



GoSkyHy

See the world, make new friends, do what feels right

MARKET GAPS

- **Trigger** The crowd economy is growing in the travel industries. According to Skift research, majority of travelers prefer "doing something new" over "rest and relaxation".
- **Impact** Each industry has different missing gaps in the crowd economy to fulfill. In the travel activities industry, lack of social connectivity is the a first barrier.
- **Problem** Awareness of crowd economy's relation to the travel industry, awareness of offerings, and a cohesive online community for like-minded travelers.
- **Solution** A platform that saves time, finds unique experiences, finds people to do them with, and **build the social fabric for global connectivity** bringing incredible people together.
- **Need** With 1.3K users daily coming **to GoSkyHy**, we need capital to continue growing and making much larger strides.

PROBLEMS

- **Not easy for consumers on social media platforms** to make meaningful in-person global connections
- **Travel agencies offer "one-size-fits-all"** approach that is not personalized to the traveler's interests
- **Hard to be exposed to local culture** off the beaten track without being informed through word-of-mouth
- **Too many websites, not enough time** to read through all the options

Generation X will spend up to \$5,434 on travel and millennials up to \$6,802 in 2018 (AARP)

SOLUTION

GoSkyHY is a Social Media Marketplace - An online community to connect like-minded individuals, share experience and find unique activities to do together.

ALL USERS

TELL STORIES

MAKE/JOIN GROUPS

ADD FRIENDS

FOLLOW PUBLIC PROFILES

GET MORE FOLLOWERS

TRAVELERS

SAVE TIME

FIND ACTIVITIES

MANAGE ITINERARIES

LOCALS


MARKET A SERVICE

MEET FOREIGNERS

SELL ACTIVITIES

GoSkyHy Platform


HEY MESANTDEV CHECK OUT WHAT THE OTHERS ARE DOING



SCANDIANVIAN HOUSES

A trip through Norwegian heritage with @jessie12! Who knew the vikings had great architects. It's one the latest stops on my book. #hardlywriting

@elonsonit on February 14, 2019







BOATS TO MYKONOS

ALWAYS CARRY A DRONE WHEN TRAVELLING Omg we had just a great time in Greece. Who ever make drones available made sure we could take great pics! #lovinit


TYPE SEARCH HERE

LATEST WORK



VIETNAMESE HOME COOKING ... IN LONDON!

NOVEMBER 18, 2016 IN GREATER LONDON 522 COMMENTS



WHAT WE'RE DOING







We will begin with the ever so popular Vietnamese classic soup and noodle dish Pho. I will teach you how my mother taught me to make the broth from scratch. The one thing I can assure you is that you will not find a noodle soup like this anywhere else in the world except for my kitchen! Next we'll make some Banh Mi and wow you are going to love it is all I will say. We'll finish by baking the amazing dessert my people like to call "Rainbow Dessert!"

ABOUT ME:



When I was born in Hanoi Vietnam my given name was Chinh but ever since I moved to London I've been called Cam instead and I kinda like it so feel free to call me either name! Coming from Southeast Asia to the UK I bring with me tons of family recipes for so many different traditional Vietnamese dishes: Pho Cha Ca

TYPE SEARCH HERE

MORE GREAT EXPERIENCES

-  Experience History: World War II Walking Tour £37
-  See the Sachsenhausen Concentration Camp For Yourself £90
-  Gin Making Experience £30
-  Come Taste the Best Wine in Germany £50
-  Learn to Bartend from Berlin's Best £30
-  Karaoke Night! £37

ACTIVITIES NEARBY

-  The History of the London Jewish Community Tour £15
-  The Date Doctor Experience

MARKET SIZE



The infographic consists of three dark blue circles of decreasing size from left to right, each containing a market size value. Below each circle is a label for the market and its source. The first circle is the largest, representing the 'Available Market' at \$150 Billion. The second circle is medium-sized, representing the 'Shared Market' at \$19 Billion. The third circle is the smallest, representing the 'Revenue from of European Tourism Market' at \$760,000.

\$150 Billion

**TOURS AND ACTIVITY
BOOKINGS**

AVAILABLE MARKET

Statista Research, 2018

\$19 Billion

**ONLINE EXPERIENCE
BOOKINGS**

SHARED MARKET

Trekkssoft, 2018

\$760,000

**GOSKYHY
BY 2020**

**REVENUE FROM OF
EUROPEAN TOURISM
MARKET**

Market Proof - Airbnb Experiences

TICKETS SOLD

829,000

MAJOR COMPETITOR, 2018

TOTAL REVENUE

\$62,175,000

WITH 20% COMMISSION ON 2018

The market is growing, branding for hospitality(private) clashes with experiences(public), and the lack of socialization left a gap, making it prime for us to get a piece

REVENUE MODEL

We take 20% commission on each purchase
Collection of social data to capture user interests
Subscription model to keep users and target offerings

5000	\$38 x 4	\$760,000
Customers Within 6 months	Avg. purchase/trip \$38 per activities	Gross Revenue 2020

While typical social media platforms do not plan to generate revenue for years, GoSkyHy aims to reach net revenue of £152,000 in year one and break-even in year two

Competition

Customer to Business to Customer



G O S K Y H Y

Standard
Marketplace



Expedia®

viator

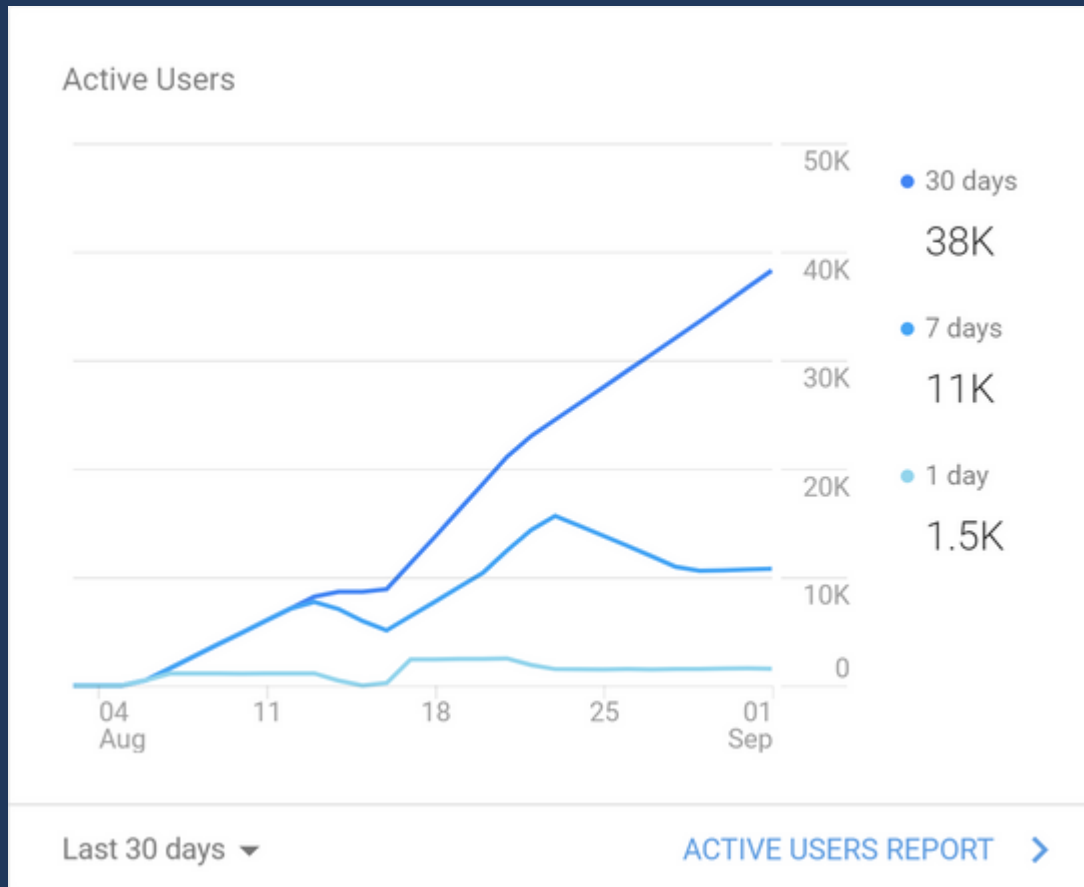


Social Media

Business to Business

TRACTION - AUGUST 2019

Graph from Google Analytics



GoSkyHy.com has generated almost 40,000 monthly visitors in the first month!!!

We have traffic and many interested in purchasing activities.

With improvements on the site and building relationships with existing suppliers we will almost immediately generate revenue.

SEED CAPITAL

\$500,000

Investment
Seed Round

\$8,000,000

Valuation
High Demand
from Travelers

Used for

60% Salary for Engineering
20% Social Marketing & Sales
20% Brand Design & Positioning

G2M STRATEGY

Seed stage:

- Increase the user base from 38,847 to 50,000+
- By marketing activities weekly to 5000+ tourists in Cambridge + running social media ads
- Grow the supply of activities* in London, Paris, Edinburgh by contacting hosts
- Invest in brand designing and user experience

Series A:

- Develop the GoSkyHy mobile app for brand building and ease of use for communication.
- Grow the supply of European activities* to 3000+ focused on annual tourism stats.
- Grow demand via social media for global travelers

*Activities offered in GoSkyHy must meet the quality standards of established competitors.

TEAM

International Experience
Senior Software Engineer
at Bloomberg
Won Global Robotics Competition



MISH DEV

*CEO & Founder
King's College
University of Cambridge*

Build 4 companies
with 2 exits
Lived in 6 countries
Traveled to 40+ countries
Speaks 5 Languages
Won Global Competitions
with UNESCO



SABRINA MASUR

*COO
Wolfson College
University of Cambridge*

Studies Nanoengineering
in Experimental Physics
Team builder in the
Uni. Boating Team
received the
Marie Curie Scholarship



AHMED ALLEM

*CTO
MIT
Massachusetts Institute of Technology*

Speaks 5 languages
Won 9 Hackathons
around America
Lived in 5 countries
Is a licensed pilot and
a full-stack engineer



CAROLINE LIU

*Software Engineering
UC Berkeley*



SAURABH SHAH

*Head of Talent
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