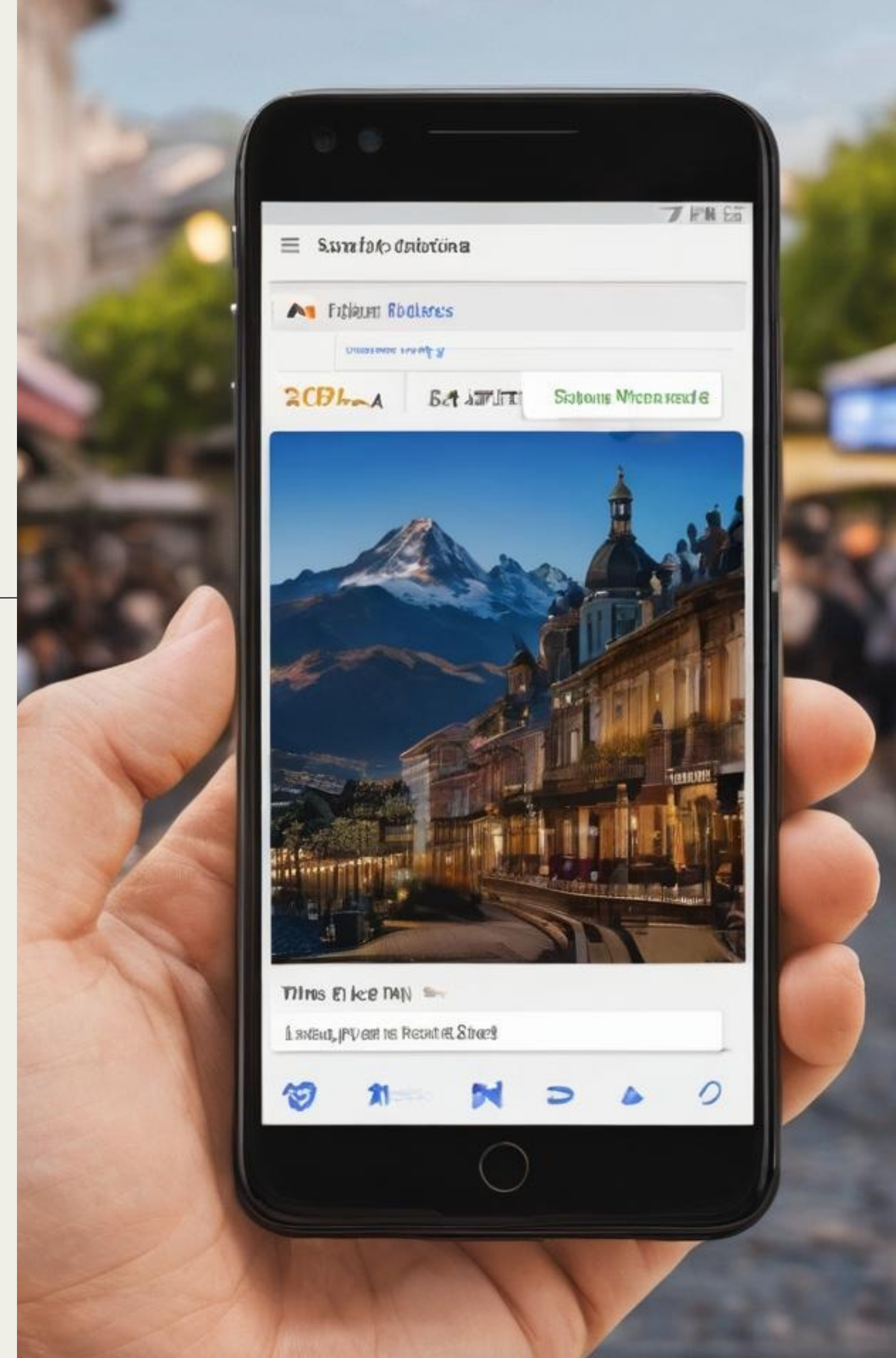


WanderWise

YOUR AI TRAVEL COMPANION

GROUP -2

IAE



AGENDA

- Mission
- The Problem
- Our Solution
- Product Demo
- Business Model
- Marketing & Sales
- Competition
- SMART Goals
- Financials & Investment
- Team

Wander
Wise

OUR MISSION

- To empower travelers to explore the world authentically and meaningfully through personalized AI-driven travel planning and experiences.
- Empowering travelers to explore beyond the map, connecting with local wisdom and hidden gems.
- Building a seamless travel companion, fueled by AI and fueled by your wanderlust..



THE PROBLEM

LOST IN THE MAZE OF TRAVEL PLANNING?

- Planning a trip is a headache, So much information is available online, which overwhelms the travelers
- 70% of the travelers feel stressed and unprepared!
- The anxiety of planning weighs robs people of the joy of traveling.



OUR SOLUTION

AI POWERED TRAVEL COMPANION

- AI will assist you to plan your trips based on your interests
- Personalized restaurants and hidden travel destinations are suggested based on your interest
- Overall stress-free and happy travel



BUSINESS MODEL

REVENUE STREAMS:

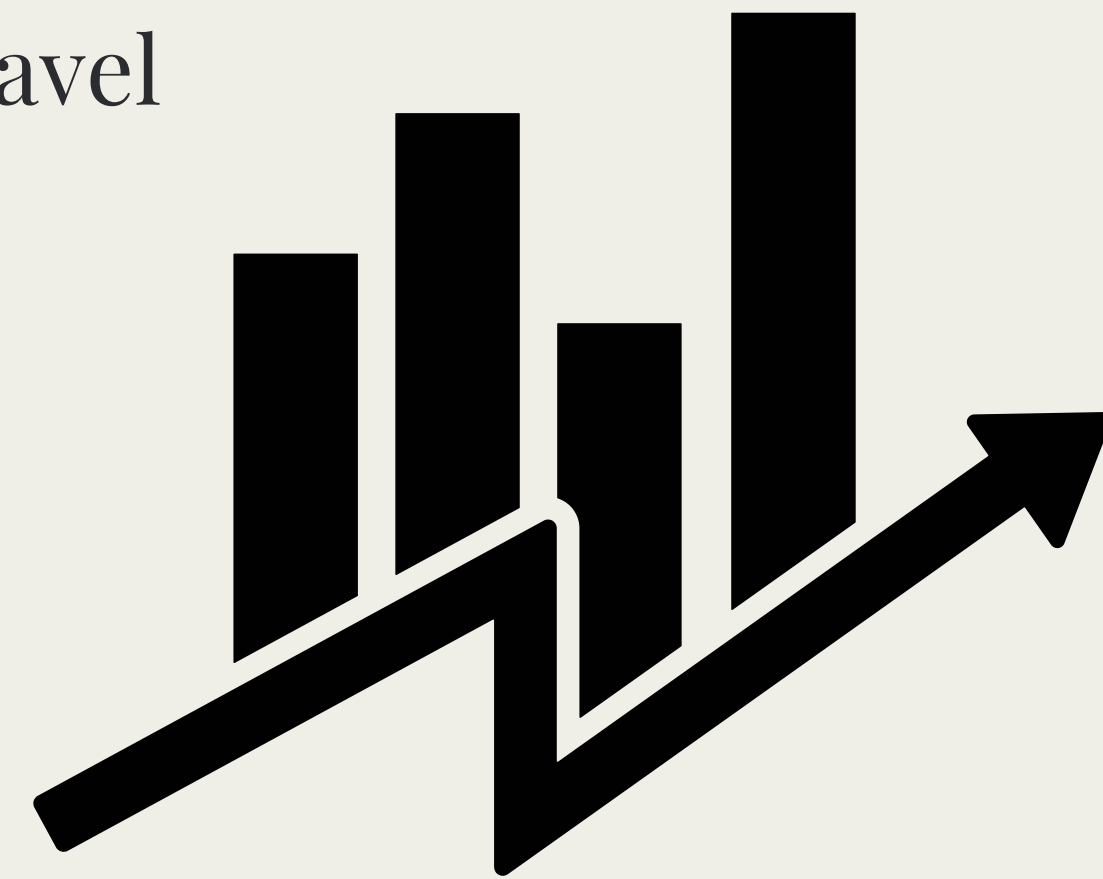
- Freemium model with premium features, in-app purchases for local experiences, partnerships with travel providers.

TARGETED USERS:

- Solo travelers, adventurous couples, and cultural enthusiasts.

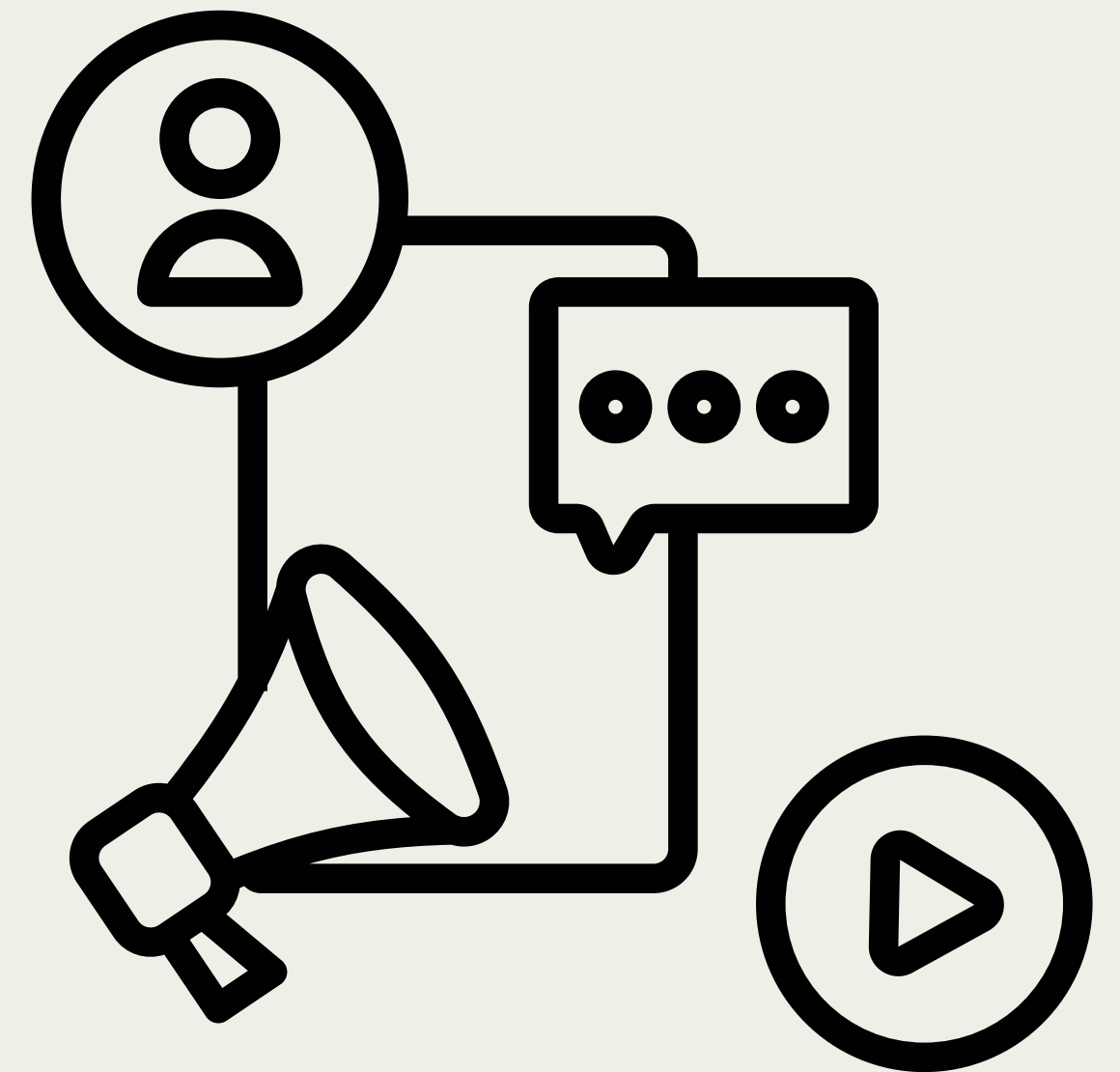
GROWTH STRATEGY:

- Organic user acquisition through social media, influencer marketing, and content partnerships.



MARKETING & SALES:

- Targeted social media campaigns, travel blogs and communities, influencer partnerships, content marketing.
- User-generated content contests in short form content like tick tock , instagram reels and you tube shorts



COMPETITION

- **Google Maps** – General maps and no planning features , cant give hidden places or spots or cant even recommend places based on your personal interests.
- **TripAdvisor** – Normal planning features but no personalized experience with the help of AI

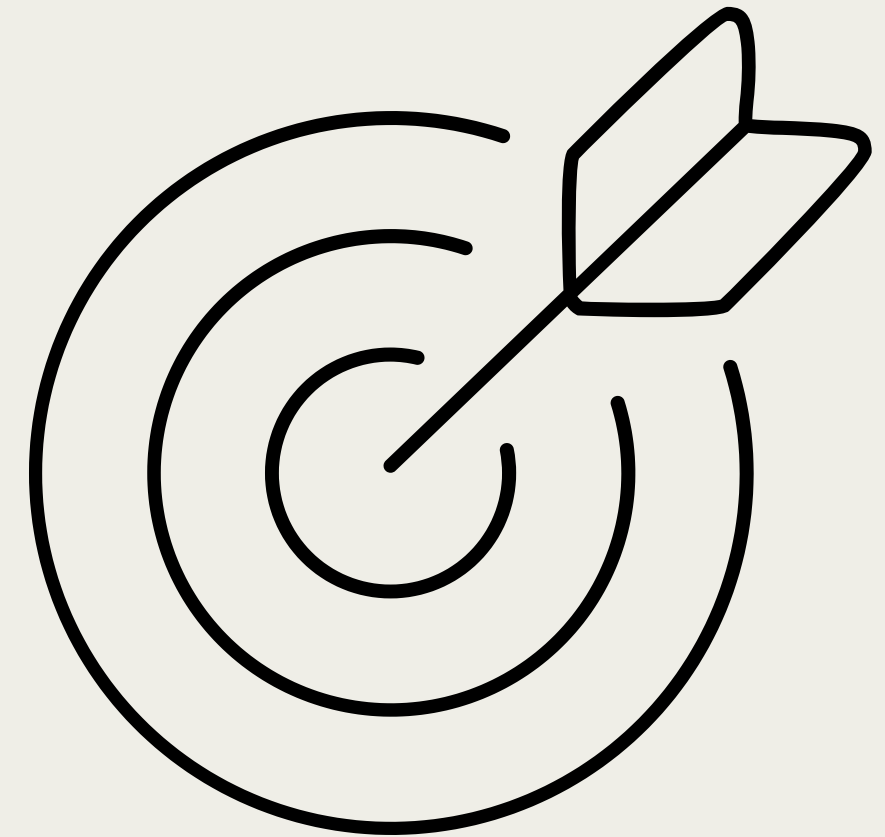


SMART GOALS

Specific: Increase user engagement by implementing personalized travel recommendations based on user preferences and behavior.

Measurable: Increase the average user session duration by 20% within the first six months of launching the app.

Achievable: Acquire a minimum of 10,000 active users within the first year of the app's launch.



SMART GOALS

GOALS!

Relevant: Establish partnerships with at least five major hotel chains and five popular restaurant chains to provide exclusive offers and discounts to WanderWise users.

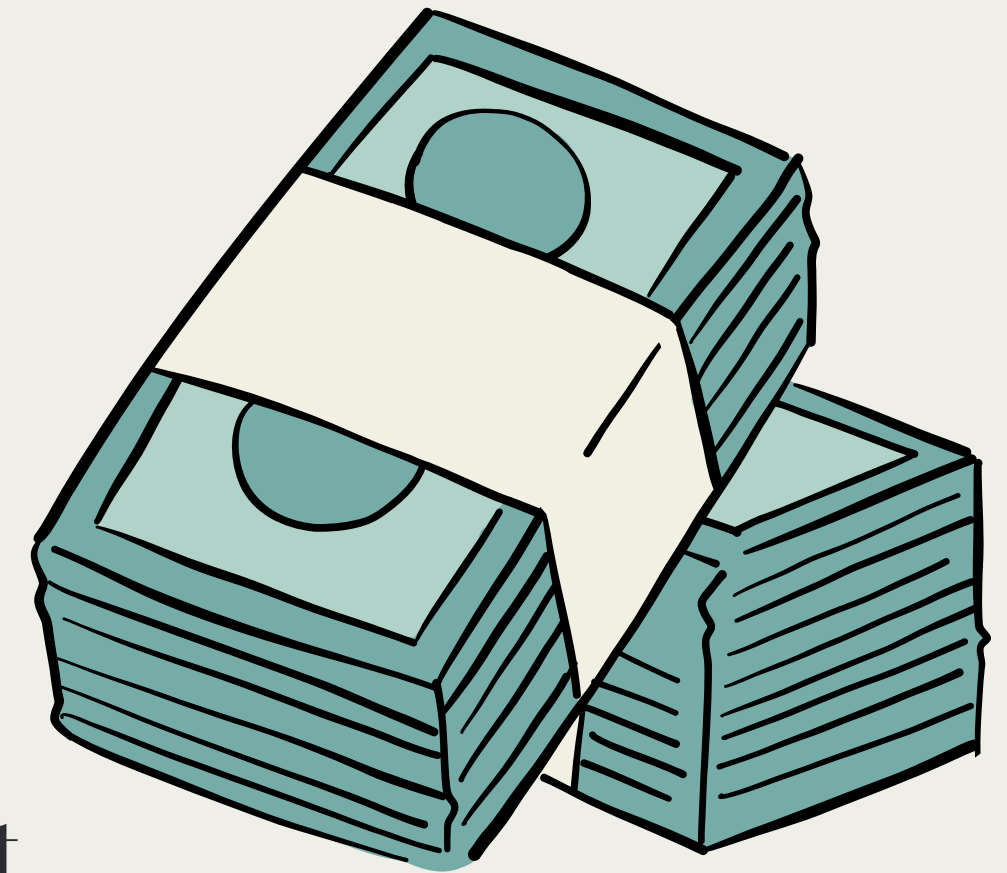
Time-bound: Implement a social sharing feature within the next three months to allow users to share their travel experiences and recommendations with friends and family.

FINANCIALS & INVESTMENT

Main source of income

- premium subscription with which users can also get different discounts at tourist destinations,
- partnership with different restaurants and hotels
- In app advertisements
- Affiliate marketing

Need 25 lakhs to fuel micro influencer marketing, product development from beta to production ready , and team expansion in exchange for 10 percent stake in the company.



TEAM

- Palle Pranay Reddy
- D Anand Steven Chris
- Ram Gopal Zampani
- M S Dheeraj
- Krovvidi G S S Sashank
- Abhilash Dadi
- Vankadoth Charandas
- SHAIK YASIN

THANK YOU

Wander
Wise