel. We partner with some of the best attractions in the cities and popular event ventures to make it easy for travelers to purchase attraction tickets, shows, theatre tickets and sports events through our app.

Value Proposition

Currently, the customers are facing the pains of finding the best events and places to visit for their trip. As scheduling a trip takes a lot of time, it is difficult for people to make their trip more unique and authentic. While it is true that people can use a travel agent or pay a tour guide for help, the cost of these travel apps and guides are very over priced in most cases. Also, in many cases, a travel guide or travel agency will plan events that people are not interested in especially when traveling in a group. Thus, this makes the travel experience not as good as it can be due to the high price and lack of customization. We believe that customers should have the right to relax and not stress about the trip. We want to make the process as easy as possible, help people save money and allow them to attend the best events and tourist attractions around.

Thus, some services that Afterglobe will provide includes the ability to self customize the trip. This way, people will not be forced into trips and events that they are not interested in. Along the line of customization, based on their interest that they fill in, we will cater the suggested events and places to their interests. And to make their trip less time consuming and less tedious to plan, we will factor in the time to commute and the distance from one location to the other. This way, when people are planning, it will be easier for them to get from one place to another without wasting the time on transportation. When constructing the plan we also consider holidays and the weather. We also ask users to enter their budget and plan accordingly. This way, our product will be able to help people not waste more money than planned and suggest

local places according to their wants. Essentially, our product will allow people to do what they are actually interested in, save money and time, find local places, and have a trip that maximized their time usage.

Elevator Pitch

We wrote two different elevator pitches targeting different groups. Each pitch is written and used to attract a different group and audience. The first one is used to attract investors since it contains more information about our market, revenue and business model. The second one is used to pitch to our users and explain to them what our app is about and what value it provides for them.

Investors pitch:

An average person spends 20 hours planning their vacation before the trip and another couple hours on the trip changing up the plan. But even worse than the time lost is missing out on awesome events and places on the trip that you could have attended. That's why we're introducing our app AfterGlobe. It's an intelligent app that creates the perfect schedule made uniquely for our user based on their own interests, but is flexible based on the changes they want to make. We're a one stop shop, we provide a plan of everything they need to see, when and where. Includes places(local and not local), events, food, transportation and weather. We know our customers love it based on the great feedback we received from people we interviewed. We know our customers want the most relaxed and productive vacation and we do it with providing a travel guide in the palm of their hands.

Users pitch:

You're traveling soon and you don't know what to do? You have too many ideas and too many websites to search through. On top of that, creating a plan is overwhelming, stressful and time consuming. Most of the time you don't even hear about events happening while you're there! This is where Afterglobe comes in. We provide a service that creates the perfect schedule made uniquely just for you based on your interests. We're a one stop shop, we provide a plan of everything you need to see, when and where. Includes places(local and not local), events, food, transportation and weather.

You want to have the most relaxed and productive vacation and we will make that happen.

Hypotheses

Leap of faith hypothesis	
Validated	The app would help the trip run smoothly more than it would complicate it

Validated	People plan their trips
Invalidated	Travelers would pay for a trip planning app
Customer hypotheses	
Validated	People want their trips to be “efficient”
Validated	Travelers use apps for trip planning/preparation
Validated	We are able to reach our customers through ads
Invalidated	Students are our target segment
Validated	People are interested in having a travel planning service
Validated	Companies are willing to have a commission deal with us
Invalidated	Customers would pay for premium features of our service
Product Hypothesis	
Validated	People prefer an app over a website
Validated	People want the product to provide a schedule that fits within their budget
Invalidated	We will generally have a low overhead cost, but largest expense will come from servers and advertising costs
Validated	Creating the software is doable technically and financially
Validated	Our app has the features necessary to solve our customer’s needs
Problem hypotheses	
Validated	Trip planning is too time consuming for people
Validated	Trip planning is a struggle that travelers experience
Solution Hypothesis	
Validated	People prefer to use an app for planning rather than other sources (google/ask friends and family)
Validated	People would want to book locations/events through our app

Validated	Social media is a our way to advertise
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Most important hypotheses tested:

- **Hypothesis: “People think planning a trip is too time consuming”**

Our whole idea is based on the hypothesis that people do not like planning for their trips and that planning takes up too much time. This was the first hypothesis that we needed to validate before proceeding with the development of our app. We were able to test this hypothesis by conducting surveys and one-on-one interviews. The feedback from our survey and interviews has a strong indication that people do not enjoy the process of searching activities and figuring out transportations. Through our MVPs we were not only able to validate the idea that people do think planning is a hassle, but we also found what are the more specific aspects that of planning that made trip planning a pain. The validation of this hypothesis is a sign that there will be a demand for our app.

- **Hypothesis: “People want their trips to be efficient”**

- **Hypothesis: “People want the product to provide a schedule that fits within their budget”**

The definition of efficient means maximizing the amount of activities accomplished during a day by factoring in aspects such as the distance between each activities, the traffic, and the opening hours. It is important for us to understand what the customers looks for when they are planning a trip, so we can build a schedule that reflects and include that the customer values and prioritize. We were able to test this these hypothesis through our survey, one on one interview, and mock Thanksgiving schedule. After conducting these tests, we found that people want to stick to their set budgets while finding a good balance in doing their activities. Our hypotheses were validated and we had a checkpoint understanding what is important to the customers

- **Hypothesis: “Companies are willing to have a commision deal with us”**

This hypothesis is important to us and it is our main revenue stream. We were able to test this hypothesis by emailing potential activity and event ticketers and analyzing platforms that uses this system such as tripadvisor and yelp. We realized that companies are willing to commision us only if we have a steady stream of users or foot traffic. After receiving this feedback, we focused on developing our engine of growth and different potential ways of attracting and retaining customers. This hypothesis was validated as we now understood what we need to provide for the companies in return for their commissions.

MVPs

(MVP related screenshots are in Appendix C)

- **[MVP 1] Survey**

It was made to gather basic information and to create a wide idea about our app to give us a kick start. We mainly focused on checking whether or not our app is fixing a real problem in the market. In conclusion, we found that the majority of travelers find it hard to plan their trip (55.6%). With 57 responses, we also found that people prefer to use an app instead of a website and that is what we decided to create. This tested the hypothesis “People plan for their trip” and “Travelers use apps for trip planning/preparation”

- **[MVP 2] Concierge- Thanksgiving test**

We created a landing page that we sent out to students at Brandeis. We sent it through: ISSO office, facebook groups, messaging friends, campus mailing list, facebook and linkedin posts. We sent the schedule to students who submitted their email before thanksgiving break starts. We realized that many of students stay on campus during thanksgiving break and would be interested in receiving a suggested plan of things to do in boston during the break. The purpose of this experiment is to test our hypothesis; “people are interested in receiving a planned schedule”, “people find our service helpful and will use our app”, “students are interested in our idea”.

- **[MVP 3] Survey- thanksgiving follow up**

After thanksgiving break, we sent an email and a survey the participants of the previous MVP for feedbacks. We received 3 responses, which is 15% of participants. We concluded that people find this service helpful but don't necessarily use the schedule. They might use our app to get a suggested plan because they want more ideas and make sure they don't miss important events. The schedule made their planning process easier but the majority is not willing to pay for such a schedule.

- **[MVP 4] Speak to students on campus**

We wanted to understand our market and if student are our target segment. We spent a day explaining our app idea to random students on campus; in the library, dining halls, bus stops, etc. and asking them to register for the thanksgiving landing page. Through this experiment, we modified our landing page based on their recommendation, produced a concise explanation for why customer should register and the benefits of the app. We also went to a Cultural Club Event (SEAC Desert Event) to reach different demographic of students.

- **[MVP 5] Elevator pitch test**

We pitched our elevator pitch to a group of people with different ages, nationalities and expertise. Our test group included professors, college students, entrepreneurs and workers. Based on reviews, we made many changes to the pitch according to people's feedback and edited it to make the most sense out of it and attract the investors. At the end we had to create two different pitches targeted towards different audience; users and investors.

- **[MVP 6] Reach out through Social Media**

To expand our channels of growth, we posted our landing page on various social media websites in order to generate traffic and gather data that we could analyze. The team utilized

university departments, communities and individuals in social media in order to conduct our MVP. We received valuable feedback from people from all types of groups and increased the subscriptions to our landing page.

- [MVP 7] Contact businesses and venues

A main method to generate revenue was to get commission deal. We recommend the venues and events to users, and we would receive a percentage of the sale from the users that we bring in. The incentive of venues to participate is our lead to their site, resulting in increased in foot traffic. One method of incentivising customers to buy tickets through our platform is offering discount. This iiumean that tickets would go for something 90% of their original value, and then we would keep an addition 5-10% for ourselves, leaving the business with 80% of the standard revenue. In order to see if this method is viable, we need to see if businesses are willing to give reduced prices to our customers. We tested this by sending businesses an email discussing how we are recommending our customers to venues in the Boston area and asking if they would like to offer a small discount in order to be recommended more. We only received one response from the emails we sent out, which was from Regina Pizzeria, who respectfully declined. One validating piece of evidence though is that Yelp allows customers to order food through their app and that gets a 12.5% commission on every sale. While there is definitely a difference in terms of appeal between Yelp and our app, this does show that with enough of a user base the commission model will also function well.

- [MVP 8] Balsamiq

In order to test the basic UI of our app, we created a balsamiq mockup of how the app would flow, and each member then interviewed a potential user. During the interviews we first had the user go ahead and use the app without any direction and let them give feedback as they wanted. Each interview yielded an array of different feedback, but several points were hit on by almost all of the testers including: wanting more details about their trip including time, transportation, food, etc; wanting more options in terms of describing their interests around which they want to build the trip; more options to specify how many people are coming on the trip, including who is coming with them; and wanting more control in terms of controlling specific aspects of their trip. Overall these changes indicate that the app needs to go a lot more in depth than it currently does in order to cover the user's needs when planning a trip.

- [MVP 9] Interviews with potential customers

We wanted to understand what people's pain points are and include a solution for them through our app. We interviewed 12 people and listed are some conclusions we found through our interview; more than half the interviewees (7/12) stated that the process of planning a trip is tedious. Through the interviews, we also found some plan their trips based on other people's travel schedules. They are able to get these travel schedules from vloggers, bloggers, apps. We also found that we can categorize people into two categories based on their budgets - no budgets and strict budgets. Through our interview, we also found that the people are not as willing to use our app as there are different sources of app they can rely on in order to plan their trip. Some of the reoccurring interviews includes keeping the trip affordable (4/12), doing fun

things that are unique (3/12), and keeping the trip local and authentic (2/12). This MVP proved many of our hypothesis including: “people plan their trips”, “travelers use apps for trip planning/preparation”, “trip planning is a struggle that travelers experience”.

- [MVP 10] Landing pages

The main purpose of creating a landing pages was to overall test the interests of people about AfterGlobe’s vision. There were two landing pages that were created in order to test several hypothesis. The first hypothesis is that people are interested about having a customized plan generating service. The second hypothesis was that people needed a plan for Thanksgiving in Boston. In order to tests both hypothesis, the team created two different landing pages: general landing page and Thanksgiving landing page.

In order for people to get access to the landing pages, the team sent emails through education institutions(ISSO office, Computer Science Department), attending student events/clubs (SEAC/KSA/JSA/VSA/TSA/BC3/C2B), and asking people in person (Library/SCC/Vertica Lounge). Given a week after the pages were published, the team could prove the hypotheses made were validated. For the general landing page, there were 175 visits, 93 clicks, and 36 subscribers. In addition, the Thanksgiving landing page attracted 163 visits, 59 clicks, and 48 subscribers. This is considered a success since the goal of number subscribers anticipated were 50+, and the landing pages brought in 84 subscribers in total.

In the general page, the team added a short description of AfterGlobe for the users to understand what the site is and we described the problems we solve for them. Disclusing name and email, the information we received from the general landing page subscribers were birthday, budget (average use on weekend trip), city (hometown), occupation. These were indications to understand the potential customers that would be interested in AfterGlobe. Over 90% of the users that subscribed were students that were mostly in the age of 18 ~ 21, and the amount of budget they provide ranged from 300 ~ 500 dollars. Out of the 36 subscribers around 50% were international, around 25% were from the Boston area, and the rest were from different places around the United States.

In the Thanksgiving landing page, information we received from subscribers were Budget (Estimate use for Thanksgiving), City (Hometown), and interests. These were indicators to help create a mock plan for interested subscribers and understand potential customers that do want a Thanksgiving plan. 100% of the subscribers were students that are willing to spend an average of 0 ~ 200 dollars for Thanksgiving. Over 90% of subscribers were international students. Interests varied among, but the most reponse for interests was food which was six.

Through these subscribers, the first plan is for the team to send a customized Thanksgiving plan for the Thanksgiving subscribers and analyze the reviews. The second plan is to send updates about the service to the general landing page subscribers.

- [MVP 11] Post idea on startup websites

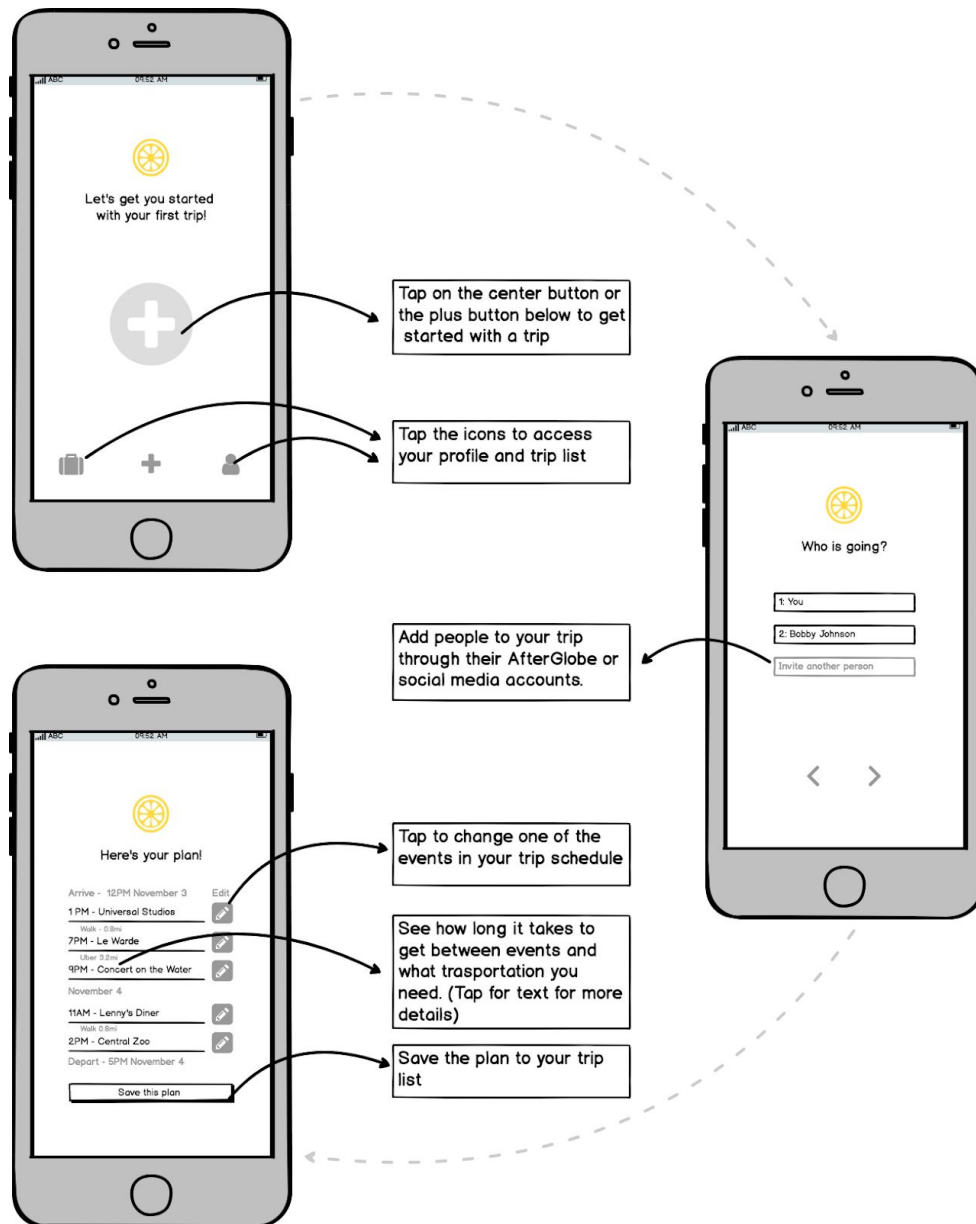
The team uploaded a simple explanation about the idea of AfterGlobe in a startup community platform called Indiehackers. We received two interests in the idea of the travel planning service. More testing is still required to understand the interests of other entrepreneurs.

- [MVP 12] Concierge- Work with 4 people

This MVP tests if the preference questions asked in our app will be enough to generate a schedule that fits the wants of our customers. We each made a schedule for a person based on their answer on the preference questions. Once we generate a schedule, we gave it to them and interviewed for their feedback. Through this MPV, we realized the questions we asked are enough to search and generate a schedule by hand. People like the activities we provided, but would also like to see other options and recommendations. However, the next step is to figure how to create a balance between activities and resting. A feedback we received is that the schedule is too packed, so another question we can add in the preference selection is the level of intensity selection.

Working Model - Balsamiq

In order to test the flow and features of our app we created a balsamiq mockup containing all of the main aspects we thought the app should have. The app went through one round of iteration with the team and three rounds with user testing. We gained a range of feedback, much of which centered around main features that all of the users felt the app should contain, such as: multiple trip members, more customization, transportation, hotel booking, and further control in general. We then added the features we agreed were necessary to the app to get to our current version. We have 15 pages in our mockup, which start with a sign up page, move on to profile creation, then to trip creator (budget, location, time, interests, etc.), then to trip customization, and finally to the finished plan. (Appendix A)



How it works



This section will explain how the customer would use the software application. First, in order to create a customer profile, AfterGlobe will ask a few questions and use APIs such as Facebook to build a customer profile data. Furthermore, the application will gather database that relates to the customer profile by pulling in travel information from several APIs. The service will create a travel plan from the API database and customer profile. In addition, the more travel plans the user creates, the application will learn from the customer using AI and create suggestions through the suggestions engine.

Technology

The software blueprint is one MVP that proves the hypothesis that the software application is doable in a technical perspective. The blueprint was created with the guidance of a computer science professor, Pito Salas, who had multiple experiences in the software industry. The overall architecture of the software is simple, and the potential risks are not a liability that this team will face. In result, there is no doubt that this software application will be doable technically and financially. (Appendix B)

Based on the architecture, the customer would be asked several questions and input personal information so that the application can generate a travel plan based on the customer's profile. The application will be the core of the software which collects all information from the user information to the content from the APIs. The application will generate the travel plan from the content extracted. After the Travel plan is created, the application will send the travel plan to the user. Information that is generated in the application will be sent to the database so that the user can see history planning trips.

The APIs will be the main source of data that will help create a plan for the user; from yelp, tripadvisor, and other reliable sources. Every API has a different retrieval format, so after we get all the data we want, we need to categorize them and convert them to a uniform format. It is important to maintaining an active and updated database according to new events, locations and ratings.

Our other database is based on crowdsourcing information through the people that use our application. We gather information about our users through direct questions; we ask them different questions to understand their interests. Also, we will gather information through their social media accounts; Facebook, instagram, in order to know more about them. This data is much easier to handle because the format is chosen by us.

Once both our databases are populated and categorized, the data that the application will create will be sent to a recommendation engine that links this information by matching keywords and creates recommendation for our users and future travel plans.

Aside from our databases, another technical consideration is building the application. This is not an issue and can be done by creating basic screens; using Swift for iOS or Java for android, Most of the work concentrates on communicating with the databases.

One of the biggest issues that this architecture faces is security. Currently the best way to solve security issues is to use authorized APIs. Towards building the application, Google and Facebook authentication will be the best source for users to secure their data. As the application

brings in revenue, Afterglobe will consider other security methods to secure client database and information.

Business Plan

Customers

Travel industry has a limited segment of people they can target. The luxury travelers are the largest group of customers, companies have been targeting. Most companies are targeting luxury travelers as they are able to travel due to their established economic means, thus they have the luxury of time and money to travel. Most other groups are unable to travel due to limitation from their tight work schedule and financial status.

To differentiate ourselves from the market, AfterGlobe will primarily target travelers in the age range of 18-30. According to our research, younger travelers spend more on tourism than any other age group (one out of three travelers in this bracket are willing to spend upwards of \$5,000 on an upcoming vacation). They are also more willing to travel a longer distances and for longer times. We also found that younger people tend to travel more for educational and cultural experiences rather than seeking out a mere luxury vacation. This is important as our service will focus on providing a more involved and experiential trip.

The ease of use that we intend AfterGlobe to have was also a large deciding factor in our audience. Younger travelers ages 18-30 are more inclined to travel spontaneously due to social media influence. This plays into our plan in two ways. First, as our product is able to generate a schedule within a few short clicks, our products will help those with a sudden itch to travel quickly find a plan. Second, this influence of social media will be our main avenue for reaching our customers, so those looking to suddenly travel will be more likely to find our product.

We originally wanted to target students as students are still energized and they have the time (winter, summer, and spring breaks). The curiosity of students will allow them to visit new cities and location. However, through further research, we found that students are too narrow of a segment and the students are part of the 18-30 age range that are more inclined to travel longer distance and with a higher budget. Therefore, we decided to expand our target segment from students to a more general 18-30 age range.

Channels - Reaching Customers

Social media will be the primary avenue by which we reach customers. After looking at apps and platforms that target students such as StudentUniverse, iHop, HiSmile, we noticed that all of them heavily rely on social media to reach their audience. Along with organic growth from interacting with potential customers on social media (primarily Instagram), promoting through platforms like Instagram, Facebook, Snapchat, Youtube, Spotify. Both paid advertisements and influencer marketing will be our main method of reaching customers. All of these platforms are heavily used by our potential customer base, and by reaching out to travel influencers on Instagram and Youtube, we will be able to have our app recommended to a young market who is also looking to travel.

While talking to other clubs at Brandeis, we also realized that clubs at schools help promote products for small businesses (B3C sponsored by EZWire and Chowbus, Investment Club by Investopedia, and ISSO works with Sprintax). We believe that we could partner with schools in order to get our product out in front of students and gain more traction through it.

Competition

We did some research to find which existing companies stood as competition to us. We found many companies that offer a similar service or the same value to customers. However, all of them offer different parts that help in the process of planning a trip instead of offering the full package of everything considered. Even putting these services together, there is still the missing element of creating a plan for the customer that is custom tailored to their interests and desires, which is what we plan to offer with AfterGlobe. Moreover, our app saves a significant amount of time by providing a one stop shop for our customers, instead of them having to search through different websites (which rapidly becomes overwhelming). Below is a table comparing our service to that of our competition:

	AfterGlobe	Via Hero	TripHobo	Travefy	Travel Agent	TripAdvisor
Local Finds	✓	✓				
Automated	✓		✓	✓		✓
Custom Plan	✓	✓	✓		✓	
One Stop	✓		✓	✓	✓	✓
Recommends Events	✓	✓	✓		✓	✓
Based on Your Budget	✓	✓	✓		✓	✓
Cost Effective	✓	✓	✓	✓		✓

Description of Competitors:

- **Via Hero:** Matches you with a like-minded local. Details are ironed out via email. They plan everything you need for your trip and incorporate existing plans to create a detailed plan.
- **TripHobo:** Generates a plan for your trip based on a location and time frame. Helps you find the hotel, transportation, and destinations to visit.
- **Travefy:** Puts all your planning onto one place. Has the downside that you have to find your own travel method and accommodation and enter it on.

- **Travel Agents:** Travel agents can provide a detailed and thorough itinerary of what to do, where to eat, how to get there.
- **TripAdvisor:** Helps people decide where to stay, how to fly, what to do and where to eat. Compares prices from more than 200 hotel booking sites so travelers can find low prices.

We are aware of the fact that we have many competitors. TripHobo offers the most similar service to ours but does not have a large number of users. Regardless of all our competition, there are things that make us unique and different from them:

- We target millennials ages 18-30.
- We make a unique plan customized for each customer.
- We take into consideration timing, weather, and budget for events and transportation.
- Our app serves as a full package of everything our customer needs.

Costs

Below are the main costs we will incur when building AfterGlobe.

- 1) **Employees Cost:** We will have four employees in total, with one programmer focusing on the front end of our website, and another programmer developing the backend of AfterGlobe. We will also have one person in charge of customer service for people using our sites, and another person reaching out and working with vendors to join our website. Customer representative will earn \$32,000 per year, while programmers will earn \$80,000 per year. This leads to a total of \$224,000 employee cost. The salary numbers are based on statistics for the United States in 2015.
- 2) **Rent Cost:** We will rent a 6 person office from Wework at the cost of \$4,400 per month. This will lead to a total cost of \$52,800 at the end of the year.
- 3) **Software Cost:** 1) Database: We are considering to either use MongoDB or MySQL for our database. MongoDB Enterprise Advanced costs \$11,990 per server per year (up to 256 GB RAM per server). This will take \$850 to run a database per month. 2) Server: one server can use between 500 to 1,200 watts per hour, according to Ehow.com. If the average use is 850 watts per hour, 20,400 watts daily, or 20.4 kilowatts (kWh), 7,446 kWh per year. According to the US Energy Information Administration, the average kWh cost for commercial use from January 2012 through January 2013 was 9.83 cents. So that means it would cost \$731.94 to power the aforementioned server for one year. 3) Website: Wix charges \$35 per month. This in total will lead to an expenditure of \$13,141.91 per year. However, depending on the software and hardware we use, our cost may change (TZNet).
- 4) **Advertising Cost:** Advertising is crucial in helping AfterGlobe to scale, and scaling is necessary in order to break even. Therefore, we will need a budget of \$182,500 for advertising our first year (around \$12,000 per month) and will continue to allocate 25% of our revenue to advertising or promotions of our product. We will be advertising through instagram and facebook. The recommended budgeting from advertisement cost are from Boostlike. However, we will need to further test if these are the best mean of

advertisement with the highest ROI.

All the expense listed will lead an estimated cost of \$468,152 a year.

Appendix D demonstrates a projection of our company. It uses the assumption on the amount of revenue and potential cost to see when AfterGlobe will breakeven. Thus far, it is indicating a breakeven point at August. More modification will be made after we gain a better understanding of what form of advertisement yields the highest ROI, the number of employees required, and the growth of our user base.

Pricing and Revenue

We considered a number of different avenues for acquiring revenue in our business, each with a different target in terms of who we are selling to and where the money is coming from. For the most part we tried to stay away from having customers pay for our product as we do not want to discourage them whatsoever from using it. We have however included a possible premium feature for customers who get a lot of use from our product. With that said, many of our revenue streams focus around having businesses pay for their presence on our product (receiving a percentage of sales through our app, paid promotions, pay for data), while also not discouraging them from trying our app either, as we are trying to appeal to them just as much as our everyday users in order to drive business. Below are details about each revenue stream:

- 1) **Commissions:** Users would buy tickets through our app and we receive a percentage of the sale. The incentive of venues to take this kind of deal with us is the fact that we are bringing paying customers straight to them, and therefore giving them business. Commission rates vary in the range of 10-20% (Yelp charges a 12.5% commission on take-out orders through their app), so we would keep 10% of the cut while the business would still receive 90% of the standard revenue.
- 2) **Advertising/Sponsorships:** With a large customer base we can offer advertising and paid sponsorship on our website. This will likely be our main source of revenue down the road (This is Yelp's main revenue*). This does however require a much larger user base than we currently have, and would require investor money to get off the ground.
- 3) **Selling Data:** With a large customer base, we would acquire a lot of data about customers and their preferences with certain businesses over others. With this data, we could go to businesses and offer to inform them about their customer base if they are willing to pay. Yelp has a similar model established as they sell customer data to the businesses that have an upgraded account with them*.
- 4) **AfterGlobe Premium:** Users would pay for a premium version of our service (possible models would be a monthly subscription, a one time payment, paying per action, etc.). Some possible premium features would be to show users hidden and unknown places to see, getting special information from locals, and providing a discount on tickets.

Evidence that such streams work:

<https://www.feedough.com/yelp-business-model-how-does-yelp-make-money/>

Growth Engine - Methods

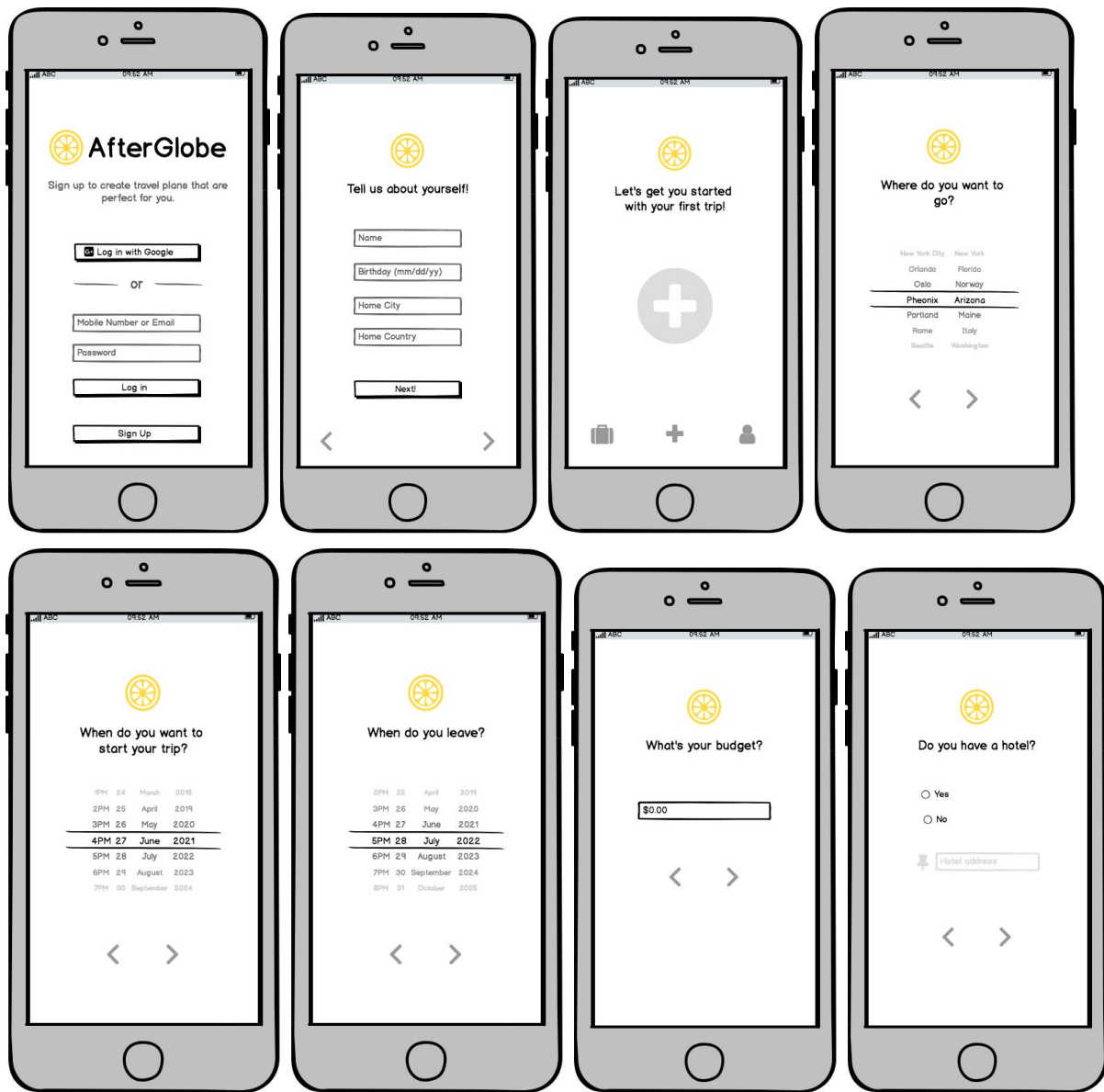
- 1) **Inviting Friends (Viral Effect):** People don't travel alone! Within our app users are able to invite their friends through their existing social media (Facebook, Gmail, Instagram, Twitter) to join their trip and try out AfterGlobe. We make this as easy as possible by allowing users to view their new trip that they were invited to without any login or hassle. If users wish to create their own trip, they can then create an AfterGlobe account for free.
- 2) **Influencer Marketing:** Another avenue of growth for us is through more traditional paid marketing. A focus of our traditional marketing campaign will be on influencer marketing as we can seek out smaller and mid sized travel blogger/vloggers/instagram accounts that can offer us very targeted marketing (those looking to travel), for cheaper prices than traditional ads (Google Adwords, Facebook Ads). As we are currently targeting students, we can also customize our campaign further to focus on bloggers who write about travel particularly for students.
- 3) **Instagram Integration:** A powerful source of growth for us will be an instagram integration within AfterGlobe. Once a trip is created AfterGlobe will pull in the Instagram photos from all of the venues and events recommended. Once users log into instagram through AfterGlobe, they are then able to interact directly with any of the event photos they see within AfterGlobe. We will also make it possible to post a photo of one of the events on Instagram along with a caption that initially say, "Can't wait to get going on my new #afterglobe trip!". This both allows us to offer traffic on social media to the business we recommended and to be organically found on social media.

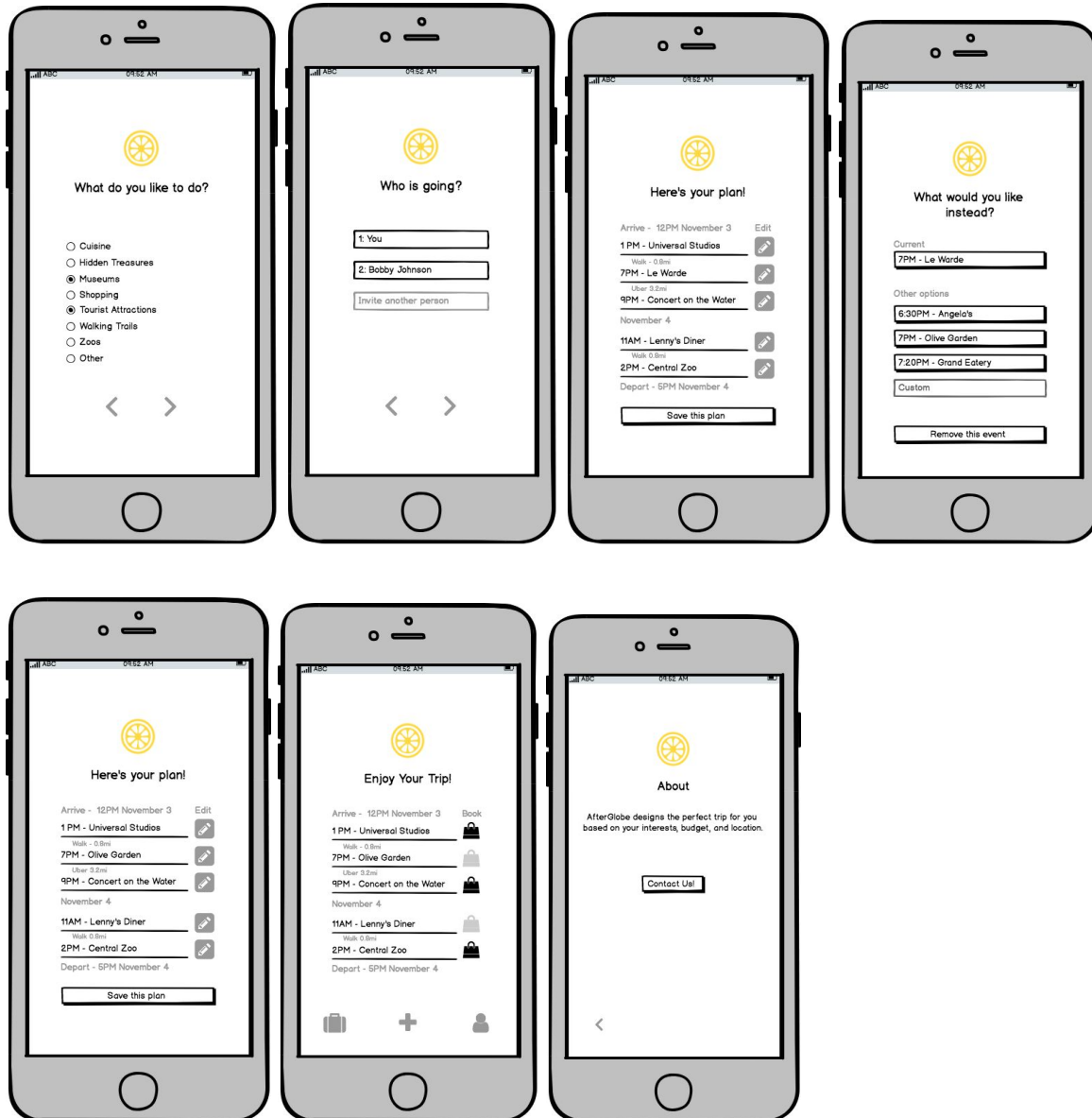
Conclusion

Throughout the journey, by using The Lean Startup methodology, the team was able to validate important hypotheses and go through pivots resulting in the creation of AfterGlobe. The team found a product that provides better customer proposition than other competing products to our customers. We further conducted MVPs that proves that AfterGlobe has potential as acting as an important product in the travel service market. There were many obstacles that the team tackled. We have identified technical challenges and validated functionality of the product by consulting experts. Other than functionality issues, the team has been experimenting on methods on how to attract customers and expand user base. In addition, we have intensely invested on creating the best user experience that satisfied potential customers. The overall outcome resulted in positive feedback showing that AfterGlobe is ready to be shared with the customers. However, despite positive outlook, the team agreed that further testing is needed towards including extra features in the app and for AfterGlobe to succeed. We realize that in

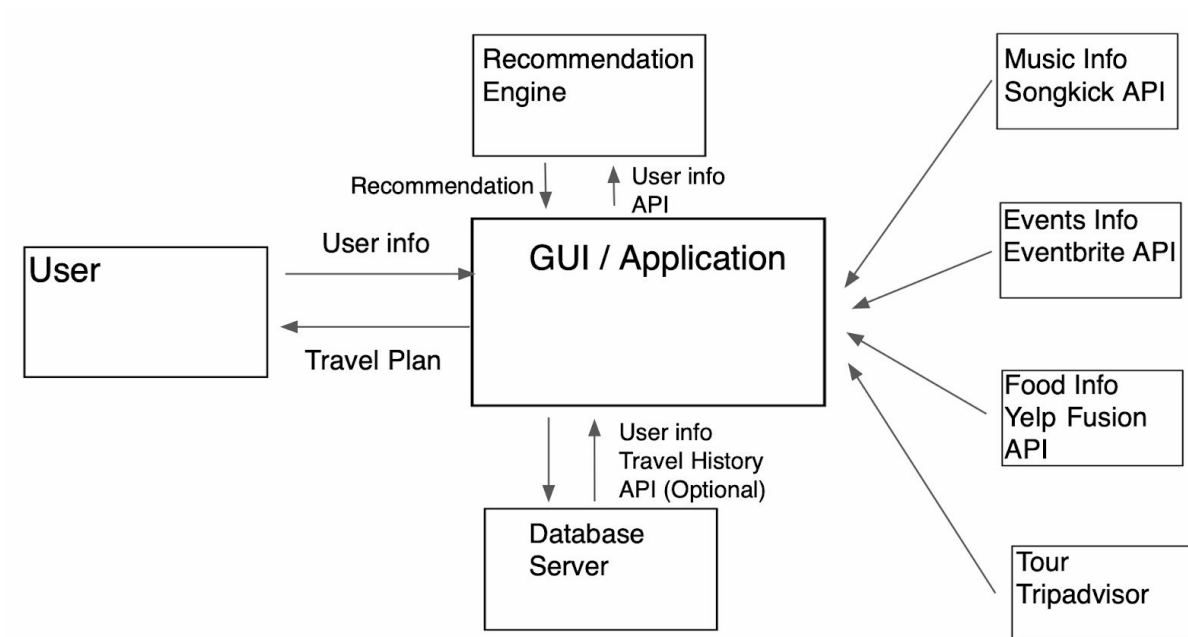
order for our success we need to grow the user base continuously and at the same time grow our partnership with businesses.

Appendix A





Appendix B



Appendix C

[MVP 1] Survey

QUESTIONS

RESPONSES

57

App Survey

Hello, we appreciate your time in taking this VERY short survey!

When you travel to a big city, do you find it hard to plan your trip? (what to see * and at what time)

☐ Yes
 ☐ No

How do you plan your trip? *

☐ I plan it on paper beforehand
☐ I don't plan it
☐ Google search
☐ Use an app/website that helps
☐ Other...

If you checked "Use an app/website that helps" please say which one...

Short answer text

If you checked "Other" please explain what you do...

Long answer text

Do you prefer some help in planning your trip? *

☐ Yes
 ☐ No

What is most important to you when planning places to go to in your trip? *

☐ Famous Tourist places
☐ Events (Concerts)
☐ Other...

[MVP 5] Reach out through Social Media

Michael Golitsyn 9:31 AM MG
 Fwd: Send email to students
 To: cosi@lists.brandeis.edu, phds@cs.brandeis.edu & 1 more

Hi Everybody,

Below, please see a project by your fellow students that may be of interest to you.

Best,
 Michael

Michael V. Golitsyn
 Department Administrator
 Brandeis Department of Computer Science
 781-736-2700 | www.brandeis.edu/departments/computer-science

----- Forwarded message -----

Check out this app idea that a group of students are working on. They would appreciate your help!

AfterGlobe

You're traveling soon and you don't know what to do?
 You have too many ideas and too many websites to search through. On top of that, creating a plan is overwhelming, stressful and time consuming. Most of the time you don't even hear about events happening while you're there!

This is where AfterGlobe comes in. We create the perfect schedule tailored **uniquely** for you. A plan of everything you need to see, when and where. This includes activities, places, events and food.

We know what you want to see and we want you to have the most relaxed and productive vacation!

[Click here to learn more and receive future announcements](#)

(Your information is secure and will be used only for testing and receiving future email about our app)

[Get a Thanksgiving Plan.](#)

ISSO at Brandeis University
 November 7 at 4:06 PM

Attention to all students who will be in the Boston area during Thanksgiving!

A computer science student wanted your input on her team's application that will help you plan fun events during your time here. See her message below:

"Check out this app idea that a group of students are working on. They would appreciate your help!... [See More](#)



AFTERGLOBETHANKSGIVING.PAGEDEMO.CO

You dont know what to do during Thanksgiving break Get a schedule of things to do in Boston. Enter your email to receive a free plannbsp

We will keep you posted!

1 Comment

[MVP 6] Contact businesses and venues

mail.google.com

Gmail Search mail Brandeis E

Compose

Inbox 10
 Starred
 Snoozed
 Sent
 Drafts 1
 More
 Edward +

Regina Pizza

christina.eastc.com <christina@eastc.com> Fri, Nov 9, 10:00 AM (2 days ago)

Hi Edward,
 Thank you for your interest in Regina Pizza. Unfortunately we are unable to participate.
 Best of Luck!
 Christina

From: Edward Hacala [mailto:ehacala@brandeis.edu]
 Sent: Thursday, November 08, 2018 9:55 PM
 To: Mail
 Subject: Looking for Restaurants in the Boston Area

Hello!

I'm Edward from the AfterGlobe team. We are looking for restaurants in the Boston area to recommend to our customers.

AfterGlobe is a new travel app which generates plans for travelers visiting a new city based on their interests. Currently our focus is on the Boston area, and we are searching for venues that would be interested in giving a small discount to our customers.

A discount is a huge value to our customers, so any venue offering such a deal would be frequently recommended by us.

With deals like these we think that we can bring more people to the Regina Pizzeria as well as give them a better traveling experience.

If you are interested in being a featured deal within AfterGlobe, or even if you have any questions at all, reach out! We would love to hear from you.

Thanks!
 Edward Hacala


[MVP 9] Landing pages

General Landing Page

About AfterGlobe

When you travel to a city and you need help planning your schedule, AfterGlobe helps you! We create the perfect schedule tailored uniquely for you. A plan of everything you need to see, when and where. This includes activities, places, events and food.

We know what you want to see and we want you to have the most relaxed and productive vacation!



Thanksgiving Landing Page

You don't know what to do during Thanksgiving break?

Get a schedule of things to do in Boston.
Enter your email to receive a free plan!


Email Address

Name

Budget (Average use on weekend trip)


City (Hometown)

Interests

 [PRIVACY](#) [TERMS](#)


[MVP 10] Post idea on startup websites


NOVEMBER 9, 2018


 **Travel Planning Service Application Idea Thoughts**

2 votes

Hi!

 My team is in a process of building an application that uses algorithms to create an efficient travel plan based on the user's travel budget, interests, and information. Wondering what you're thoughts are on this idea!




HN  hahagug94 2 replies · 35 views · [EDIT](#) · [DELETE](#)

Type here to reply to hahagug94


1 Hey, I had had this idea for many years and even did some web app several years ago. I struggled to monetize it though but it was not the problem with an app, it was a problem with me :)

So, now the question. What do you mean by "travel plan"? Does it mean to fly from country to country? Who are your end users?

I'm asking because *my* app was about traveling by a car and allowed users to create very detailed itinerary and calculate a budget and all this stuff when most of apps I saw were about flying.

 zencentric · a day ago · [\[-\]](#) [REPLY](#)

1 Wow, I've thought about something similar! What exactly would you like to help with?

 Oleg Gromov · a day ago · [\[-\]](#) [REPLY](#)

[Concierge MVP 2] Work with 4 people

Questions asked:

1. Where do you want to go? city
2. When do you want to start your trip? date
3. When do you leave? Date
4. What's your budget (not including flight and hotel)? Dollars
5. Do you have a hotel? If yes, provide address
6. What do you like to do?
7. Who is going? How many people? Link friends who have afterglobe account
8. Type of food, food restrictions.
9. Restaurant: fancy/fast food/casual/both
10. Ages of group(with kids?)
11. Certain accommodations (wheelchair) / Willingness to walk/ Rental car?
12. What time start/end your day
13. How many meals per day and at what times
14. Activities you care about: shopping, walking...
15. Do you want late Night activities?(After 8pm) what kind?

Schedule 1

Dec 15th

Weather: 24.8°

Purple: Transportation / Green : Food / Blue : Activity

1:00PM ~ 2:00PM Arrival
2:00PM ~ 2:40PM Taxi from **Incheon International Airport** to **Incheon Korean Chinatown**
2:40PM ~ 3:40PM Lunch at **Yeon-gyeong** (First Korean style Chinese food)
3:40PM ~ 4:15PM Tour around **Incheon Chinatown**
4:15PM ~ 5:00PM Taxi from **Incheon Chinatown** to **BMW Driving Center**
5:00PM ~ 6:00PM Driving tour at **BMW Driving Center**
6:00PM ~ 6:20PM Taxi from **BMW Driving Center** to **Wangsan Marina Beach**
6:20PM ~ 7:20PM Dinner at **Wangsan Marina Cheulheene House** (Korean Style Sashimi)
7:20PM ~ 8:30PM View of the sea with coffee at **Masirang Cafe**
8:30PM ~ 9:00PM Taxi from **Masirang Cafe** to **Incheon International Airport**
9:00PM ~ 10:00PM Sauna activity at **Incheon International Airport Sauna**
10:00PM ~ 11:00PM Wait for departure

Schedule 2

December 8th

Weather: 31°F

12:30-1:00 - Take Brandeis Shuttle to Harvard Square

5 min walk to Chipotle

1:15 - 2:00 - Lunch at Chipotle

5 min walk to the Hoot

2:00 - 2:25 - Check out books at Harvard's Hoot Store

5 min walk to bus stop

2:30 - 2:45 - Take Brandeis Shuttle to Boston Stop

20 min walk to MFA

3:00 - 5:30 - Visit MFA

15 min walk to BGOOD

6:00 - 7:00 - Grab dinner at BGOOD

10 min walk to bus stop

7:15 - 7:45 - Take Brandeis Shuttle back to Brandeis

Appendix D

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Number of Users	50	90	162	292	525	945	1,701	3,061	5,510
Base growth in sales	3	5	8	15	26	47	85	153	275
Additional growth from ads	38	68	122	219	394	709	1275	2296	4132
Revenue	\$300.00	\$540.00	\$972.00	\$1,749.60	\$3,149.28	\$5,668.70	\$10,203.67	\$18,366.60	\$33,059.88
Number of Employees	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Salary Costs	\$5,944.33	\$5,944.33	\$5,944.33	\$5,944.33	\$5,944.33	\$5,944.33	\$5,944.33	\$5,944.33	\$5,944.33
Software Costs	\$945.92	\$945.92	\$945.92	\$945.92	\$945.92	\$945.92	\$945.92	\$945.92	\$945.92
Advertising Costs	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Profit(Loss)	\$ (21,590)	\$ (21,350)	\$ (20,918)	\$ (20,141)	\$ (18,741)	\$ (16,222)	\$ (11,687)	\$ (3,524)	\$ 11,170
Additional Advertising Spend	\$75.00	\$135.00	\$243.00	\$437.40	\$787.32	\$1,417.18	\$2,550.92	\$4,591.65	\$8,264.97
Parameters									
Monthly Increase in Sales	5%	<i>How much will sales grow organically</i>							
Ad as percent of sales	25.00%	<i>Amount of revenue to spend on ads</i>							
Average ad to recruit customer	\$2.00	<i>Amount spent on advertising to get new customer</i>							
Revenue from 1 customer	\$6.00	<i>Average amount of revenue generated from one customer</i>							
Employees Salary	\$17,833.00	<i>Average employee salary (Programmer earns \$75000, customer rep earns \$32000)</i>							

Important Links

- Survey #1:

https://docs.google.com/forms/d/140g-P_MqVTWdvgKqzy6NC8QkUJ8KhaT7a3tMBFSYyu0/edit

- Thanksgiving Survey:

https://docs.google.com/forms/d/e/1FAIpQLSdl334718_sfkRQI7NCNN3oJrmKbrGARM2VZWOh5y19MZQfuQ/viewform

- Landing page:

https://mailchi.mp/6cd11c63711d/afterglobegeneral?fbclid=IwAR3WVD0rHGq6xgk9awg9yHlqJ5SdRVEZu44y3agsgTi_q8F3X-VcUUT-vlM

- Balsamiq:

<https://balsamiq.cloud/sskot1y/p9pax81/r4D20>

- Thanksgiving survey:

https://docs.google.com/a/brandeis.edu/forms/d/1ZEbleYhf_IcQdoWI9gRdJeDN-oyZEnLdCaNSoNKTHmY/edit?usp=drive_web

- Website

<https://linaghanim1.wixsite.com/afterglobe>