

# EDUCATEDTRAVELER

## Executive Summary

**Date:** December 2024

**Status:** Pre-Launch / Seeking Investment

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## THE OPPORTUNITY

**Problem:** Traditional vacations leave travelers rested but unchanged. \$340B global experiential travel market lacks certified, transformative learning adventures with tangible proof of achievement.

**Solution:** EducatedTraveler combines internationally recognized skill certifications with immersive travel experiences. Customers return with proof of transformation: credentials, portfolio work, and the option to have their journey professionally documented. Professional photo/video documentation available as premium add-on.

**Tagline:** "Skills Last. Tans Fade."

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## BUSINESS MODEL

### Core Offering

Multi-day learning journeys (7-21 days) in premium destinations where travelers earn internationally recognized certifications while their transformation is professionally documented.

### Three Revenue Streams

1. **Core Program Bookings** (75%): \$3,500-12,000 per person certified learning journeys
2. **Premium Documentation Add-ons** (15%): Optional professional photo/video packages
3. **Certifications & Alumni Network** (10%): Advanced credentials, community membership

### Differentiation

- **Only platform** combining travel + internationally recognized certifications + optional

professional documentation

- Real credentials with global recognition (PADI, RYA, Yoga Alliance, WSET)
  - Optional premium: Professional content packages (photo/video by travel creators)
  - Influencer partnerships for co-created signature programs (optional premium tier)
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## MARKET OPPORTUNITY

### Total Addressable Market (TAM)

- **\$340B** global experiential learning travel (2024)
- Growing **12% CAGR** through 2028

### Serviceable Addressable Market (SAM)

- **\$85B** English-speaking premium segment

## Target Customer

### Primary: US/UK/Australian professionals, age 30-50

- Income: \$100k-300k household
- Values: Experience > possessions, self-optimization, social proof
- Average trip spend: \$6,500 per person
- Books 2-3 international trips/year

### Secondary: Pre-retirement adventurers (50-65), digital nomads (25-38)

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## COMPETITIVE ADVANTAGE

### Direct Competitors

- **EF Tours / WorldStrides:** Student groups (not adults, no certification, no premium options)
- **Road Scholar:** 55+ demographic (traditional style, no modern documentation options)

~~Focus on travel + learning. No demographic breakdowns, no modern documentation options.~~

- **Airbnb Experiences:** Short activities (not immersive, no credentials, no professional documentation)

## Indirect Competitors

- **MasterClass:** Online only (no travel, no hands-on, no certification)
- **Luxury tour operators:** High-end tours (sightseeing focus, no skill development or credentials)

## Our Moat

1. **Certification partnerships** = tangible value + credibility (tax-deductible professional development)
  2. **Influencer partnerships** = co-created programs + built-in audiences (optional premium tier)
  3. **Documentation options** = professional storytelling available for those who want it
  4. **Alumni network** = community compounds over time, creates referral engine
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## TRACTION & MILESTONES

### Phase 1: Pilot (Months 1-6)

- Launch 3 core programs (Italy Culinary, Bali Wellness, Greece Sailing)
- Partner with 2-3 travel content creators for optional premium documentation packages
- Target: 30 customers, \$135k revenue
- Goal: Prove model, perfect core experience, create initial content library

### Phase 2: Scale (Months 7-18)

- Expand to 10 programs across 8 countries
- Build content creator network (5-10 partnerships for premium documentation options)
- Launch Signature Series with known instructors (optional premium tier)
- Target: 300 customers, \$1.5M revenue

- Target: 500 customers, \$1.5M revenue
- Goal: Establish brand authority, build diverse program portfolio

## Phase 3: Dominate (Months 19-36)

- 25+ programs, celebrity instructor partnerships for Signature Series (premium tier)
  - Launch B2B corporate team development offerings
  - Expand professional documentation options (photo, video, documentary packages)
  - Target: 1,000 customers, \$6M revenue
  - Goal: Market leadership, acquisition interest, industry standard for certified learning travel
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## FINANCIAL PROJECTIONS (3-Year Summary)

### Year 1

- **Revenue:** \$450k (90 customers × avg \$5k)
- **Expenses:** \$375k (operations, marketing, platform)
- **Net Profit:** \$75k (17% margin)
- **Focus:** Perfect core experience, prove certification model, build initial community

### Year 2

- **Revenue:** \$2.4M (400 customers × avg \$6k)
- **Expenses:** \$1.7M (scale operations, 10 staff)
- **Net Profit:** \$700k (29% margin)
- **Focus:** Scale profitably

### Year 3

- **Revenue:** \$7.5M (1,000 customers × avg \$7.5k)
- **Expenses:** \$4.5M (30 staff, celebrity partnerships)
- **Net Profit:** \$3M (40% margin)

- **Focus:** Market dominance
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## FUNDING REQUIREMENTS

### Seed Round: \$500k

#### Use of Funds:

- Platform development: \$150k (website, booking system, CRM)
- Initial marketing: \$175k (content creation, paid acquisition, creator partnerships)
- Operations: \$125k (first 3 programs, insurance, legal, certification partnerships)
- Working capital: \$50k (6-month runway)

#### Optional Documentation Revenue Model:

- Professional documentation offered as add-on (\$800-2,500 per person)
- Partnerships with travel content creators (revenue share model)
- Not dependent on documentation for core business model
- Documentation packages enhance experience and provide marketing content

#### Investor Return Path:

- 20% equity for \$500k (pre-money valuation: \$2M)
  - Exit scenarios: Strategic acquisition by Airbnb, Booking.com, or travel conglomerate
  - Comparable acquisitions: TripSchool (\$12M), Flash Pack (\$20M), Much Better Adventures (\$8M)
  - Target exit: Year 4-5 at \$30-50M valuation (6-10x return)
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## TEAM & ADVISORS

### Founders

- **CEO & Founder:** Arnaud Callier
  - Email: [ArnaudCallier@ET.com](mailto:ArnaudCallier@ET.com)
  - Phone: +33 695 903 520
  - [Background to be detailed in full business plan]
- **CMO & Co-Founder:** Antoine Louis
  - Leading marketing strategy, brand development, and creator partnerships
  - [Background to be detailed in full business plan]

## Key Hires (Year 1)

- Head of Content & Documentation Partnerships
- Customer Success Manager
- Operations Manager (trip logistics, vendor management)
- Trip Coordinators (2-3 freelance initially)

## Advisory Board (Target)

- Travel industry executive (Airbnb/Booking.com/Expedia alumni)
- Travel content creator with 500k+ following
- Certified instructor with international credentials (PADI/RYA/Yoga Alliance)
- Education technology or marketplace expert

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## RISK ANALYSIS & MITIGATION

### Key Risks

1. **Influencer dependency:** Diversify partnerships, build owned audience
2. **Liability concerns:** Comprehensive insurance, waiver processes
3. **Seasonality:** Year-round destination portfolio, Southern hemisphere programs
4. **Quality control:** Strict vendor vetting, customer feedback loops

## 5. Competitive response: First-mover advantage, exclusive influencer contracts

### Mitigation Strategies

- Multi-channel marketing (not influencer-dependent)
  - \$2M liability insurance, legal review of all contracts
  - 12+ destinations across both hemispheres
  - Net Promoter Score tracking, money-back guarantee
  - 2-3 year exclusive partnerships with key influencers
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## WHY NOW?

### Market Timing

1. **Post-pandemic travel boom:** Pent-up demand for meaningful experiences
2. **Remote work normalization:** Flexibility for longer trips
3. **Creator economy maturity:** Influencer partnerships now proven model
4. **Certification value:** Skills-based economy rewards credentials
5. **Experience economy peak:** Millennials/Gen Z prioritize experiences over things

### Technology Enablers

- High-quality mobile video (iPhone 15 Pro = cinema camera)
  - Social media distribution (Instagram, TikTok, YouTube)
  - Online booking infrastructure (Stripe, Shopify, custom platforms)
  - Virtual community tools (Slack, Circle, Mighty Networks)
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## THE ASK

**Investment:** \$500k seed round for 20% equity

**Use:** Platform build, influencer partnerships, pilot programs

**Timeline:** 6 months to profitability, 18 months to \$2M ARR

**Exit:** 4-5 year horizon, strategic acquisition target

**Return:** 6-10x based on comparable exits

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## CONTACT

**Company:** EducatedTraveler

**Website:** educatedtraveler.com [under development]

**Founder & CEO:** Arnaud Callier

**Email:** [ArnaudCallier@ET.com](mailto:ArnaudCallier@ET.com)

**Phone:** +33 695 903 520

**Location:** France (European base with global operations)

**CMO:** Antoine Louis

**Focus:** Brand strategy, marketing, creator partnerships

### Next Steps:

1. Review full business plan documents (8-part series)
  2. Schedule pitch meeting / video call
  3. Discuss pilot program development
  4. Review investment terms and timeline
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*"The best souvenirs are the skills you bring home."*

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### Appendices Available:

- Full Financial Model (3-year P&L, cash flow)
- Market Research Report

- Competitor Analysis Matrix
- Sample Program Itineraries
- Influencer Partnership Agreements (template)
- Certification Partnership MOUs
- Customer Acquisition Cost Analysis
- Technology Stack Roadmap