



25 million people travel each year.
Many pack the wrong type of clothing.
Some splurge on overhyped restaurants.

Get trustworthy and personal advice
to plan your trip and even meet a cool
local once you arrive!

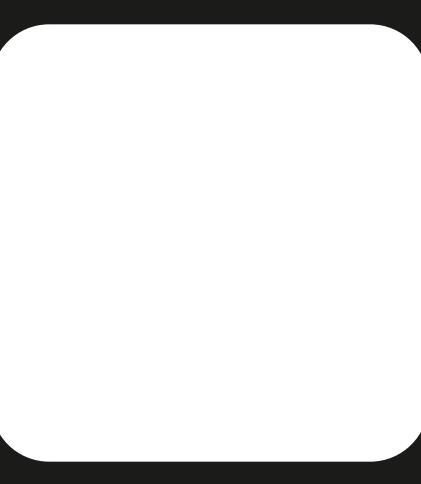
BRANDING



Volo Green
#27b34b



Accent Gray
#1d1d1d



White
#ffffff

Varela Round

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Source Sans Pro

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Italic Light X-Light **Semibold Bold Black**

INTERVIEWS

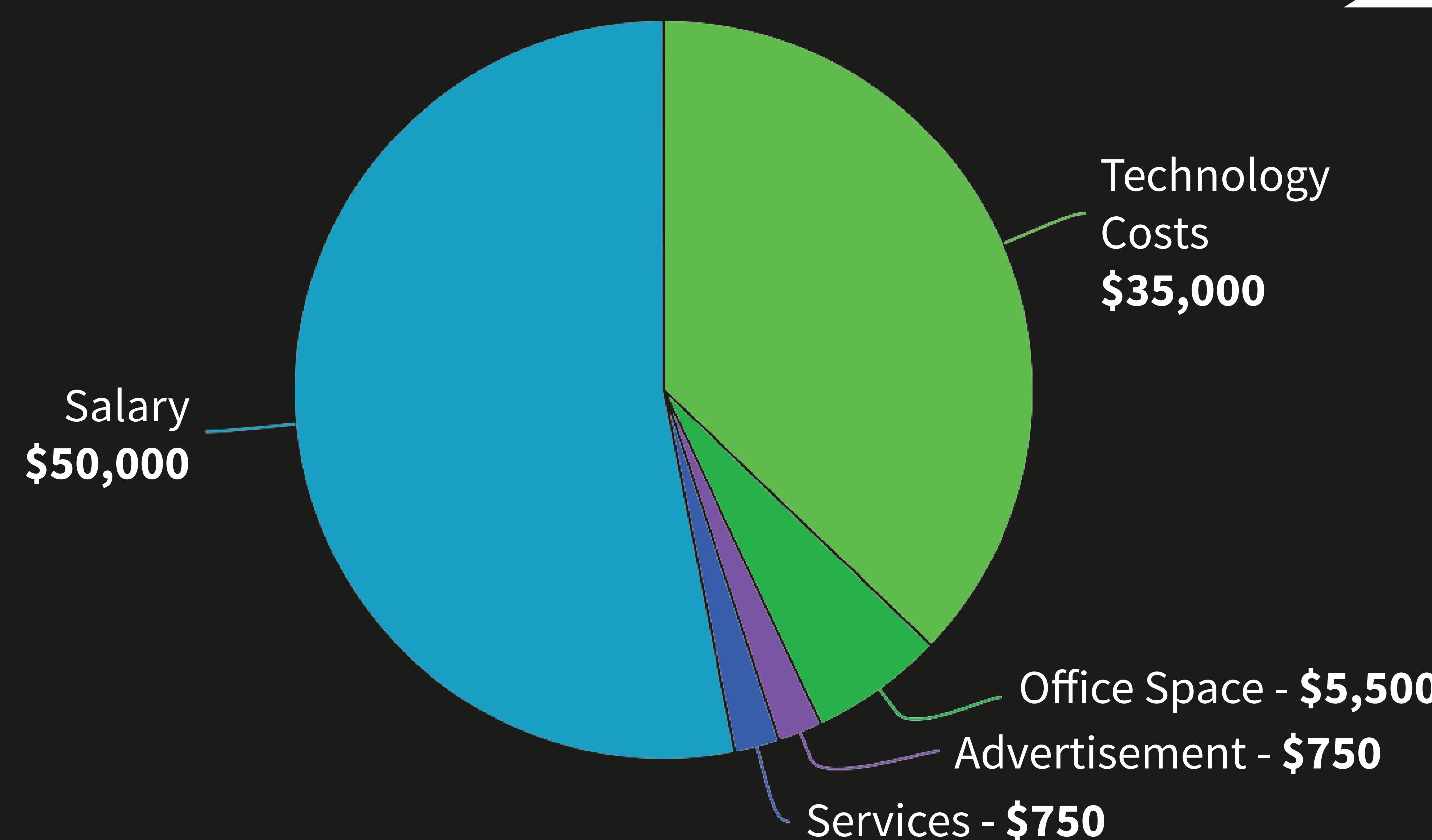
In Arizona, I visited an Amish village. It was very enlightening to see an authentic cultural experience. We learned to chop wood with the villagers and churn butter. **I've never experienced anything like that.**

When a friend visited me here in San Diego, I took them to the beaches I knew and restaurants I enjoyed. **My previous knowledge of those places meant I could guarantee a good time.**

TRAVELER-FACING

LOCAL-FACING

BUDGET MODEL



CHALLENGES

People want to...
sightsee a lot
spend less money
explore culture
relax and not worry

People don't want...
long journeys
getting ripped off
language barriers
logistics/planning

ADS & ENACT

Ad Click-Through Rates

Traveler + Traveler

0.37%

Traveler + Local

0.86%

Service Enactment

- 1) Introduced app idea
- 2) Surveyed for travel style
- 3) Proposed two local matches
- 4) Observed the conversation

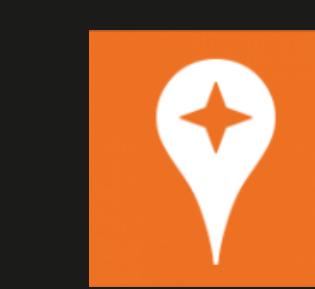
COMPETITIVE ANALYSIS



Travel Guides offer only short blurbs about recommendations.

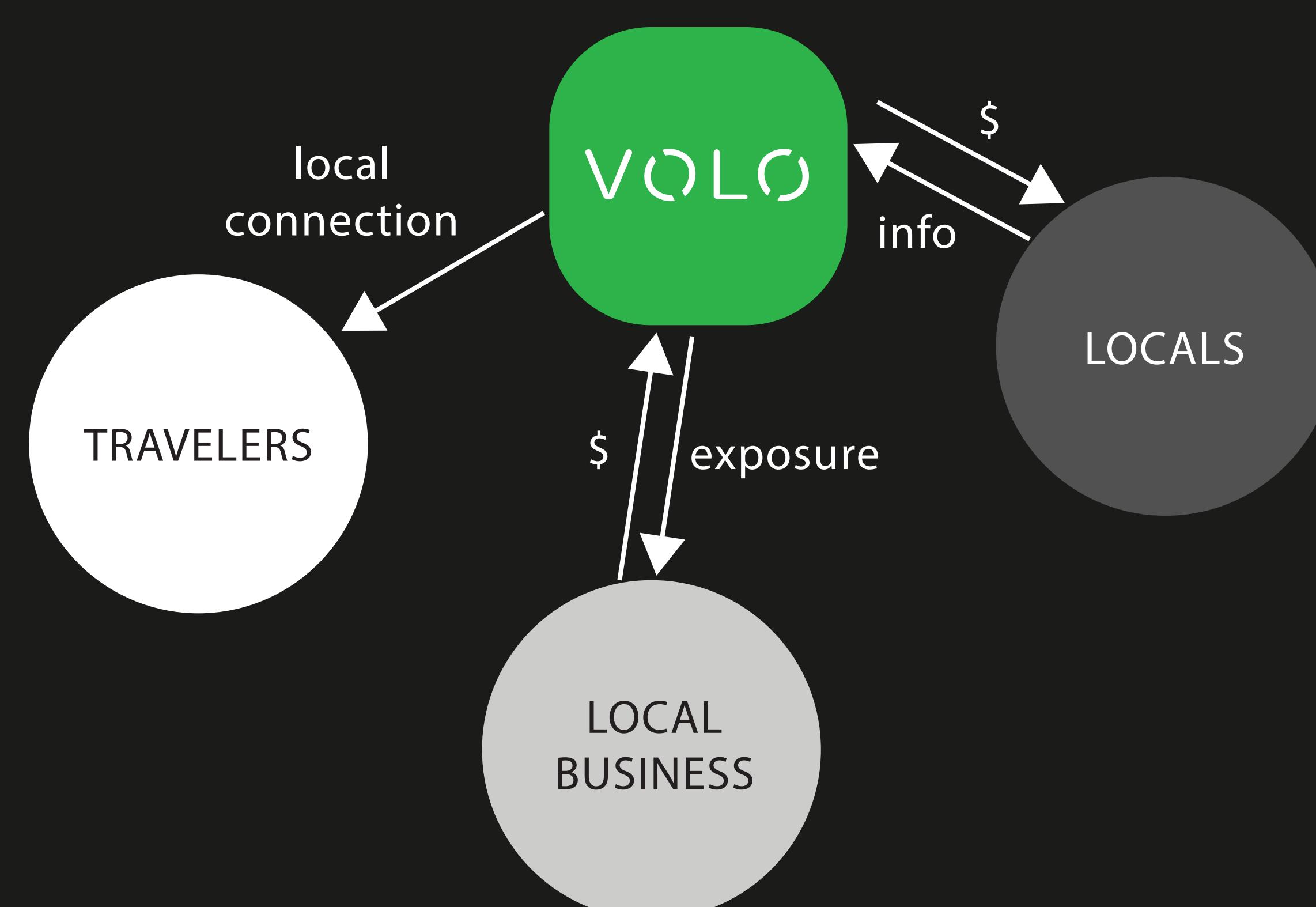


City Guide Books are repositories of data - nothing concise.



Google Local Guide offers good reviews but few incentives for locals.

VALUE FLOW MODEL



Travelers want local tips & locals will give tips for incentives!

No personality or mood-based travel planning & suggestions on the market!