Off the Trail

Jeff Hachtel, Kane Vastano, Alex Tetzloff

What is Off the Trail?

- A community-based web app focused on location and gear review for backpackers and outdoor enthusiasts

- Catalog of popular and local tourist locations

- Expert opinions on backpacking and camping gear

Story Time

Where to go?

- What is a city really like?

- If I only have three days where do I go?

- What's the best way to get there?

- Which trail is worth my time?

- If I can see only one thing in the country what is it?

Problem

- Accurate Information in regard to backpacking trails and trips is hard to find

  online

  - Local Gems hidden in the popular attractions

- Gear reviews vary depending on online retailers

- Backpackers are in need of a centralized online community

Solution: Off the Trail

- A travel site/online community for backpackers

- Centralized location for the online backpacking community

- Registered users can provide information on backpacking trips they have

  taken

- Website visitors can search by location and gear for further information

Architecture

- Web API

- Azure database

- Angular web framework

Outcomes

- Measures of success:

    - Number of registered users

    - Web traffic

    - Number of gear reviews

    - Number of trip reviews

- Planned web traffic of 50,000 visitors each month

Revenue

- Estimated ad revenue per click: $0.25

- Estimated clicks per day: 600

- Estimated Monthly revenue: $18,600

- Estimated Yearly ad revenue: $223,200

- Affiliate programs with Gear retailers

Questions?