

**Say Goodbye to Airport boredom
and Hello to a revolutionary
experience.**

Embark on "Journeys Unbound": Where Stories Come to Life

Experience the magic of storytelling with "Journeys Unbound" - human libraries in airports. Immerse yourself in fascinating stories and enriching experiences while you wait. Discover the power of connection and make your travels unforgettable!





1

Anxiety Struggles

A 2019 survey revealed that a every 1 in 5 traveler experiences anxiety and boredom during their time at airports. Travel anxiety is common, especially for those who already experience other forms of anxiety

2

Lack of Meaningful Engagement

Passengers often find themselves trapped in monotonous routines and devoid of opportunities for meaningful interactions during their waiting times.

3

Untapped Revenue Potential

Many airports struggle to find innovative ways to generate additional revenue beyond traditional means, resulting in missed opportunities.

Why "Journeys Unbound"

1 Elevate Mental Well-being

Human Libraries offer a fresh way to alleviate stress and boredom in airports, providing a unique and enriching experience for passengers.

2 Generate Revenue

By partnering with enthusiastic storytellers and selling access to their stories, airports can create a new source of income.

3 Enhance the Airport Experience

Human Libraries add a touch of culture, education, and entertainment, making airports more vibrant and memorable for travelers.

4 Increase Customer Satisfaction

Passengers will appreciate the opportunity to engage with real people, fostering a sense of connection and well-being during their journey.

Target Market Identification

1 Expansive Demographics

Human Libraries appeal to all types of travelers, from young adventurers seeking inspiration to business professionals craving intellectual stimulation.

2 Family-Friendly Environment

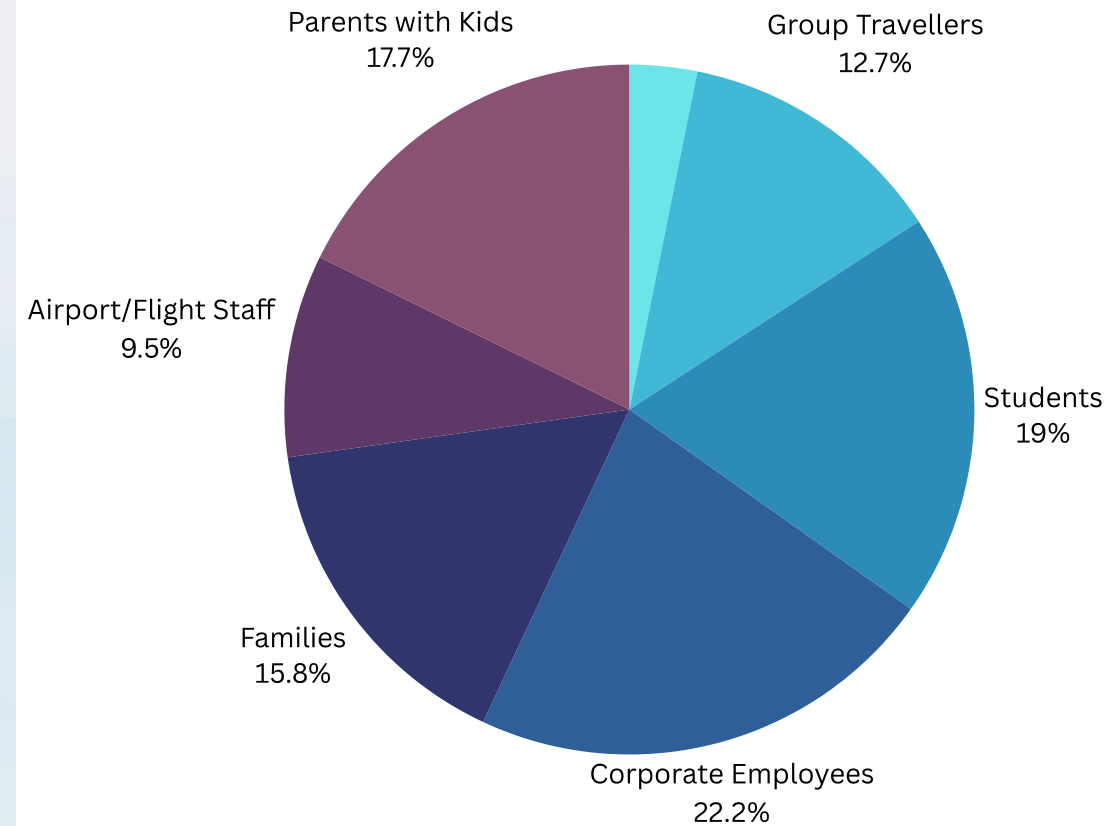
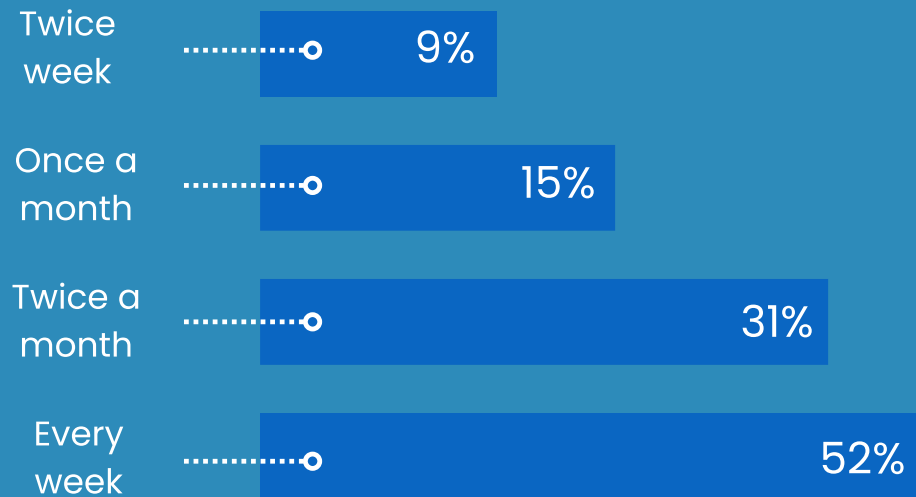
Children and parents can enjoy immersive storytelling sessions together, fostering a love for learning and sparking curiosity.

3 Solo Travelers and Commuters

Individuals traveling alone or frequent commuters can find solace and entertainment through engaging conversations with storytellers.

Passengers Type and Travel Frequency

How often do you fly to/from Chicago O'hare?



Monetization Strategies for Journeys Unbound - A Human Library at the Airport

- **In-House Cafe Experience:**
 1. Provide a complimentary in-house cafe entrance, enticing passengers with a coffee purchase requirement for free storytelling sessions.
 2. Launch the "Share Your Cuisine" campaign, connecting travellers with different ethnicities for cultural exchanges during storytelling.
 - **Artisan Collaborations**
 - **NGO Mental Health Sessions and Ticketed Events**
 - **Podcaster and Storyteller Collaborations**
 - **Passenger-to-Storyteller Participation**
 - **Airlines Collaboration for Coupons and Add-On Services**
- And Many more...

User Testimonials & Airline Collaborations

1

Heartwarming Testimonials

Share inspiring user testimonials about the transformative power of Human Libraries. Highlight personal stories that showcase the positive impact of reading on travelers' journeys.

2

Collaborative In-Flight Experience

Partner with airlines to incorporate Human Libraries into their in-flight entertainment systems. Enable passengers to explore and contribute to the vibrant storytelling community.

3

Exclusive Book Swaps

Encourage passengers to participate in book swaps during long-haul flights, fostering a sense of community and encouraging book lovers to connect and share their literary experiences.

The Pre-Launch Teasers



Intrigue

Create curiosity by releasing mysterious teasers that hint at the concept of Human Libraries in airports. Captivate potential visitors and airport authorities alike.



Storytelling Sneak Peeks

Share short excerpts from compelling stories that will be available in the Human Libraries. Spark interest and generate anticipation for the launch.



Premium Coffee Experience

During the pre-launch period, offer exclusive gourmet coffee options at the airport, highlighting the cozy atmosphere and connection to the Human Libraries experience.



Mobile App Promotion

Convenient Access

Launch a user-friendly mobile app that allows travelers to browse, reserve, and check out books from the Human Libraries. Enhance the overall reading experience.

Personalized Recommendations

Utilize data analytics to provide tailored book recommendations based on travelers' interests and reading habits. Offer a curated collection to enrich their airport experience.

Virtual Community

Create a virtual space within the app for travelers to share book reviews, discuss literary works, and connect with fellow readers, forming a vibrant online reading community.

Budget Plan

Location Setup and Compliance:
\$50,000

- Site preparation, equipment installation, and compliance with airport

App Launch and Promotion:
\$40,000

- Marketing and promotional activities for the launch of the Human Libraries

Tech and Mobile app
\$20000

Media Collaboration: \$20,000

- Collaboration with local media for coverage and awareness.

Hiring and Training Staff: \$30000

**Total Budget for Chicago O'Hare
Airport Pilot Setup: \$180,000**

Implementation Plan

Pre-Launch Preparation (Months 1-2)

**Concept Refinement and Design
(Months 3-4)**

**Technology Development and App Launch
(Months 5-6)**

Pilot Setup at Chicago O'Hare Airport (Months 7-8)

**Evaluation, Adjustment, and Scaling Preparation
(Months 9-10)**

KPIs and Expected Outcomes

1

Increase in Footfall

Measure the number of passengers visiting the library and compare it with pre-launch data.

2

User Satisfaction

Conduct surveys to gauge user feedback on library facilities, staff assistance, and overall experience.

3

Book Borrowing Rate

Track the number of books borrowed per day to assess the library's impact on reading habits.

4

Community Engagement

Monitor participation in storytelling events, book clubs, and other library programs.

Risk Assessment

Operational Challenges

Address potential issues related to staffing, book inventory management, and library maintenance.

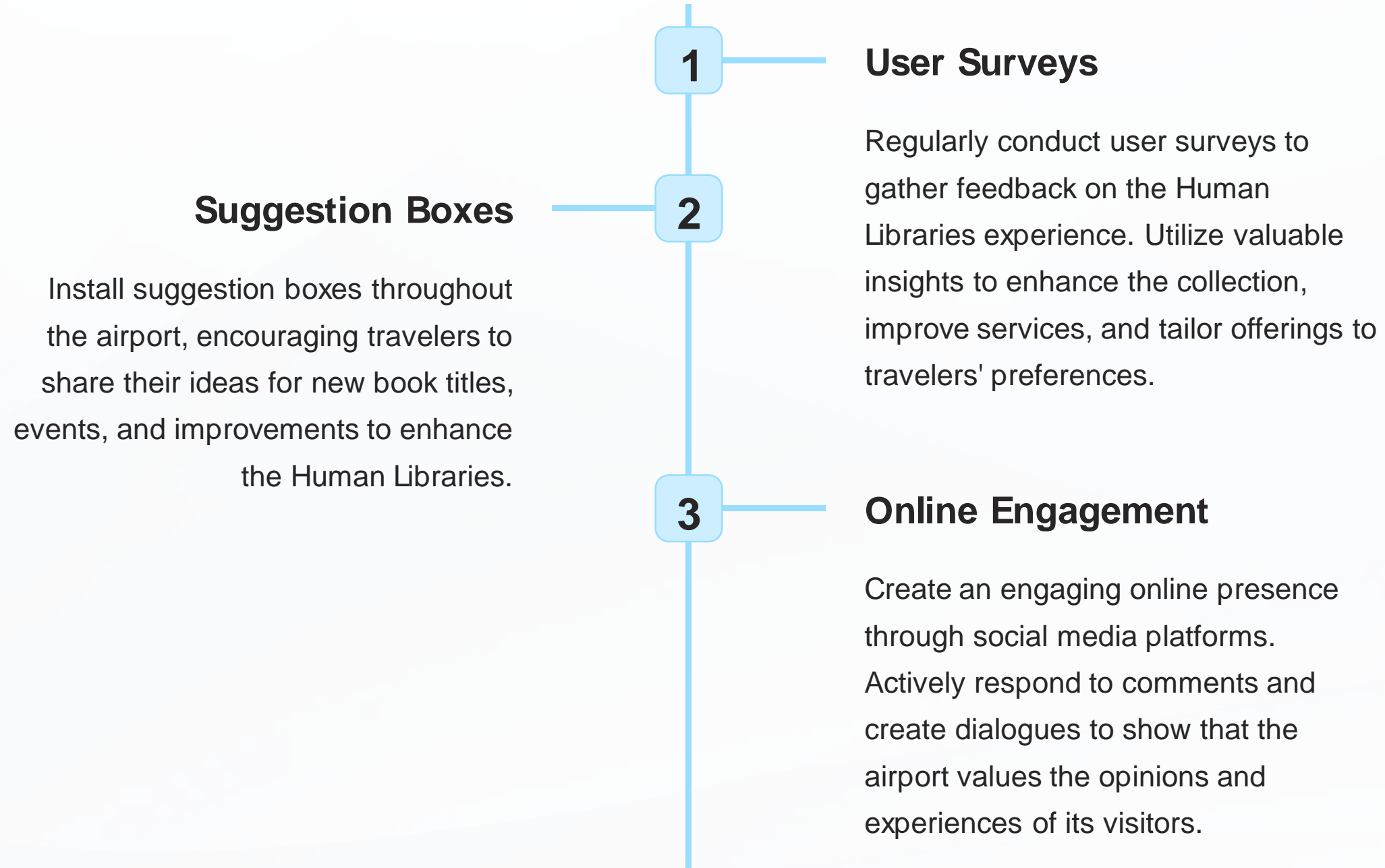
Low Awareness

Develop a comprehensive marketing strategy to increase awareness among passengers and airport personnel.

Security Concerns

Implement robust security measures to protect library resources and ensure passenger safety.

Continuous Feedback for Growth





Join us in celebrating the power of storytelling and make Chicago O'Hare an example of community building and growth once again!