

Travel Genius

THE ULTIMATE TRAVEL GUIDE

Our Team



Brinda



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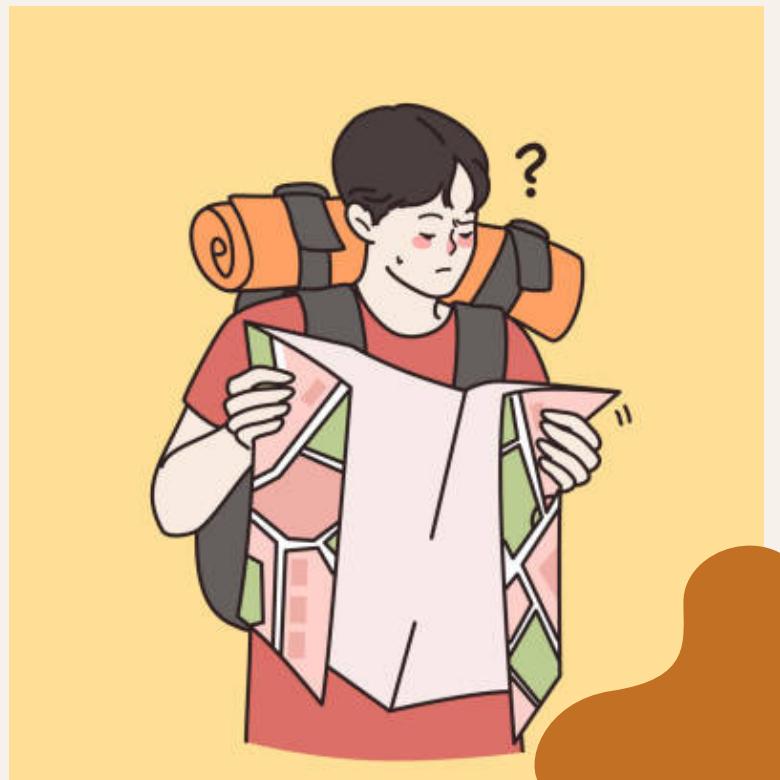
Vishakha



Yuktha

OUR VISION

- A ONE STOP solution for planning a trip
- Make planning a trip hassle free!
- Help decide on destination!
- Help enjoy the whole journey!



UNMET NEEDS



Ease of
Planning
Trip



Destination
Recommen-
-dation



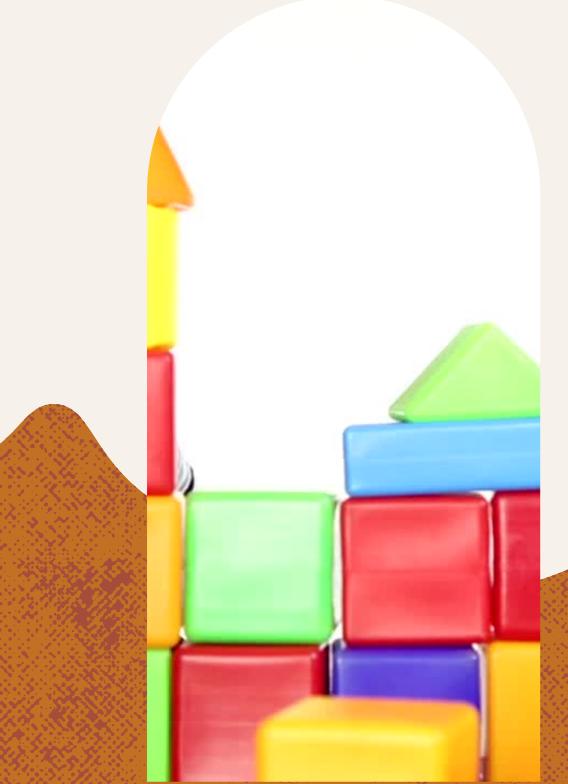
Tracking
Trip



Managing
Trip



Real Time
Infor-
-mation



Customiz-
-ation



CUSTOMER SEGMENTS

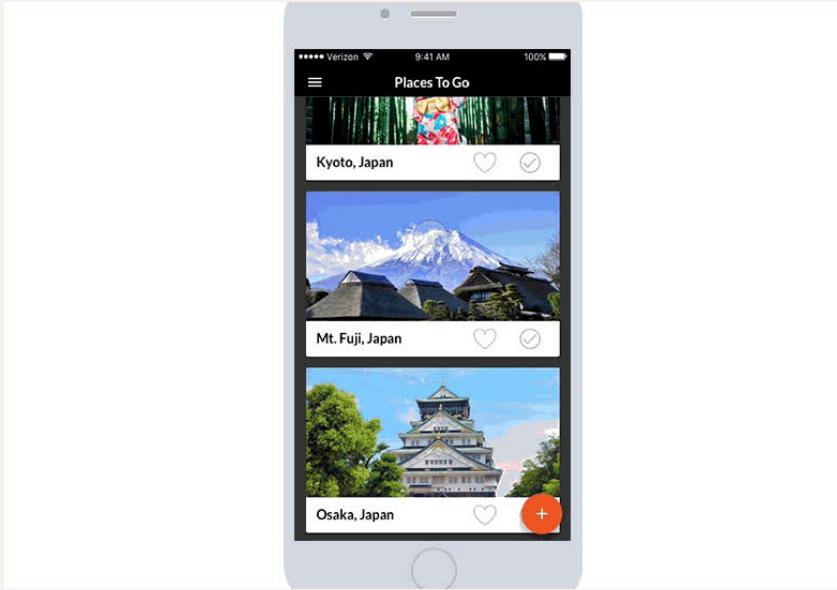


- Solo Travellers
- Group Travellers
- Elderly Travellers
- Last Minute Travellers

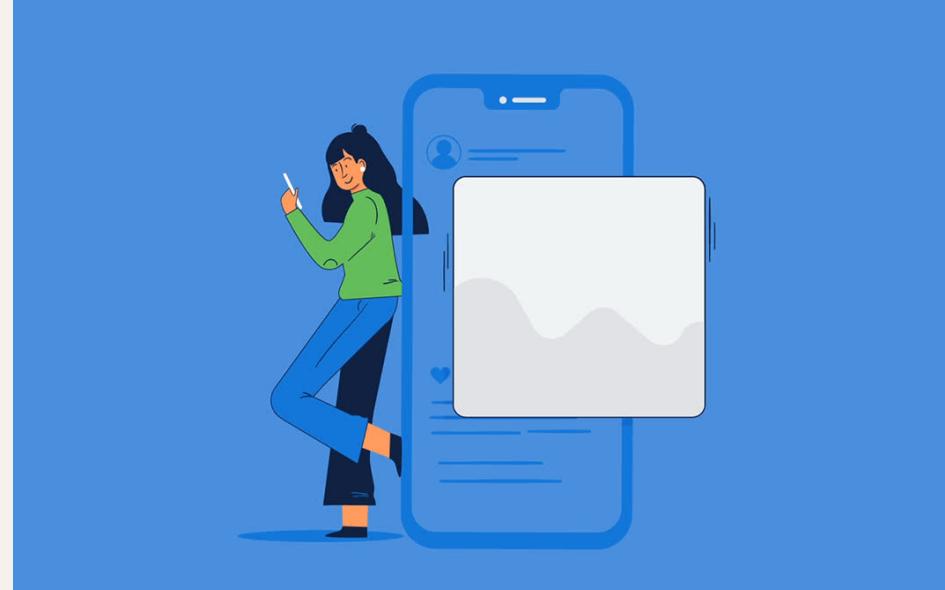
USE CASE



- LOG IN /SIGN UP
- Input interests, budget and other preferences



- App will suggest destinations based on preferences



- Recommendation of local activities, restaurants
- Create an Itinerary
- Track the trip
- Get real-time updates on weather,covid regulations

MARKET SIZE

USE INTERNET & SITES TO PLAN TRIPS

- 87% of solo travellers (age 18 - 54)
- 70% of group travellers (age 25 - 54)
- 65% of elderly travellers (age 57 - 75)
- 88% of last minute travellers (age 25 - 44)

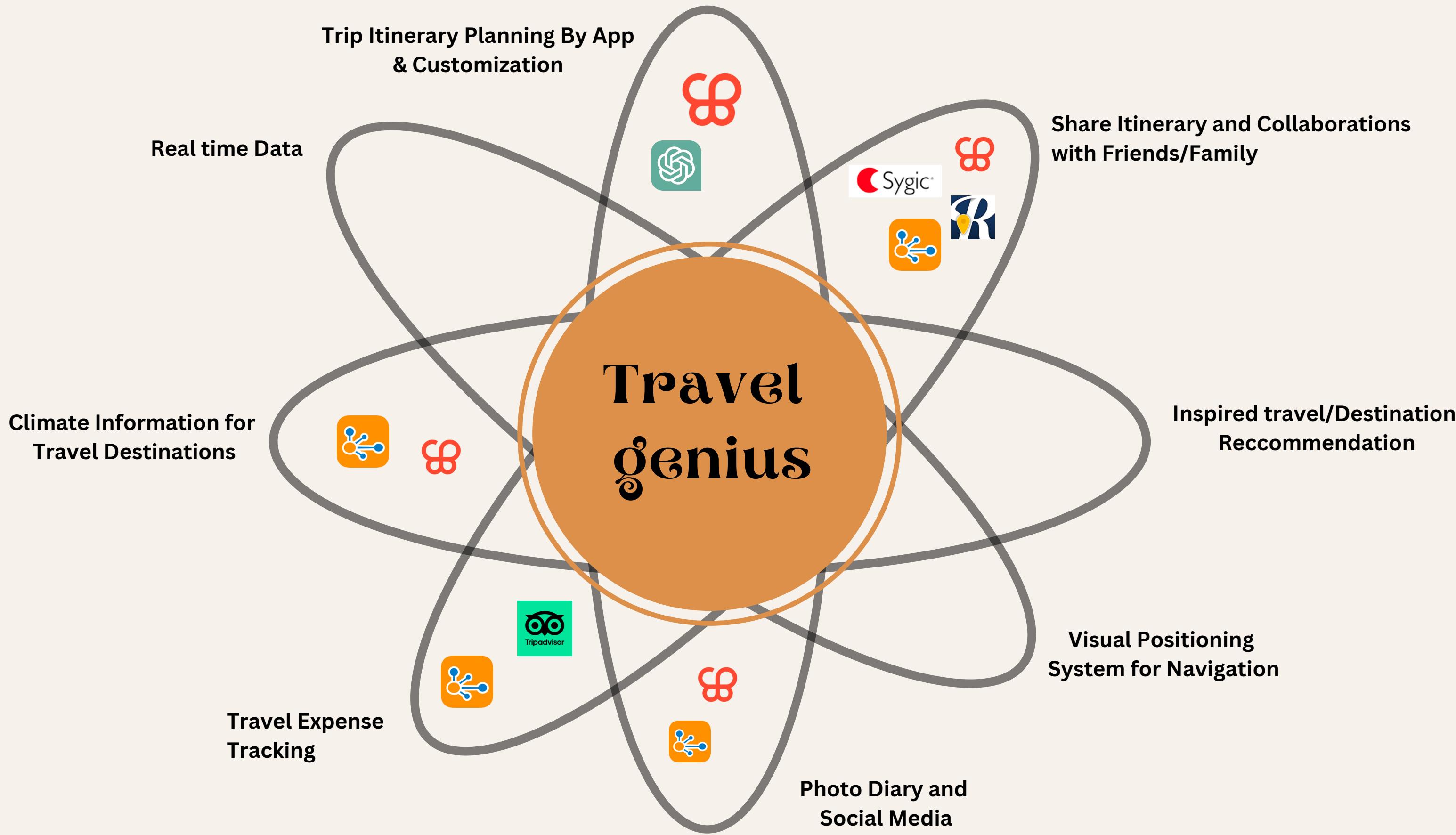
Users Subscription Fee Revenue

$$162,400,000 \times 40\% \times \$10 \times 6 \text{ months} = \$3.9 \text{ billion}$$

Subscribers Avg no of months



COMPETITIVE ANALYSIS



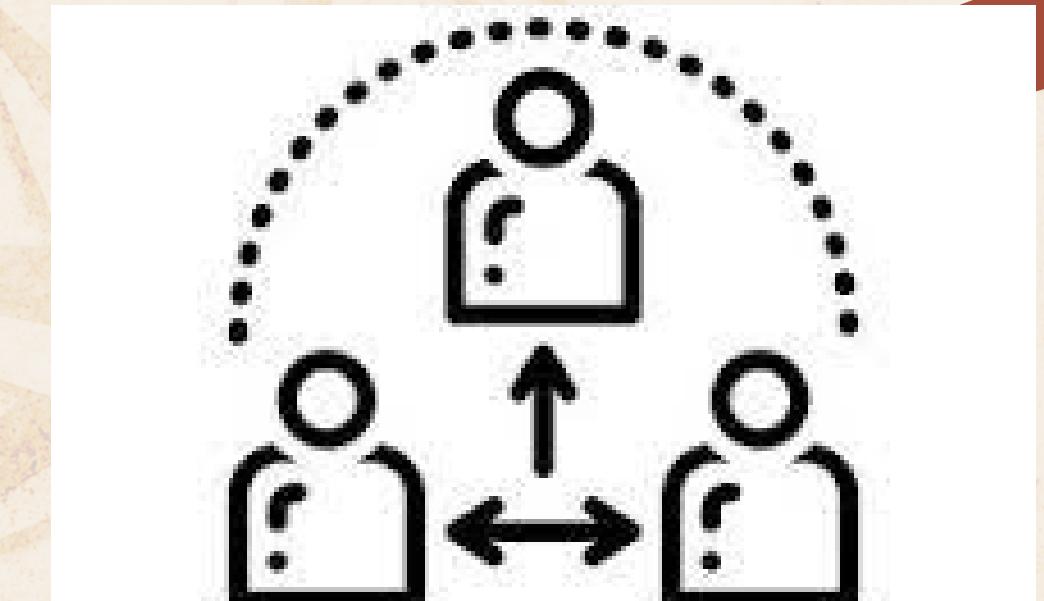
RISKS & MITIGATIONS



User Adoption to
Suggestions



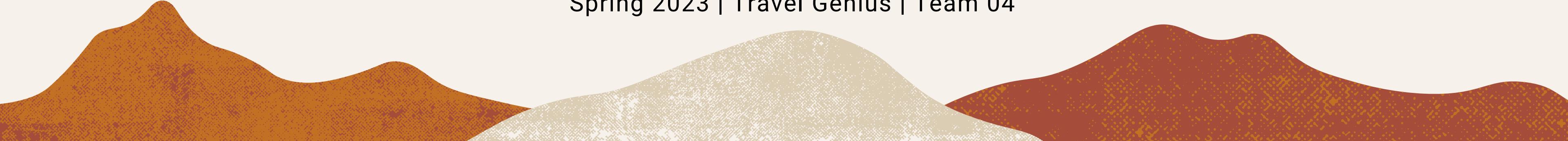
User Adoption to
Itinerary Generation



Availability of
Required 3rd-Party
Complements



THANK YOU



Spring 2023 | Travel Genius | Team 04