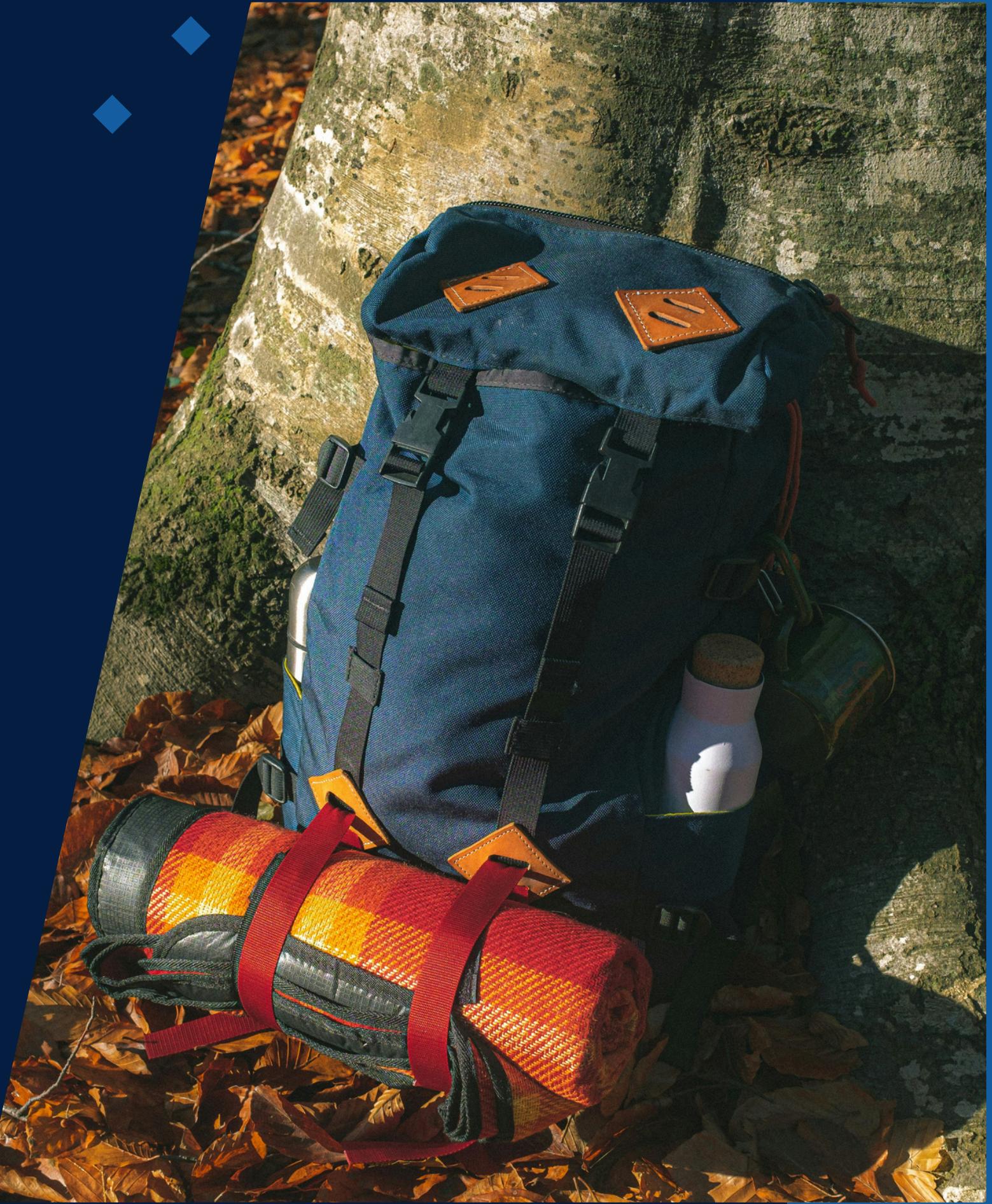




TREKGUIDE CONNECT



A woman with dark hair, wearing a light blue t-shirt, is standing in a grocery store aisle. She is looking down at a cereal box she is holding in her hands. The cereal box has a colorful design with the brand name "Lucky Charms" visible. In the background, shelves are filled with various cereal boxes. The lighting is bright, typical of a supermarket.

PROBLEM

Trek with unknown guides

alan_chevalier@example.com

Elena Petrova

Product Owner, Company A

481 West Street
Anytown, OH 45066
USA

elena.petrova@example.com



John

Product

783 Main Street
Anytown, SD 57401
USA

john_d@example.com

Armstrong

Product Owner, Company A

481 West Street
Anytown, OH 45066

alan_chevalier@example.com



Michael Adams

Product Owner, Company A

783 Main Street
Anytown, SD 57401
USA

michael_adams@example.com



Sabine Mayer

Sales Executive, Company A

SOLUTION

Detailed list of verified Trek
Guides to choose from



TREKGUIDE CONNECT

Web-Platform to connect
Tourist with trekking guides
of their choice



WELCOME TO TREKGUIDECONNECT



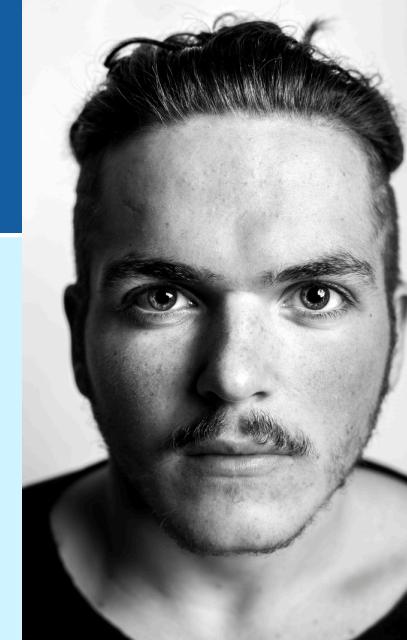
\$50

Pemba Sherpa



enthusiastic trekking guide with a passion for exploring the great outdoors. From scaling majestic mountain ranges to navigating dense forests,

Book



\$60

Surendra Tamang



I thrive on the thrill of adventure and the serenity of nature.

Book



\$35

Sita Bhujel



is not just a hobby; it's a way of life. It allows me to disconnect from the hustle and bustle

Book



GUIDE OVERVIEW

Past Trekking

- Guided team of 10 trekkers from Germany to Everest Base Camp (**24th June – 13th July**)
- Guided on Annapurna Base camp with 2 Trekkers from France (**3rd October – 9th October**)

Reviews

- He is the best guide to hire for Everest Trekking.
- I loved the way he handle the bad situation we had while trekking, thanks!

Offering

- Annapurna base camp Trekking Guide
- Everest Base camp Trekking Guide



Book



Meeting

FEATURES

- Details of Guides
- Reviews and Ratings
- Text/Video Interview
- Booking for Selected Days



Reviews



FEATURES

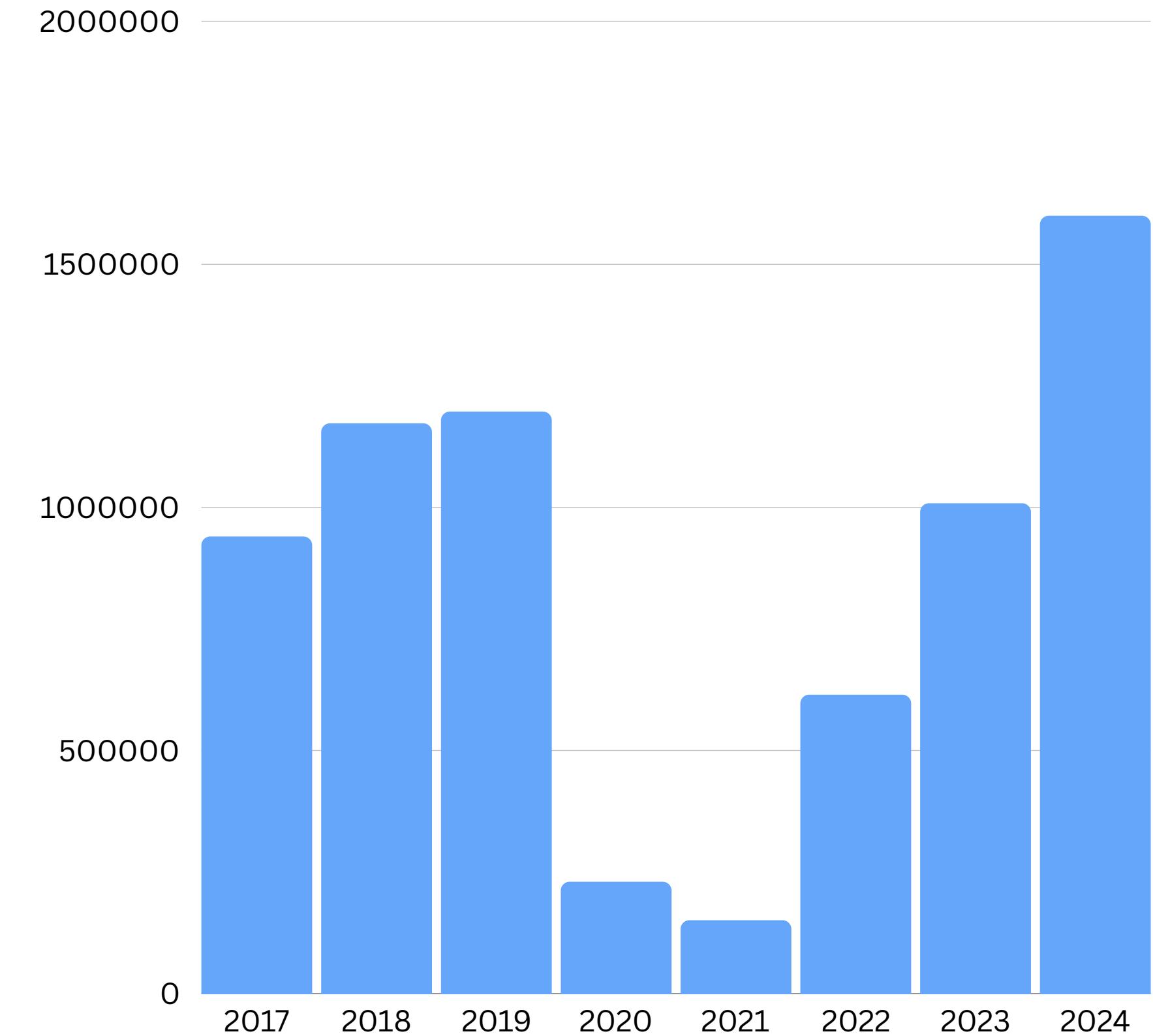
- Personalized Itinerary
- Experience Sharing (Blogging)
- Secured Escrow Payment



Tourist Data

- 6.1 Lakhs Tourist in 2022
- 10 Lakhs Tourist in 2023
- Government Target of 16 Lakhs in 2024

Source: Nepal Tourism Statistics 2022 (MoCTCA)
& 2081/82 Budget



STATISTICS

10%



Tourist visiting Nepal
do Trekking

Source: Nepal Tourism Statistics 2022 (MoCTCA)

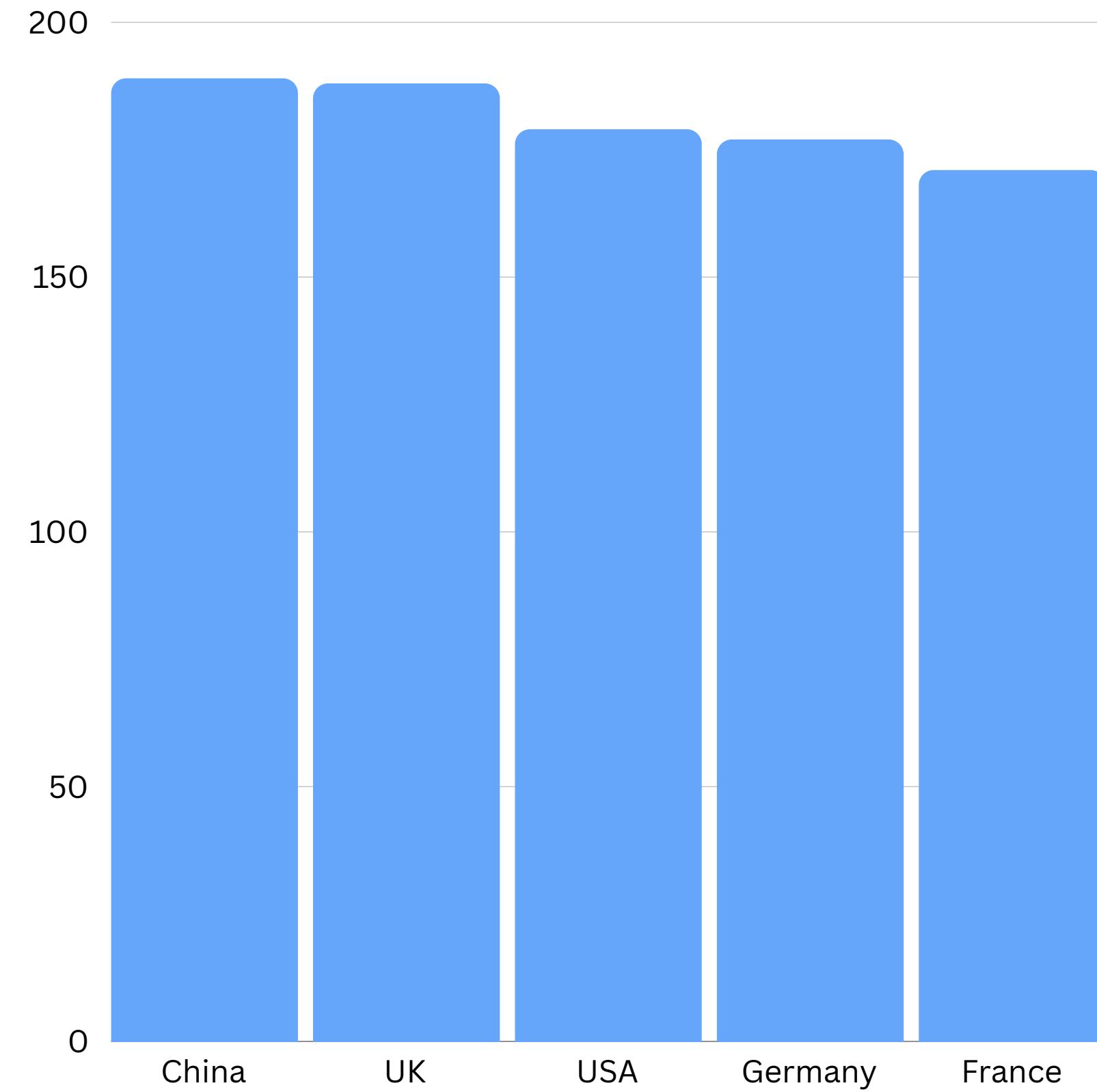


Local Data

Top 5 Foreign Nationals taking permit for ACAP in May 2024

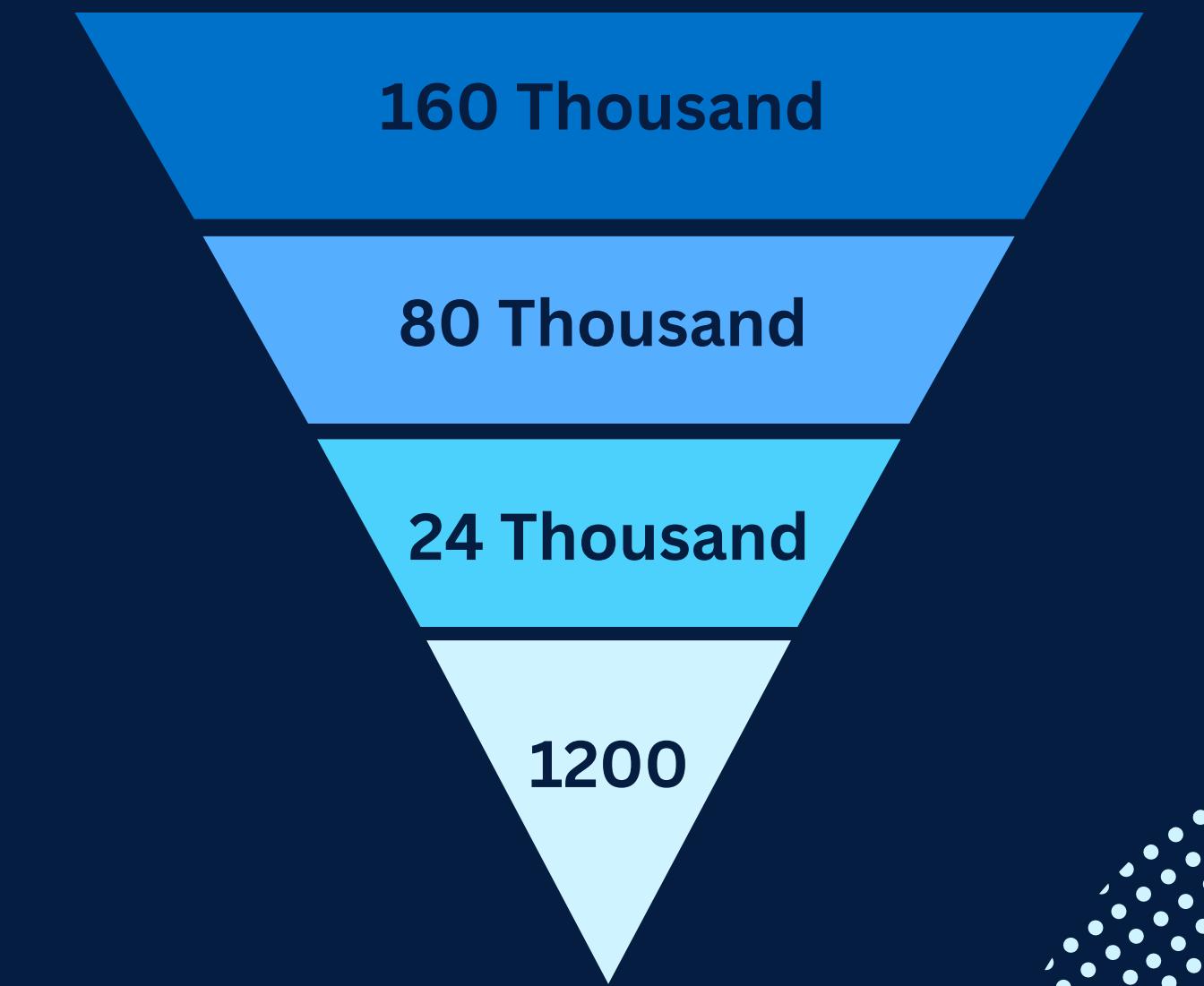
- China (189)
- UK (188)
- USA (179)
- Germany (177)
- France (171)

Source: ACAP Office, Pokhara



SALES FUNNEL

- 01 Target Audience
-
- 02 Marketing (50%)
-
- 03 Lead (30%)
-
- 04 Clients Conversion(5%)





FINANCE

- FIRST YEAR EXPENSES

24 LAKHS

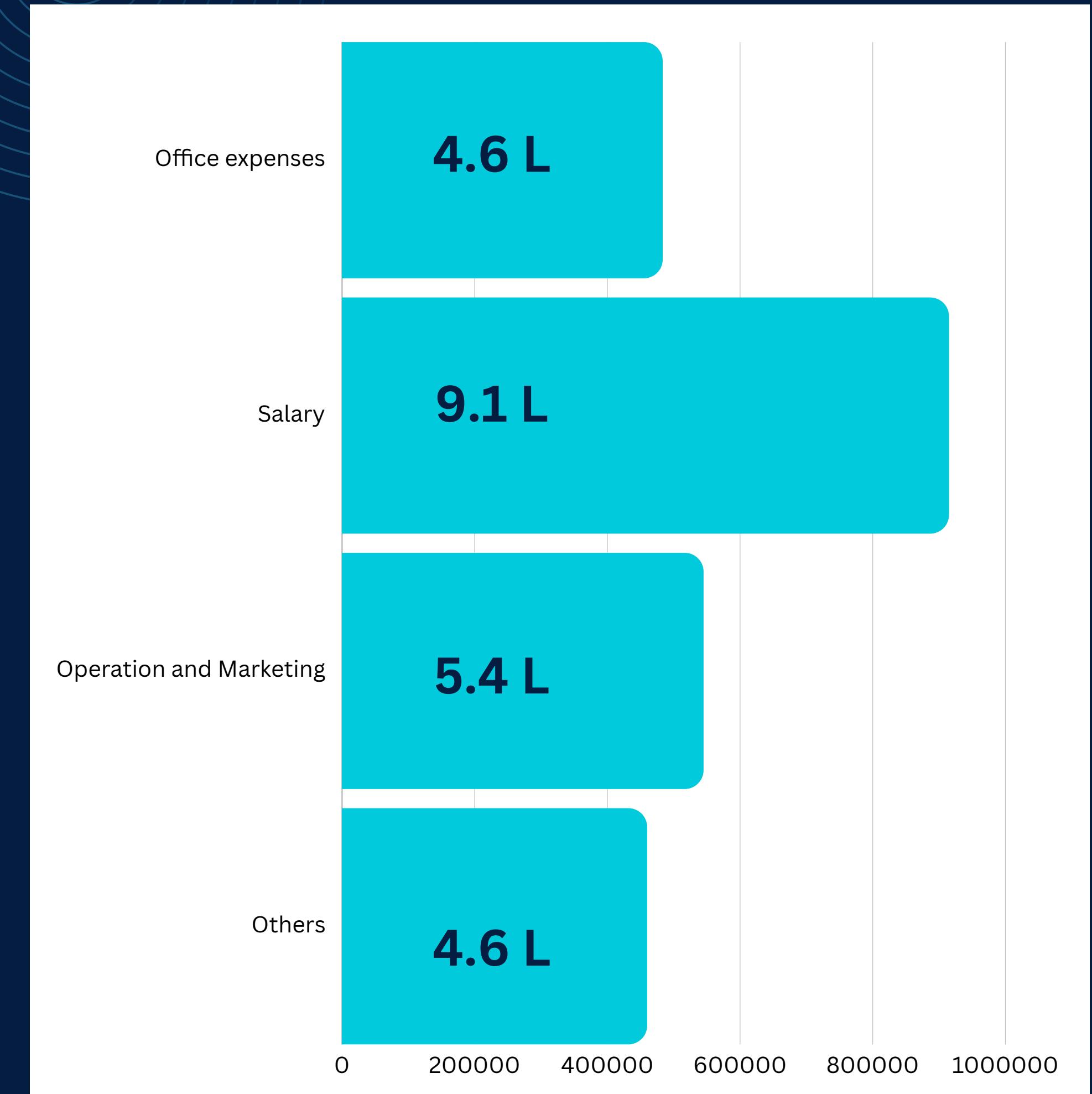
- BREAK EVEN POINT

AFTER 1.5 YEAR
OR
1200 TREKS PER YEAR



Finance Breakdown

Total: 24,03,400



Finance Breakdown

Office expenses	
Furnitures	35000
Monitors	40000
Rent	180000
Water and Electricity	24000
Cleaning	10000
Snacks	134400
Meetings	60000

Salary	
Developer	600000
Content Writer	135000
Support	180000
Marketing and Research	
Research	20000
Server cost	300000
Google Ads	225000

Others	
Insurance	400000
Miscellaneous	60000
TOTAL	2403400



OUR BUSINESS

- 20% COMISSION ON EACH SALE



OUR USP

Trust-worthy
Trekking Guides in single platform



OUR TEAM



Tara Prasad
Gurung
CEO



Rohan Raj
Poudel
COO



Surendra
Tamang
CTO



Thank you!

