



Vibe Tribe



PERSONALIZED TRAVEL PLANNING EXPERIENCE THAT CATERSTO NEEDS OF SOLO TRAVELERS



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Start Traveling →



Welcome To REVOLUTIONIZED SOLO TRAVEL

Vision

To revolutionize solo travel

Mission

To empower solo travelers

Core Competency

Customizable travel itinerary

Value Proposition

Personalized travel planning experience that caters to the specific needs of solo travelers.

Value Architecture

Platform Design, AI-Driven matchmaking, In-App community Building, Subscription Model

Activities

Robust app platform, Partnerships with local providers, Marketing through social media and travel influencers, Loyalty Programs



know More About VIBE TRIBE

Platform

Providers - Hosts

Consumers - Travelers

Direct Network Effects

Increase in platform's appeal through diverse groups and shared experiences as more users sign up

Indirect Network Effects

A growing ecosystem of local hosts and trip owners enriches user offerings

North Star Metric

Consumption Growth - Total trips booked through the platform per month

Strategy

Low-end disruptor, targeting cost-conscious solo travelers underserved by traditional platforms by offering budget-friendly travel ideas

Entry Timing

Peak travel season

Intellectual Property

Trademark the brand name Vibe Tribe and logo



HOW TO JOIN THE TRIP

Select the itinerary most liked by you
Curated by a verified travel influencer

Survey Insights TO RECOGNIZE MARKET FIT

Age Group

94% belong to age range 21 to 35 years

Frequency of Solo Travel

3% - Always, 16 % - Frequently, 64% - Occasionally

Factors to consider

Budget, Safety, Cultural Experience, Adventure, and Relaxation

Likeliness to join a group of like-minded people

46% -Somewhat likely, 22% - Extremely likely

Likeliness to pay for customized itinerary

41% - Somewhat likely, 11% - Extremely likely

User Persona OF TARGET CUSTOMER

Age

18 to 35 years

Location

Urban areas with high outbound tourism (US and Europe)

Income

Middle - Upper Middle Class

Looking To

Build personal travel itinerary based on top travel recommendations



83% TRAVEL SOLO

53% MOST LIKELY TO PAY FOR CUSTOMIZABLE ITINERARY

68% MOST LIKELY TO JOIN A GROUP OF LIKE-MINDED PEOPLE

✗ Product ROADMAP

QUARTER	MILESTONES	FEATURES/ACTIVITIES
Q1 Jan 25 - March 25	Planning & Development Kickoff	<ul style="list-style-type: none">-Market Research & Competitive analysis- Hire Employees- Finalize key features, revenue streams, tech stack, UX/UI design- Build Strategic Alliances
Q2 April 25 - June 25	Beta Launch & Feedback Collection	<ul style="list-style-type: none">- Build core features: Registration, AI trip recommendations, itinerary planning- Payment integration- Closed MVP launch with influencers- Refine platform based on feedback
Q3 July 25 - Sept 25	Official Launch	<ul style="list-style-type: none">- Invite-only launch with Travel Influencers- Free & Basic tiers introduced- Ad placements for free tier users
Q4 Oct 25 - Dec 25	Scale & Stabilize	<ul style="list-style-type: none">- Premium tier introduced- Advanced filtering for Pro users- Host verification benchmarks- Expand ad inventory



X Product ROADMAP

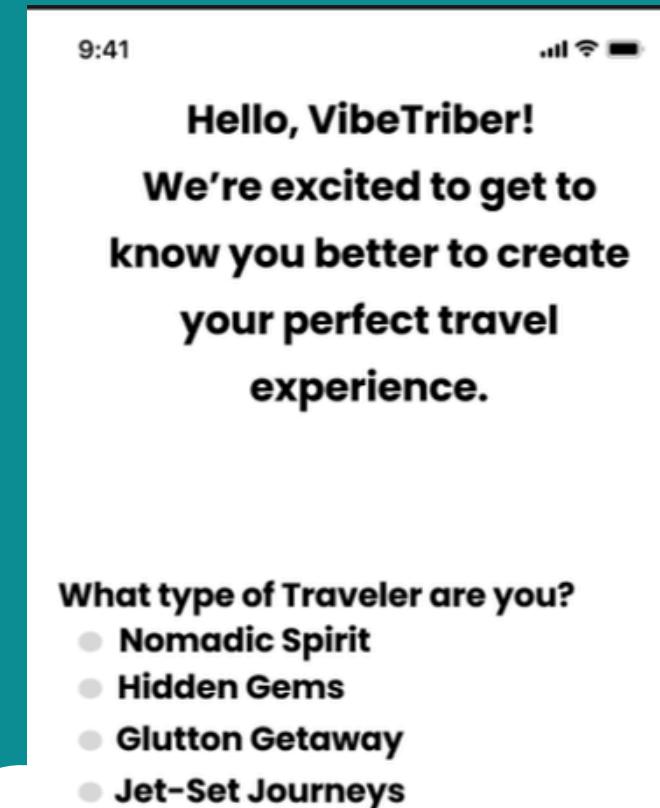
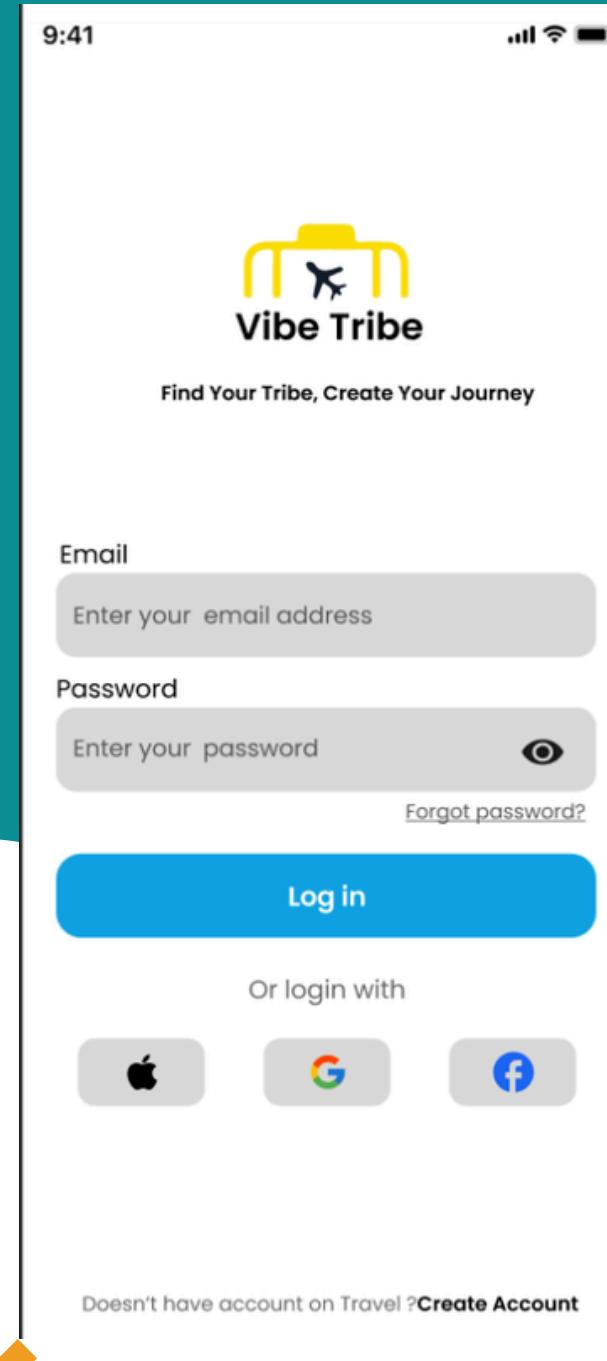
QUARTER	MILESTONES	FEATURES/ACTIVITIES
Q5 Jan 26 - Mar 26	Host Expansion & Community Building	<ul style="list-style-type: none">- User-hosted trip eligibility- Vibe Match
Q6 April 26 - June 26	Monetization & Optimization	<ul style="list-style-type: none">- Gear rental & in-house production- Loyalty programs for referrals- Targeted ad placements based on feedback
Q7 July 26 - Sept 26	Global Expansion	<ul style="list-style-type: none">- Launch in new regions (Europe)- Language translation support- Premium-exclusive experiences
Q8 Oct 26 - Dec 26	Optimization & Long-Term Planning	<ul style="list-style-type: none">- Host coaching tools- User-generated content (travel diaries)- VibeTribe Summit for top users



Let's Start YOUR JOURNEY

VIBE TRIBE 

MORE HAPPINESS WITH US



(skip)



USER EXPERIENCE

Onboarding travelers to join the itinerary of their choice

A screenshot of a travel itinerary detail screen. It shows a scenic image of a vineyard with a barrel of wine and glasses. To the left is a "Filter" button. On the right, there is a section for "VibeTribe Gear" with checkboxes for "Collapsible Water Bottle", "Sunglasses (UV Protection)", and "Foldable Sun Visor". Below this is a section for "Travel Insurance" with checkboxes for "Yes" and "No". The itinerary itself is titled "Bordeaux Bliss: A Connoisseur's Trail" with a price of \$250.00. It describes the tour as including wine tastings, a baking class, and a stroll through a market. It is hosted by Samantha Payne, who has a 5-star rating. A "Book Now" button is at the bottom, along with a navigation bar with icons for Home, Heart, Bell, and Profile.

Joined By :  +15

Competitor ANALYSIS

VIBE TRIBE

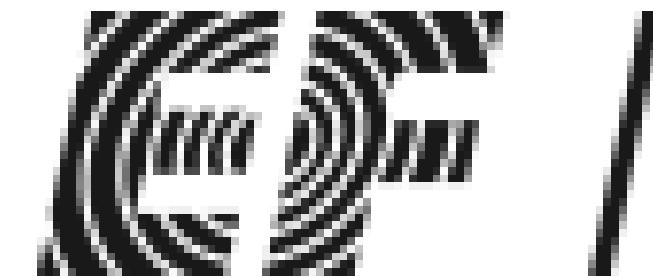


INDUSTRY LEADERS



Thomas Cook

COMPETITORS



ULTIMATE
BREAK



Go-To-Market STRATEGY



SOCIAL MEDIA

Social Media
Paid Ads
SEO



PARTNERSHIPS & COLLABORATION

Influencers & Bloggers
Local Travel Providers
Affiliate Marketing



REFERRAL & LOYALTY PROGRAMS

Rewards
Badges



COMMUNITY MARKETING

Travel Forums
Backpackers Outreach



PREMIUM

\$8.99 / month

Early Access

Priority Handling

Automated planning

Vibe Match

10%-15% Discounts

Bonus Points

BASIC

\$6.99 / month

Exclusive Tour Access

24/7 Live Chat

Templates to plan

5%-7% Discounts

Standard Points

FREE

Limited Tour Options

Call Support

Insurance

Offline Access



Business Model SUBSCRIPTION

FEATURES

- **Access to Tours**
- **Customer Support**
- **Travel Insurance**
- **Offline Access**
- **Ad- Free Journey**
- **Own a Trip Or Become a Host**
- **Vibe Match**
- **Discounts**

Pricing Strategy

- **Decoy Pricing**
- **Surge Pricing**



INITIAL INVESTMENT

Category	Estimated Cost Range
1. App Development & Op.	\$750,000-\$770,000
2. Licensing & Legal	\$15,000-\$20,000
3. Marketing & Customer Acquisition	\$252,000
5. Partnerships	\$100,000-\$150,000
6. Contingency Fund	\$30,000-\$50,000
Total Initial Investment	\$1,147,000-\$1,242,000

TOTAL ADDRESSABLE MARKET

Step	Description	Calculation	Result
1. Identify the target group	Total population in the USA and Europe	$800M \times 40\%$ (aged 18–35 years)	320M people
2. Determine % of travelers	Percentage of the target group that travels regularly	$320M \times 50\%$	160M travelers
3. Estimate % of solo travelers	Percentage of regular travelers who prefer solo trips	$160M \times 20\%$	32M solo travelers
4. Annual revenue/user	Average annual revenue per user (subscription + commissions + ads)	\$100 per user	N/A
5. Calculate TAM	Multiply potential customers by annual revenue per user	$32M \times \$100$	\$3.2 B / year
6. Competitive factors	Estimate obtainable market share based on competition and brand strength (8%)	$\$3.2B \times 8\%$	\$256M / year (SOM)

TAM: \$3.2 billion per year



REVENUE

Plan	Year	Target Users (Subscribers/Bookings)	Price	Total Revenue
Free Tier	Year 1	20,000 (Active Users)	Free (Ad-supported)	X
	Year 2	50,000	Free (Ad-supported)	X
	Year 1	5,000 Subscribers	\$6.99/month (\$83.88/year)	\$419,400
	Year 2	10,000	\$6.99/month (\$83.88/year)	\$838,800
Premium	Year 1	2,500 Subscribers	\$8.99/month (\$107.88/year)	\$269,700
	Year 2	7,500	\$8.99/month (\$107.88/year)	\$809,100



X



Challenges

- ❯ Budget Constraints
- ❯ Regulatory Hurdles
- ❯ Market Competition
- ❯ Adoption Barriers



Thank You

Q&A