



LOCAL AVENTURA

The easiest and most authentic way to explore Latin America.

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Olivia Fingerhood (C'16)

Our Innovation

- ▶ No other competitors in the tours and activities market offer a robust and end-to-end booking platform that allows customers to search for, find, book, and submit reviews on tours.
- ▶ We built a proprietary web platform that provides a robust and fully automated end-to-end booking process and integrates features that don't exist on other platforms in the tours and activities market
- ▶ Our state-of-the-art platform allows travelers to:
 - ✓ **Browse tours and activities, not only by country but also by travelers' interests and passions**
 - ✓ **Find credible expert Local Guides, who are each carefully vetted before being hand-selected to join our platform**
 - ✓ **Book tours and activities in advance**
 - ✓ **Create their own customized adventures**
 - ✓ **Pay electronically**
 - ✓ **Write and search reviews on Local Guides**

Our vision is to revolutionize technology in the Tours and Activities Market in Latin America and beyond.

Our Business Model

**Local
Guides**



**Travelers to
Latin America**

Today, local guides have trouble:

- Finding clients
- Marketing their services effectively (many have rudimentary websites)
- Stabilizing their cash flow
- Establishing their credibility

**LocalAventura charges a
service fee of 20%
per transaction, paid for by
the local guide**

Today, travelers to Latin America have trouble:

- Finding credible guides
- Booking online and in advance
- Paying without local currency
- Finding authentic experiences

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Wharton MBA
Tech

*Management
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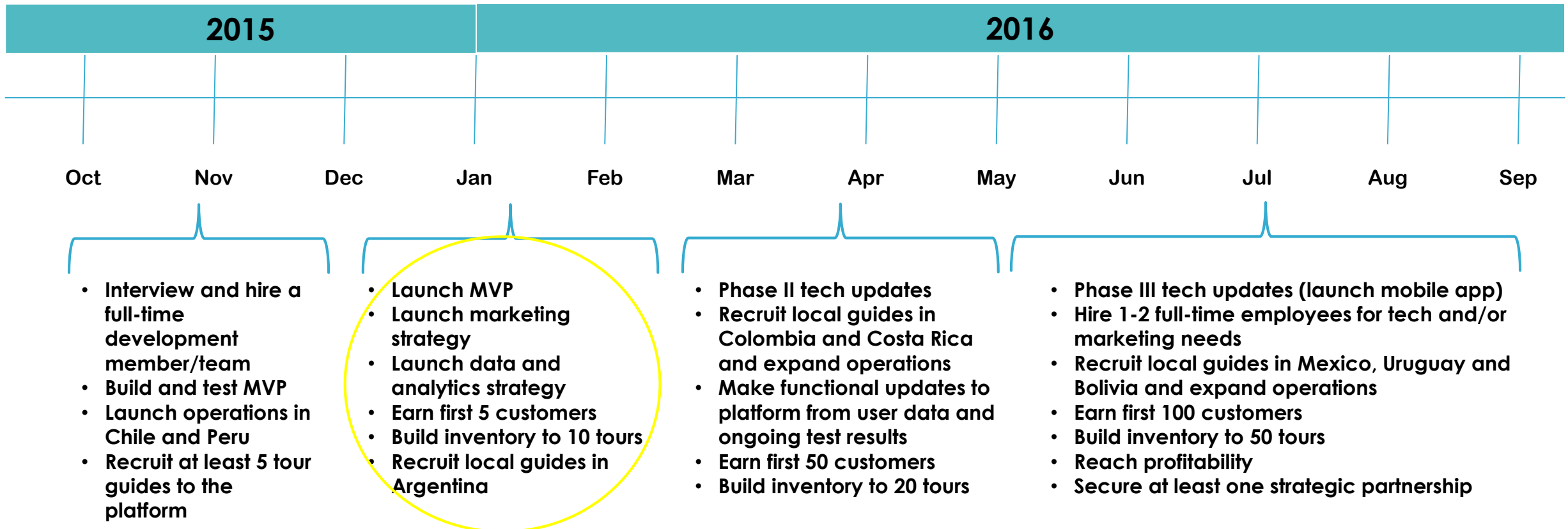


Caitlin Breslin
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Business Dev

*Studied Biological Basis
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Go-To-Market Plan

- ▶ We are launching in Chile, Peru and Argentina given the ease to connect with travelers and guides in those locations
- ▶ To attract customers to our website, we will invest in Facebook advertisements and SEO, in addition to partnerships with other travel companies targeting travelers in Latin America. Our research has shown us that the best way to market in our industry is through these channels.



6-Month Budget Plan

In terms of budgeting, our focus is to expand our operations and drive customers to our fully operational web platform, allowing us to scale and establish sustainable revenue streams

Tech

- **Plan:** Our team members are working to incorporate features such as a review system, a customer and local guide portal, and a mobile app.
- **Expected outcome:** An integrated web and mobile platform with an enhanced user experience

Mkting

- **Plan:** We are planning on using \$1k-3k to attract customers to our platform by investing in primarily Facebook ads, Google AdWords, and other advertising campaigns (e.g., Instagram ads, handing out flyers at hostels, videos, etc.). In the travel and tourism industry, customer acquisition is critical and as a result, it is very challenging and costly.
- **Expected outcome:** Increased traffic and bookings on our platform with a growing following of travelers and guides

Ops

- **Plan:** \$100-250/month would be used to support additional smaller and ongoing expenses, including tech (e.g. digital ocean, Gmail accounts, coding reviews), and marketing/design (e.g., Fiverr, Hootsuite).
- **Expected outcome:** Better collaboration and organization of data and team workflow, stronger branding, and increased benefits to travelers with a local guide review system