



## **Navigation / Travel App**

**Presented by:**

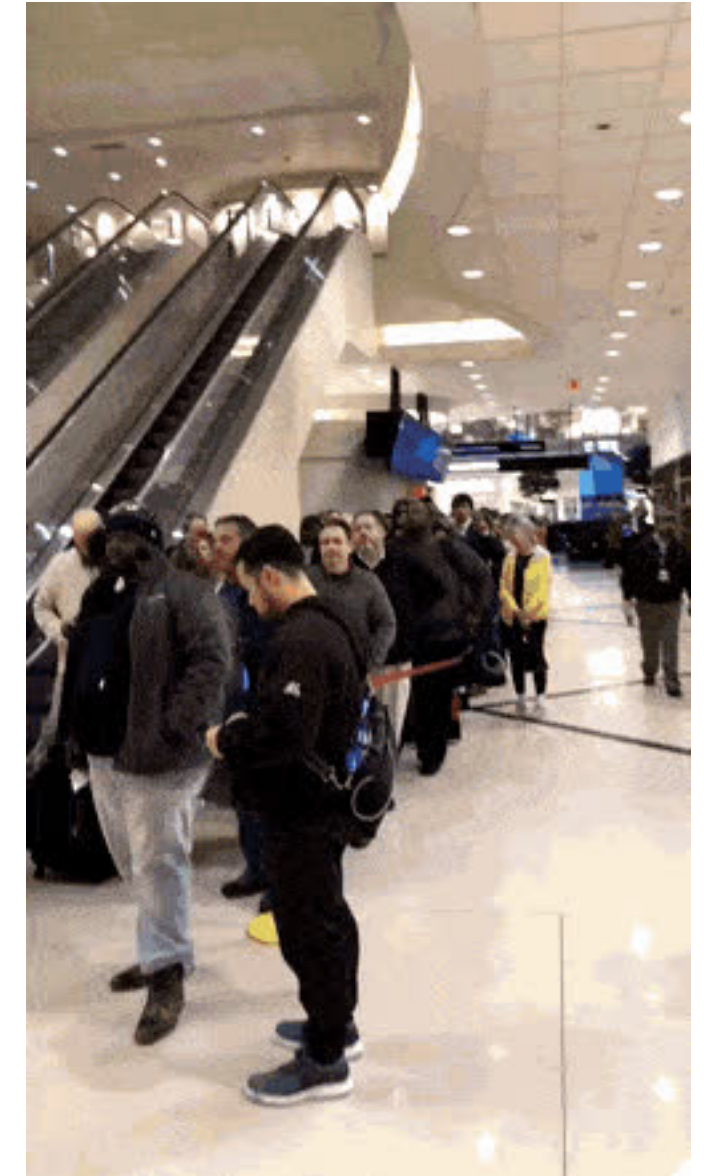
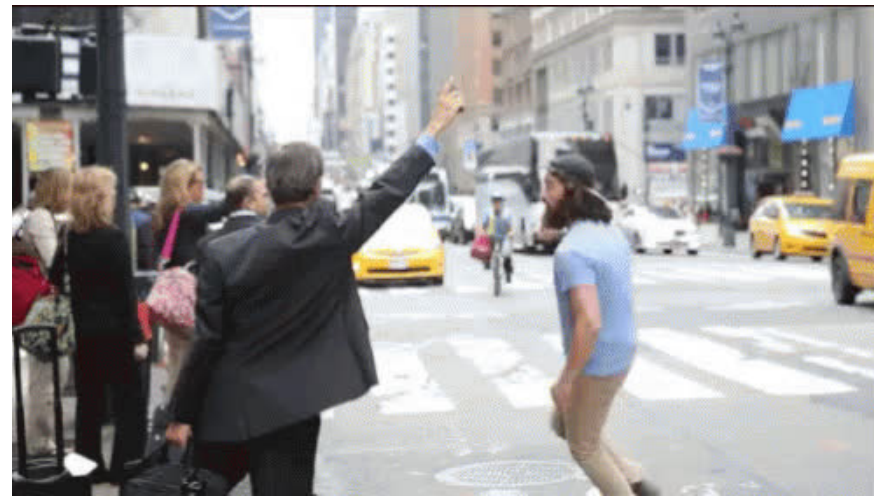
**Team Virtuoso**

**Manan Gor  
Niloy Mukherjee  
Shreeya Jain**



# Customer Pain

Scenes from day of travelling:



In 2016, the average time spent in the airport from arrival to boarding the plane was a whopping **133 minutes**. Here's how to tackle airport wait times head-on so you can get to your destination quicker, minimize time spent in airport lines, and truly enjoy your trip.

Feb 18, 2019

**Wouldn't it be great if you can save some time at the airport?**



*Going all places, through one.*

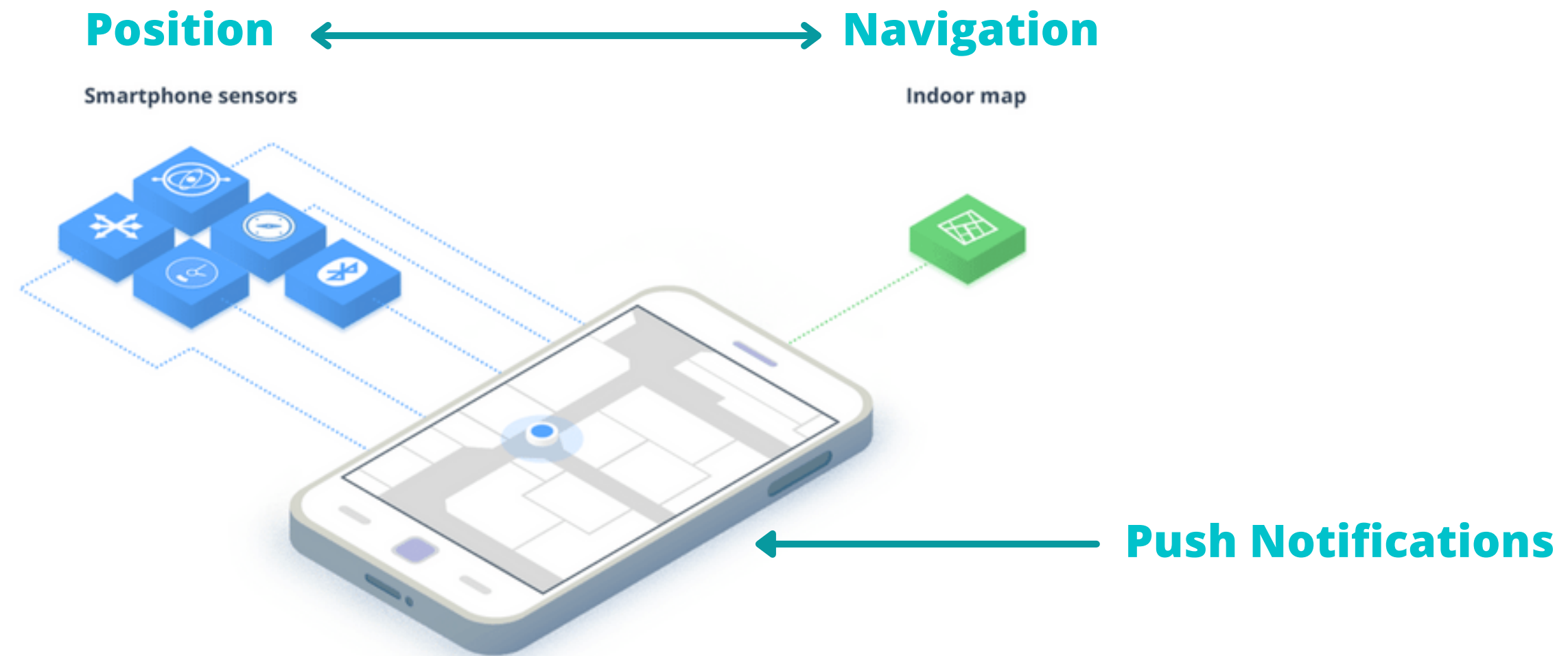
**With AirNav, you can:**

- **Compare and Book cabs**
- **Upload and verify Travel Documents**
- **Save Boarding Passes**
- **Prior Luggage Check-in and Tracking**
- **Indoor Navigation for Airports**
- **In-flight Wifi**
- **Notifications to Family Members**
- **Translation Services**
- **Emergency SOS Services**
- **Compare & Book Hotels**
- **Make Itinerary**
- **Grab offers at Restaurants and Pubs in Layover times**
- **Access VIP Lounge services**

**A one stop solution for all your travel needs!**

# How does it work?

## Underlying Technology



### Indoor Positioning System (IPS):

**WiFi Access Points**  
**BLE Beacons**  
**Geofencing**

**Augmented Reality (AR)**  
**5G Connectivity**

**App User Interface**  
**Servers**  
**Cloud Platform**



# How does it make money?



AirNav

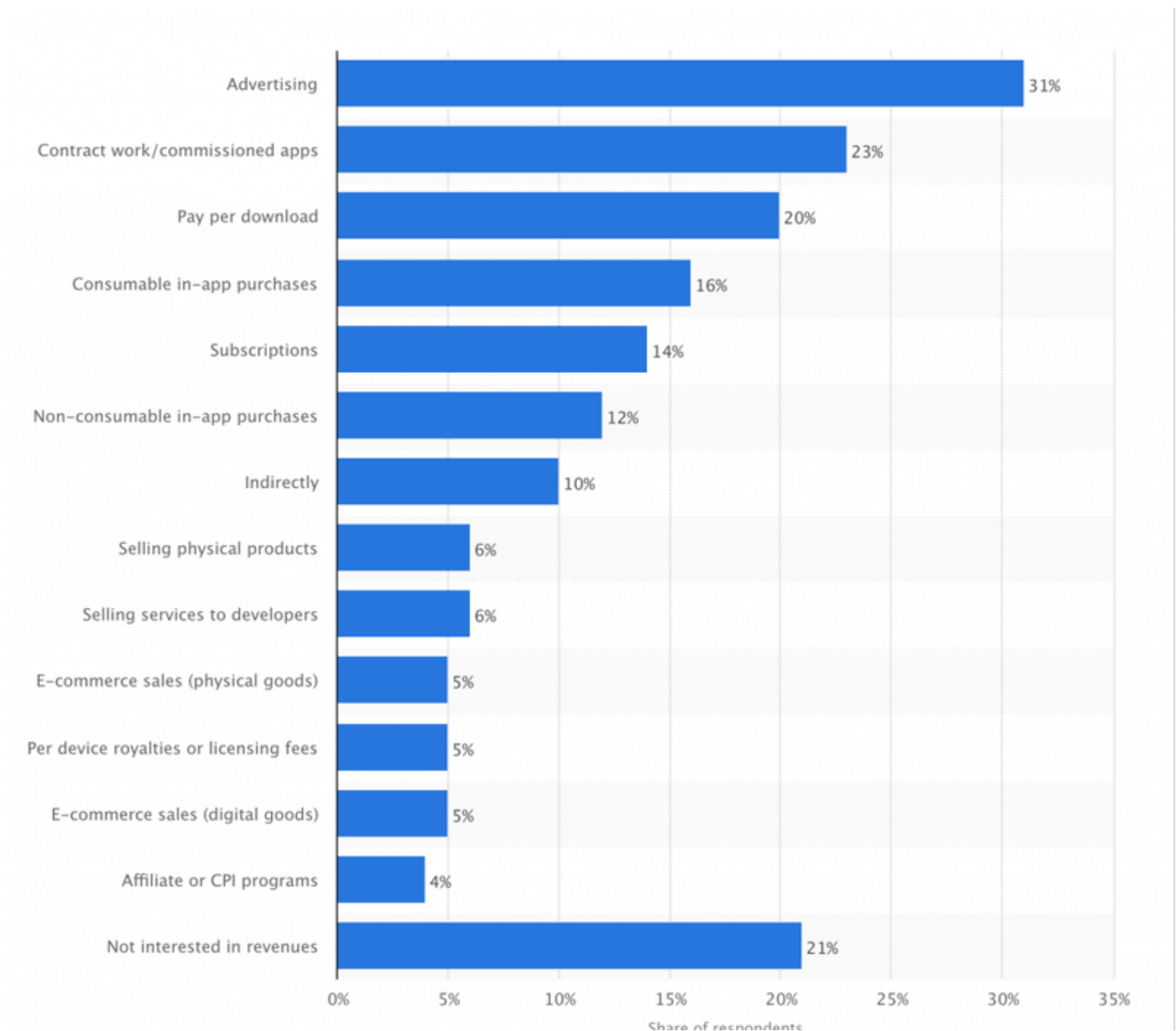
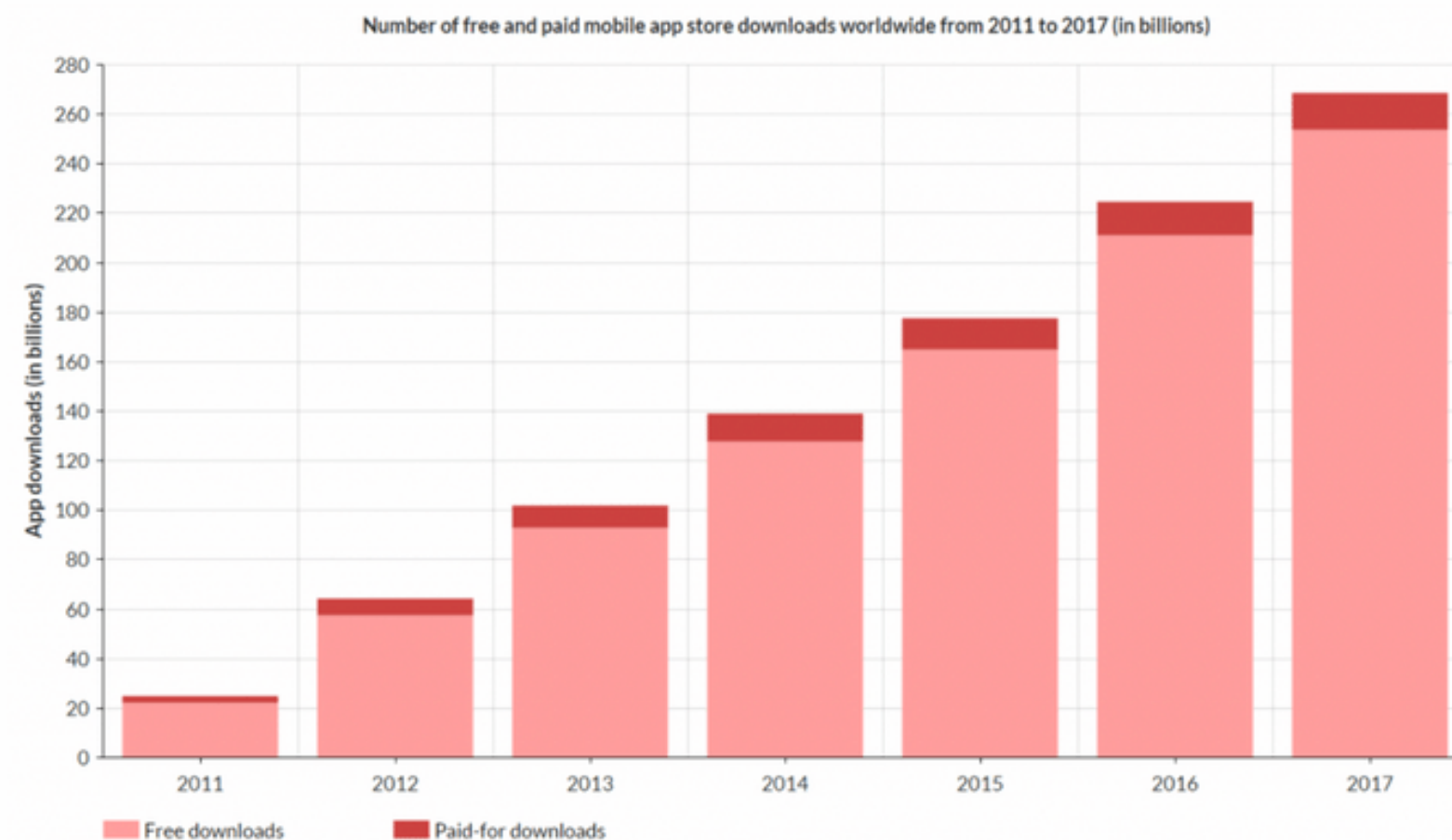
**is categorised under Software-as-a-service (SaaS)**

**is a Freemium App (Gated Features)**

**will offer subscriptions for Premium Services**

## Free and Paid Apps Download Statistics

In fact, here's an interesting graph that shows the difference between a number of paid app downloads vs. free app downloads:



# How does it make money?



**Target Customers: All passengers who use airlines to travel for business, recreational, educational purposes.**

**For a clearer perspective,**

U.S. airlines and foreign airlines serving the U.S. carried an all-time high of 1.1 billion systemwide (domestic and international) scheduled service passengers in 2019, 3.9% more than the previous annual record high of 1.0 billion reached in 2018.

- Systemwide: 1,053 million passengers, up 3.9% from 2018 (1,014M)
- Domestic: 811 million passengers, up 4.3% from 2018 (778M)
- International: 241 million passengers, up 2.4% from 2018 (236M)



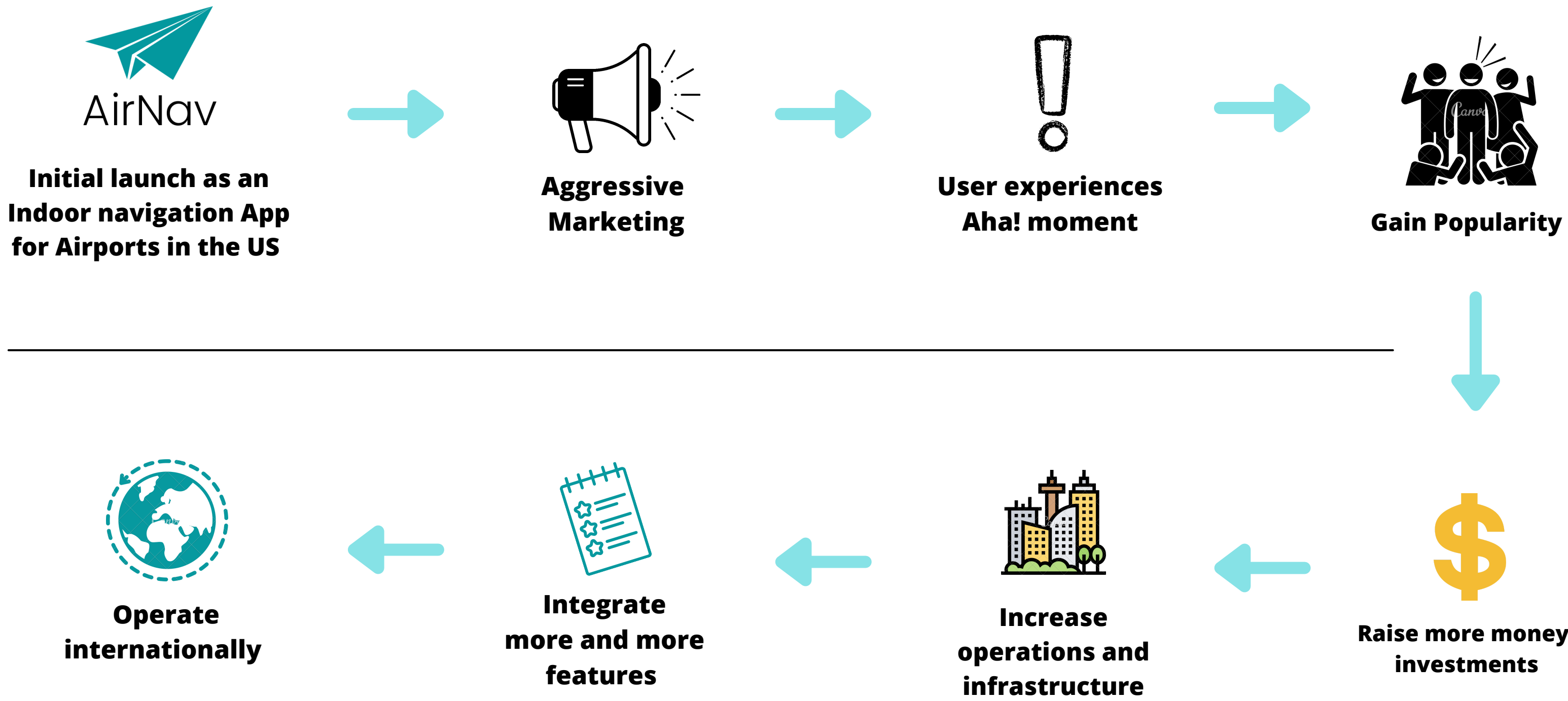
**AirNav will offer a subscription to all its premium features for \$9.99/month and \$70/year.**

**For example, 10% subscribe to AirNav's premium features,**

**10% of 811 million passengers (Domestic Passengers) is 81 million passengers approximately**

**Therefore, for 81 million, total revenue would be 81 million \* \$70 = **\$5.67 Billion****

# Market Strategy



# AirNav Advantage

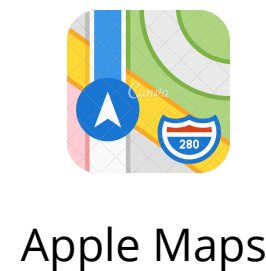
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## Direct Competitors: Major Airline Companies in the US



## Indirect competitors: Generic Map applications



AirNav **Advantage:**

- **Designated Purpose**
- **Free version available**
- **Interactive User interface**
- **Superior Customer Support**
- **One stop Solution**
- **Integrates many phases of travel in one place**
- **User Security is highest priority**

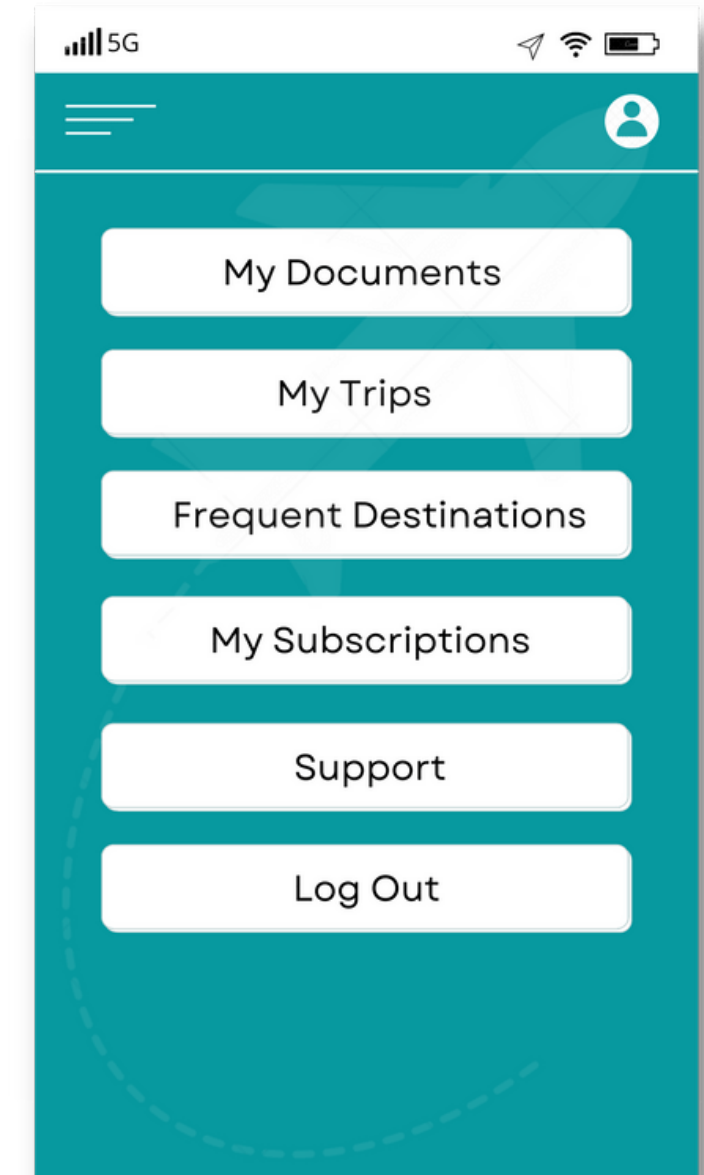
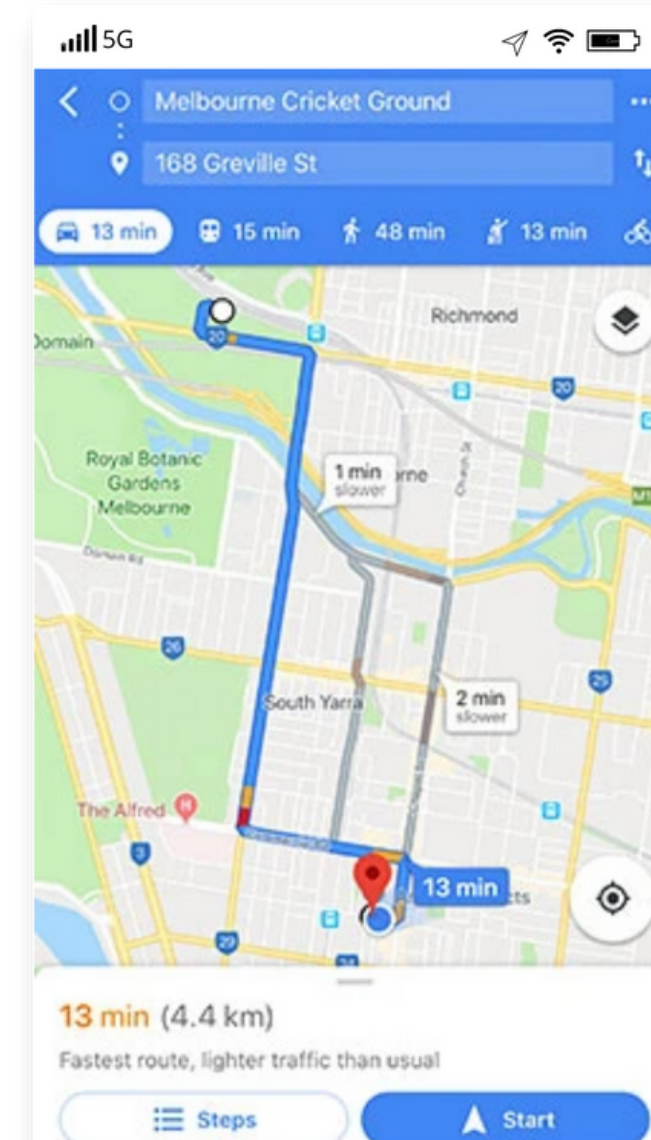
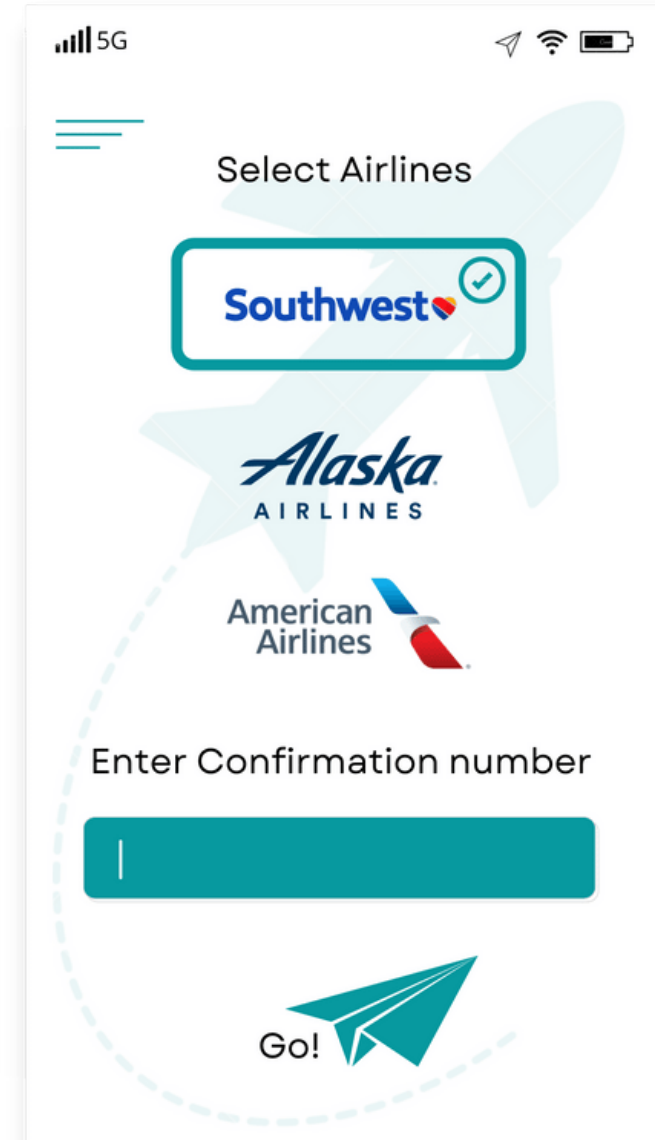
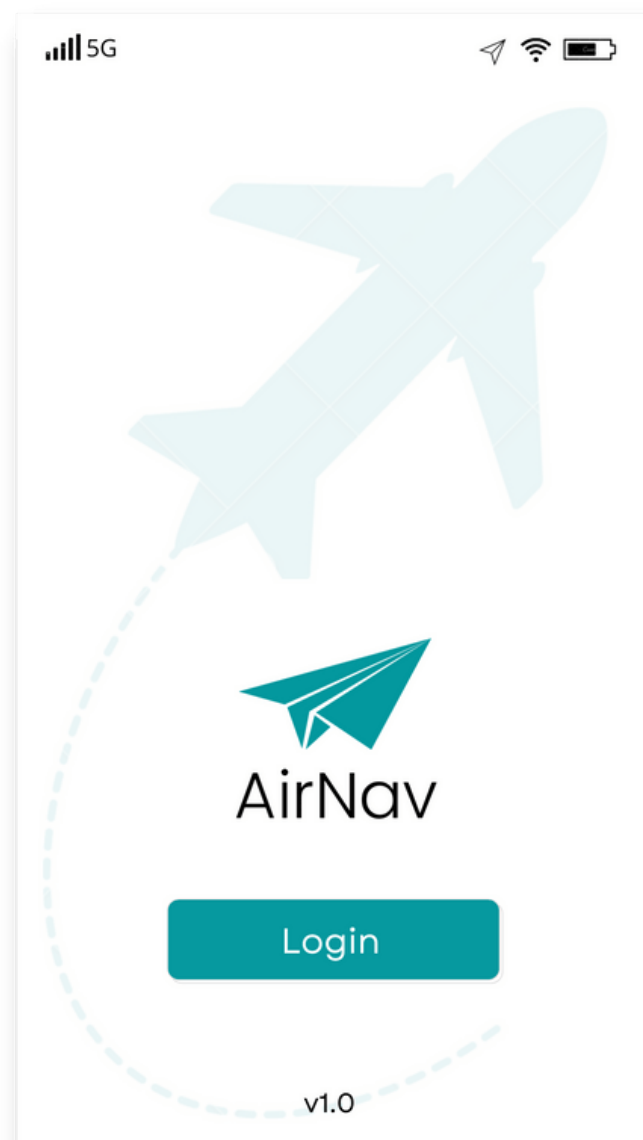


# Major Milestones



# Current Status & Future Scope

## UI Prototype:



**In the future, the focus is to:**

- Operate Internationally across airports, railway stations etc.**
- Operate in multiple languages and offer translation services to travelers at foreign locations**
- Collaborate with Hotels, restaurants, travel companies and offer our customers good deals**
- Offer our services for other modes of transport and add a payment gateway in our app**

# Our Proposal

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**We are asking for an investment of **\$1 million** for a **15% stake** in our company.**

**We also encourage professionals from different backgrounds to work with us under the **Equity for Compensation** model.**

## Our team:



**Mr. Manan Gor**  
**Founder**  
**CEO**  
**BE (Mechanical)**  
**MS in Management of Technology**



**Mr. Niloy Mukherjee**  
**Co - Founder**  
**CTO**  
**BE (Mechanical)**  
**MS in Management of Technology**



**Ms. Shreeya Jain**  
**COO**  
**Marketing and Sales**  
**BE (Production)**  
**MS in Management of Technology**

Thanks!



AirNav

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**Questions?**  
**Any Suggestions?**