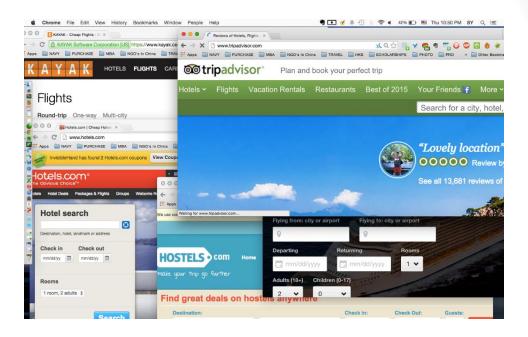*Trip planning made easy.*

**Wharton Pennvention Submission**

**Jon Mueller, Sam Yi**

PENNVENTION

**Planning the average vacation typically requires more than 5 hours of research on over 38 websites and costs around $2500**



**From plane tickets and lodging to public transportation and sightseeing, it's time consuming and stressful to make so many decisions.**

**Wouldn't it be nice if there was a faster, easier way to plan your getaway?**

*<u>Now</u> there is…*

PENNVENTION

Tripster

# Introducing… **Tripster**

**TRIPSTER is a trip planning web app that takes the pain out of planning a trip.**

**Using proprietary search and learning algorithms TRIPSTER scours dozens of websites to find you the best deals on multiple aspects of a trip—from travel to lodging to sightseeing—then it consolidates them into one memorable trip.**

**You simply enter:**
**1) Where you'd like to go**
**2) When you'd like to travel**
**3) Your budget**

### And TRIPSTER works out the rest!!!

**Tripster**

# Market Opportunity

**Market:** The online travel booking market is projected to be a $198B market in 2015. Comparison websites are the fastest growing segment of this market booking.

**Target:** TRIPSTER's demographic includes millennials and Generation Xers who are internet and price savvy, but pressed for time.

**Competition:** While there are numerous travel websites and even unique planning apps, none of them offer quick, complete end-to-end vacation planning and booking.

- According to Skift: "Skift State of Travel 2014" http://skift.com/wp-content/uploads/2014/08/Skift-2014-State-of-Travel-Report-Full.pdf. Skift is a travel industry intelligence and marketing company
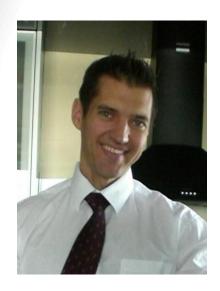
PENNVENTION

*Tripster*

# Development Plan:

- **Timeline**
  - **March**
    - Pretotyping and customer price and attribute surveys
    - Website Project scoping
    - Search for back-end and front-end developers
  - **April**
    - Cost refinement, developer selection
    - Machine Learning algorithm testing and development
    - UX Mockup development
  - **May-July**
    - Website development, initial customer acquisition
  - **May-July**
    - Website development, initial customer acquisition

- **Expected Development Costs**
  - Proprietary search algorithm development $10,000
  - Website development $20,000
  - Web App Development $20,000

- **Service model**
  - Small trip booking fees and fees from travel vendors (pending research)

# The Team

## Jon Mueller

- B.S. in Electrical Engineering
- Former U.S. Air Force Officer
- Several years of operations and logistics (travel) planning
- Going into business technology consulting

## Sam Yi

- Former U.S. Navy Officer
- Wharton / Harvard Kennedy School Joint degree
- Several Years travel experience