*Trek- Jacob*

*Learned Lessons #2- Peer Review Summary*

*Strengths*

* I like your pivot to students abroad
* Has a breakthrough idea
* Students abroad makes more sense
* Pivot is good
* Idea is good
* Nothing quite like that
* Found a big point
* Understands demographic
* Good pivot => demand is there
* Description of pivoting successfully accounts for customer information
* I would absolutely use it
* Interesting MVP

*Recommendations*

* To monetize wait until you have enough data and publish travel guides
* How are you marketing this?
* Talk to travel bloggers
* Why don’t you contract out to students who study abroad
* Contact companies that run study abroad programs
* Revenue though those traveling sites deals
* I think projections for creating is a little low (but cofounder would help)
* How to get users?
* What is different about Trek?
* Figure out what exactly you are trying to do
* Diversify from competition
* More concrete financial analysis could be helpful, but I understand it is still early on so it’s not a big deal
* Look into FourSquare
* Look at incorporating coupons