

# Team

## *HackStreet*

### ● Background

A group of sophomore who are enthusiastic to change the world with their innovative ideas. We come from the capital city - Delhi .we have collaborated in past for various ideas and everytime it turned out to be fruitful. Hoping for the best this time too!

### ● Vision/Mission

- Encouraging government organisations to increase their customer traffic through social media branding.
- providing incentives to frequent travellers by giving them affiliate links and rewarding them, if they refer a particular number of people(both the private and govt tourism agencies can implement this).
- Promoting the institutions through collaboration of small influencers.

# Team- Hackstreet

Team Info- We are group of passionate engineers who wish to create something new and exciting

**Team Leader Name: Harshit Kapoor**

Branch (Btech/Mtech/PhD etc): Btech	Stream (ECE, CSE etc): ECE(with IoT)	Year (I,II,III,IV): II
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**Team Member 1 Name: Manya Bansal**

Branch (Btech/Mtech/PhD etc): Btech	Stream (ECE, CSE etc): ECE(with IoT)	Year (I,II,III,IV): II
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**Team Member 2 Name: Mukesh Kumar Mandal**

Branch (Btech/Mtech/PhD etc): Btech	Stream (ECE, CSE etc): ECE(with IoT)	Year (I,II,III,IV): II
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**Team Member 3 Name: Akshay Bhardwaj**

Branch (Btech/Mtech/PhD etc): Btech	Stream (ECE, CSE etc): ECE	Year (I,II,III,IV): II
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**Team Member 4 Name: Rishabh Thakur**

Branch (Btech/Mtech/PhD etc): Btech	Stream (ECE, CSE etc): ECE	Year (I,II,III,IV): II
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**Team Member 5 Name: Anuj Mittal**

Branch (Btech/Mtech/PhD etc): Btech	Stream (ECE, CSE etc): Biotechnology	Year (I,II,III,IV): II
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# Problem

## Pain points/Landscape

- Micro, small and medium regional tourism enterprises are struggling to scale their business.
- Government institutions are less visible in terms of branding than the private ones.

## Trends

positive initiatives have helped improve the travel and tourism competitiveness of India, and according to the Travel and Tourism Competitiveness Report 2017, the country ranked 40th among 136 economies across the world, up from 65 in 2013. In fact, India was among the countries which witnessed maximum improvement in the performance on Travel and Tourism Competitiveness Index

# Solution

- Proposition
- A social media cum referral based web app that helps in increasing the customer engagement and visibility of travel places, by means of affiliate marketing , pay per click and referral systems.
- Value to the user is ensured through the website. The travellers can share their memory with others and influence others to try out the place and if someone is influenced, they will receive credits for the same. This ensures the happiness index of the user on the website. It will also promote recurring customers.

# Market Size

In India Tourism is the largest service industry with a contribution of 6.23% to the country's GDP and 8.78% of the total employment of the nation. India witnesses about more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. Indian Tourism Industry generated about US\$100 billion in 2008 which is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. The Campaign of "Incredible India" is developed by the Ministry of Tourism as nodal agency for the promotion of tourism in India.

The Ministry of Tourism plays a crucial role in formulating national policies and programmes as well as coordinating and supplementing the efforts of the State/Union Territory Governments and private sector in improving the quality of tourism Industry. As regards the domestic market, the Ministry aims to popularize the culture and natural beauty of different regions, pilgrim sites and various new tourism products. The Ministry has a public sector undertaking, namely the 'India Tourism Development Corporation (ITDC)' for carrying out its various functions, along with the following autonomous institutions:-

- Indian Institute of Tourism and Travel Management (IITTM)
- National Institute of Watersports (NIWS) has merged with IITTM
- National Council for Hotel Management and Catering Technology (NCHMCT)
- Institutes of Hotel Management (IHM)

The foreign direct investments (FDI) of Indian hotel and tourism industry which contributes to the Indian economy inflows are US\$ 2.1 billion from April 2000 to March 2010, according to the Department of Industrial Policy and Promotion (DIPP).

Indian Export earnings from international visitors and tourism goods are expected to generate US\$ 51.4 billion (nominal terms) by 2019. Furthermore, the sector which accounted for 6.4% of total employment in 2009 is estimated to rise to 7.2% of total employment by 2019.

By 2020, Indian Tourism Industry is expected to contribute Rs 8, 50,000 crores to the GDP according to the World Travel and Tourism Council. Which means that every man, woman and child could become richer by Rs 7,000. Yet India is to realise its full potential from tourism. Tourism industry in India holds tremendous potential for India's economy which eventually provide impetus to other industries, create millions of new jobs and generate enough wealth to help pay off the international debt. This is the main reason that today it is included that Tourism is amongst the Core Sectors of the Indian Economy.

India is also the third largest globally in terms of investment in travel and tourism with an investment of US\$ 45.7 billion in 2019, accounting for 5.9 per cent of national investment.

During the period April 2000-December 2019, the hotel and tourism sector attracted around US\$ 14.42 billion of FDI, according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

# Market Validation

● Development time

**Stage 1: Concept and Research (1-2 days)**

**Stage 2: Commitment(10-15 days)**

**Stage 3: Traction(2-3 months)**

**Stage 4: Refinement(-)**

**Stage 5: Scaling(1 - 2 year)**

# Product

- Architecture

HTML, CSS, JavaScript, React, nodeJS, ExpressJS with sql, jwt, Auth0, Twilio

- Ecosystem

Travel enterprise, government institution, local tour guides, travel influencer, general public.

- Adjacent markets

- Metrics

- If our website comes in top searches in a query , means wanted traffic is coming
- If other enterprises promoting their product in our website through ads means it working to expectation

- Saleability

- Easy user journey and experience
- Interactive website interface

- Channels



# Business Model

- Opportunities

- Becoming a go to web app, where people will earn incentives just by sharing their experiences.
- A huge network of recommendations and referrals will be created through the product.

- Sources of revenue

- affiliate links.
- Pay-per-click advertisements.
- government funding in return for increasing their reach.

- Intended customer base

- Companies who are trying to promote their businesses online.
- Frequent travellers and influencers
- General people who are willing to travel.

# Competition

## ● Defensibility

- **MakeMyTrip** is an Indian online travel company founded in 2000. Headquartered in Gurugram, Haryana, the company provides online travel services including airline tickets, domestic and international holiday packages, hotel reservations, rail, and bus tickets. As of 31 March 2018, they have 14 company-owned travel stores in 14 cities, over 30 franchisee-owned travel stores in 28 cities, and counters in four major airports in India. MakeMyTrip has also numerous international offices in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai.
- **Goibibo**
- Online travel booking became a sensation with the advent of smartphones and digitization. In the same segment where Cleartrip and MakeMyTrip were already predominantly present, Goibibo disrupted the travel segment by providing seamless travel experience in 2007. Goibibo was founded by Ashish Kashyap, Deepak Tuli, Sanjay Bhasin, Vikalp Sahni, and Uma Shankar

# Financial model and projections

- Investment to develop- Material and manpower
- Assumptions
- Return on Investment

# Competitive advantages

- Partnerships

- Collaboration with AWS cloud platform for smooth and effective data acquisition
- Google street services

- Strengths of technology/Team (USPs)

- Front End developers with experience in HTML, CSS, JavaScript, React.
- UI/UX designers skilled in design platforms such as figma, illustrator etc.
- Backend developers with experience in nodeJS, ExpressJS with sql, jwt, Auth0, Twilio,
- Being collaborators on multiple projects, the team has a great understanding of each other's strength

# Assumptions and risks

- SWOT /PESTEL ANALYSIS
- CONCERNS and RESPONSES
- Risks and precautions

# Summary

- Elevator pitch

A web app based service which allows effective collaboration between the companies providing travel services and the consumers in general. However, an integral role is played by the frequent travellers and influencers. These are the people who will aid the customer engagement in a big way. These travel influencers will be provided with referral links which they will try to promote through their travel stories and social media. The general public will be viewing these experiences and if they decide to go by the referral link shared by the influencer, then they will be subjected to a discount coupon and the influencer is going to make some money out of it. Therefore it can be summarised as a travel collaboration platform.

# Q&A

# APPENDIX/BACKUP