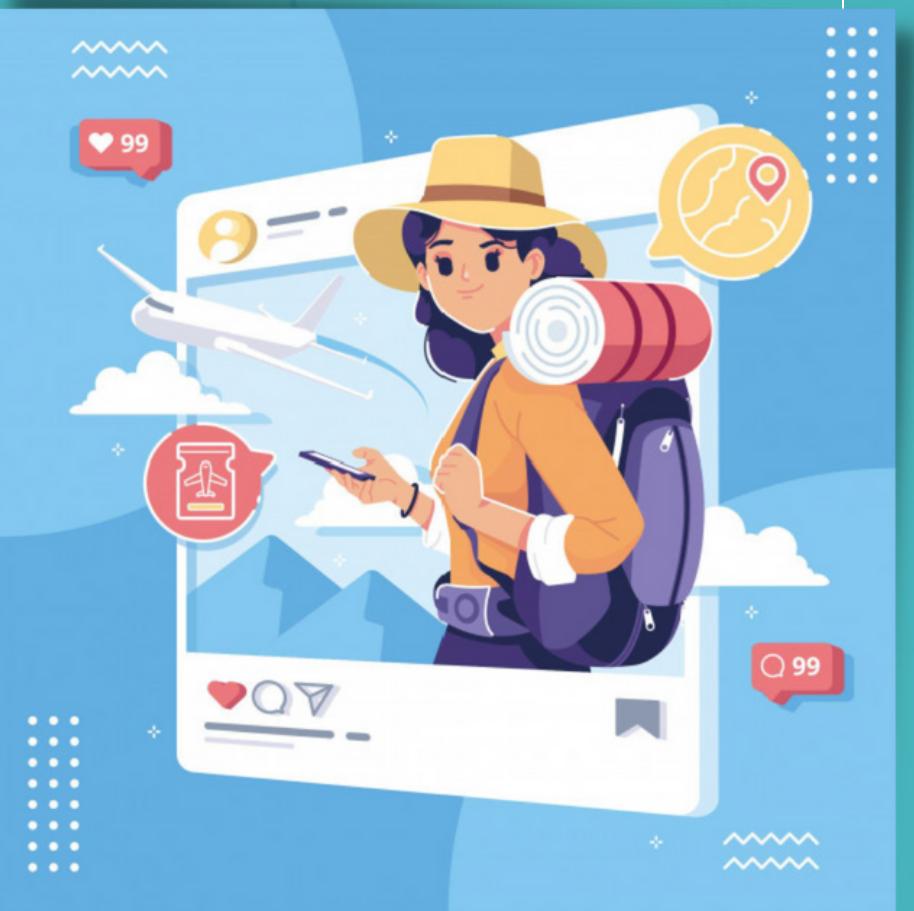
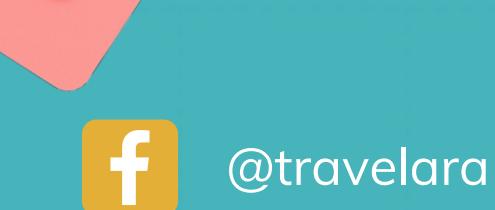


GET SET GO !!!



TRAVELARA

•INSPIRE TRAVEL • SOCIBES



Travelara Problem Statement



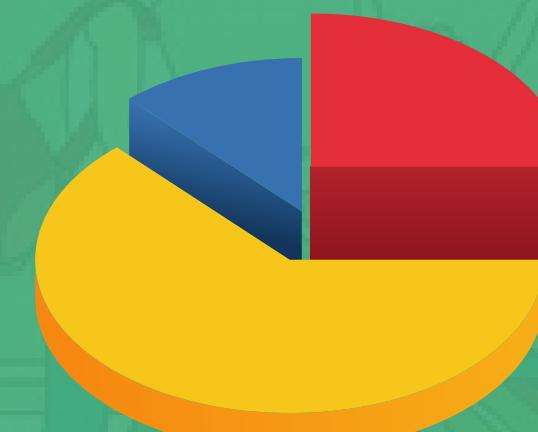
While most Social-Media platforms provide a space for the new Celebrities-Social media influencers, it is a generalised platform where anyone can post about anything. This makes it hard to discover specific types of creators or brands to follow.



64 % of people say that influencer content impacts which hotel or resort they choose to stay at when travelling. ~SiteMinder

48% of all content on Facebook, YouTube and Instagram which make for 79% of all social media content is made by Travel vlogger

~IJSRR

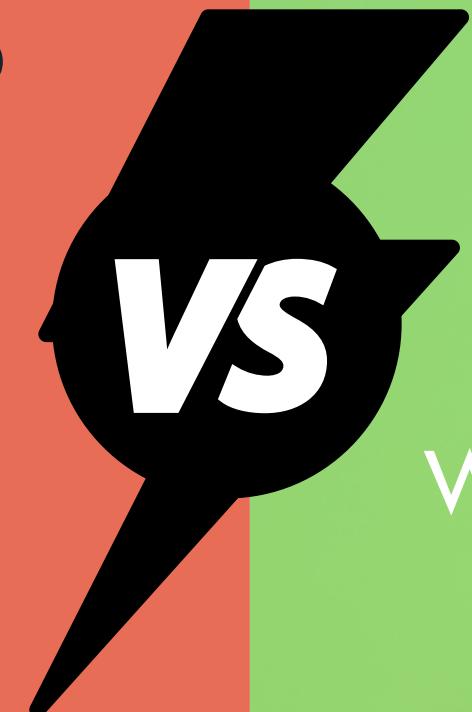


86% of people (and 92% of Gen Z) said they've become interested in a specific location after seeing user-generated content.

~Stackla

CURRENT SOLUTION

Generalised platforms don't use specific tools to help creators collaborate with brands, create content or receive and manage income.



OUR SOLUTION

Travelara helps travel vloggers to collaborate with brands while promoting their own content to other users, all while making and managing an income.

Users can recommend tours, spots and services to their friends while earning rewards

CUSTOMER SEGMENT

Customer Name and Profile

Michael is a travel enthusiast

1

2

3

Demographics

Michael has interests in various types of tourism such as

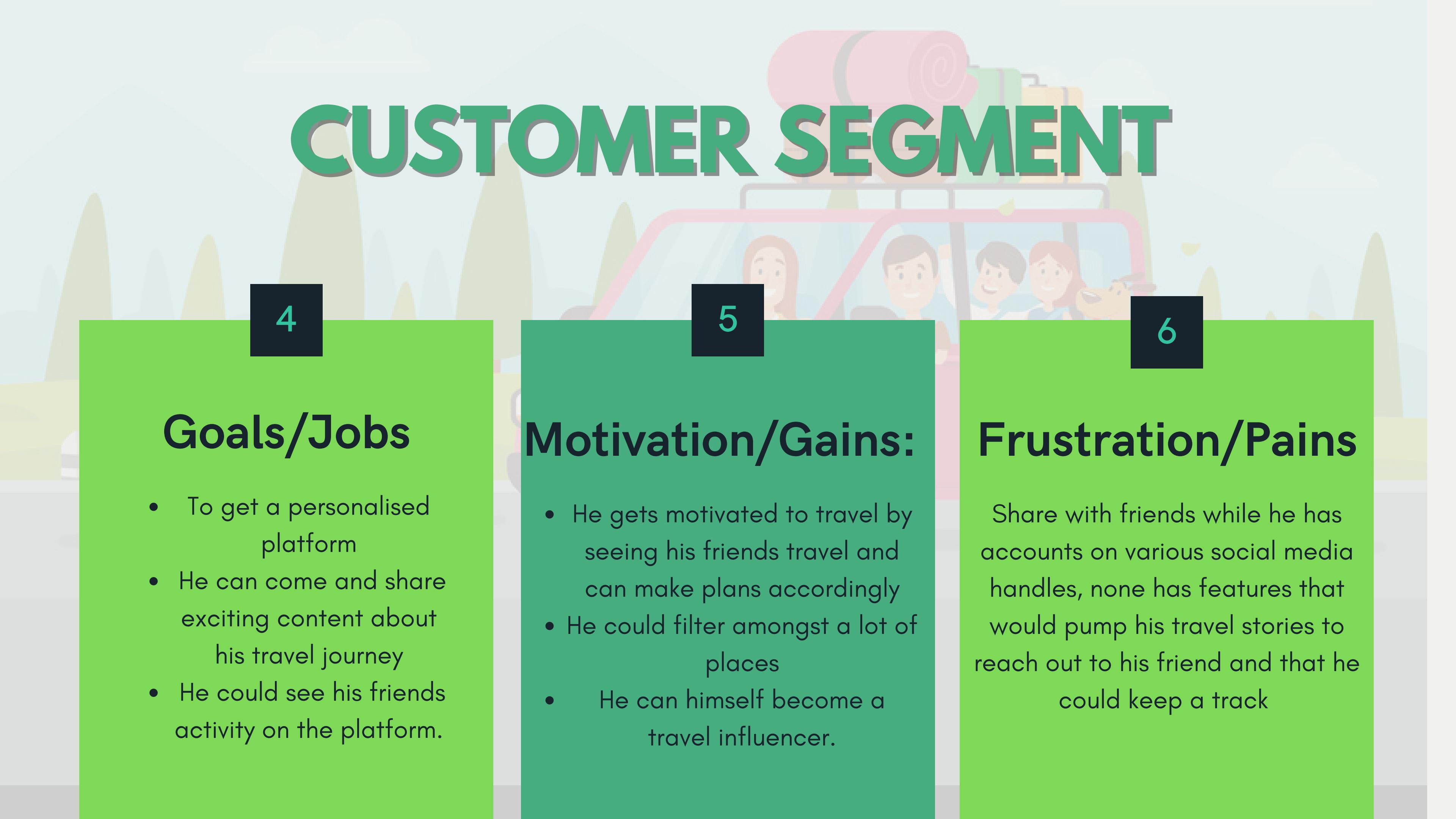
1. Religious pilgrimage travel
2. Nature and its beauty explore
3. Wildlife and Flora explorer
4. Cultural and heritage tourism

Bio/Journey/Story

- Michael loves to share his travel stories
- He also takes interests to view his friend's travel journey



CUSTOMER SEGMENT



4

Goals/Jobs

- To get a personalised platform
- He can come and share exciting content about his travel journey
- He could see his friends activity on the platform.

5

Motivation/Gains:

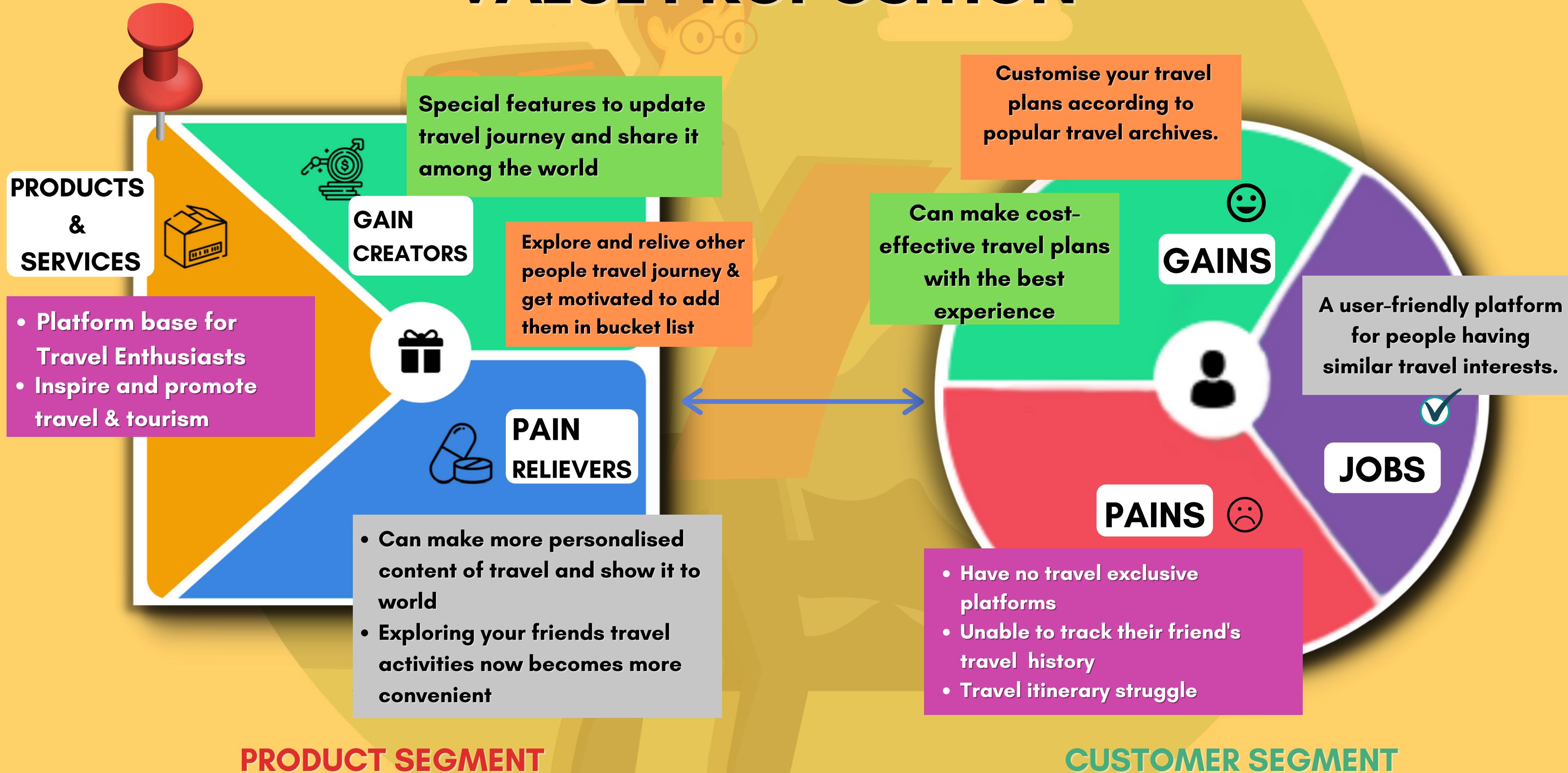
- He gets motivated to travel by seeing his friends travel and can make plans accordingly
- He could filter amongst a lot of places
- He can himself become a travel influencer.

6

Frustration/Pains

Share with friends while he has accounts on various social media handles, none has features that would pump his travel stories to reach out to his friend and that he could keep a track

VALUE PROPOSITION



Key Partners

- Hotels
- Private tour companies
- government tourism board
- Influencer travellers
- other social media platforms

Key Activities

- Platform development and maintenance
- User engagement

Key Resources

- App
- servers
- funding
- developers

Unique Value Proposition

Customers will get live updates on their friends/preffered travel influencers' travel history and get similar recommendations of accomodation and travel as their friends when they want to visit the same place

Customer Relationships

- Monetize social activity
- personal travel assistant
- friends/Social connections

Channels

- Social media promotions
- Word of mouth
- Advertisements on partner travel websites.

Customer Segments

- Travelling enthusiasts (Under 40)
- influencers
- social media users

Cost Structure

- Fixed costs- development team + Infrastructure (4-6 developers- \$50-80K p/a)
- Variable costs- advertising & marketing costs, reward points. (\$5K-7K for~1M ad spot views p/a + \$5-15 per user + \$10K-sponsorships)

Revenue Streams

- Advertisement of partner travel sites and organizations (\$9-12 per 1K views) (expected ~100K ad spots p/m ~2Y)
- discounts used for bulk booking options (Internal)

FOR

FOR Travel Enthusiasts & People who love to explore others Travel Diaries.

WHO

- Who want a travel exclusive platform
- Categorise travel content
- keep updated about their friend's travels journey
- want to share their travel experience

THAT

Touch up on key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).



UNLIKE

Unlike-Instagram,Google maps.

OUR PRODUCT

- Travel exclusive platform
- keep track of friend's travel activities.
- Frame your itinerary



ACTIONS/NEXT STEPS



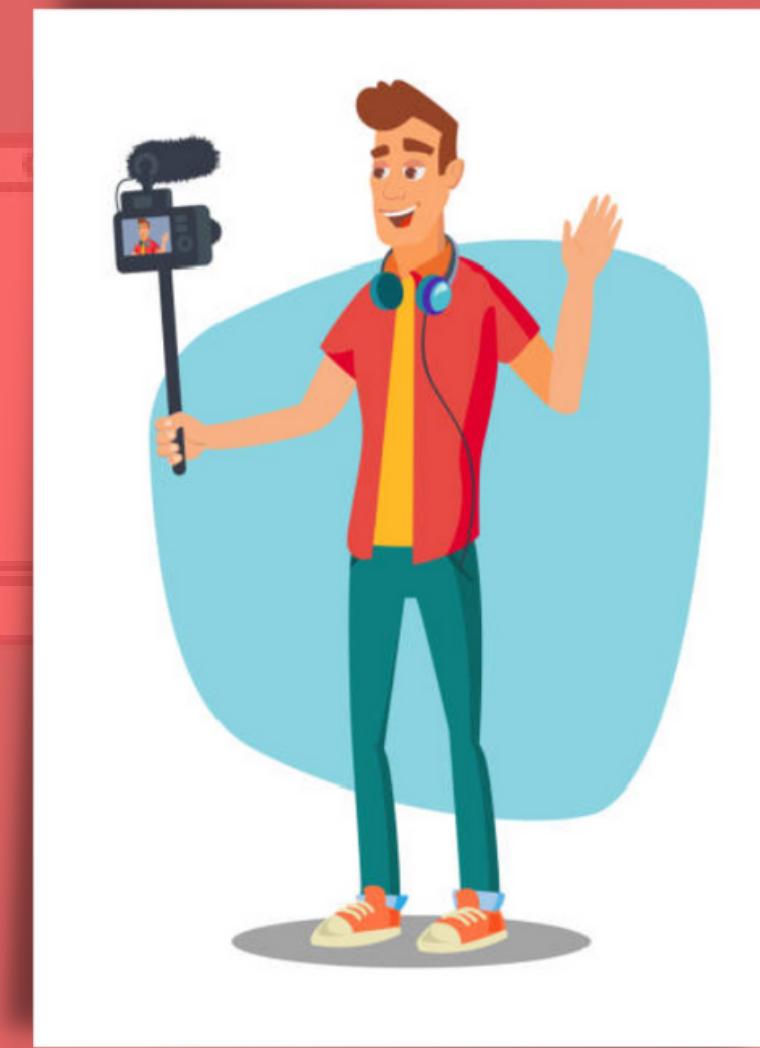
**Customer's
privacy is our
priority.**



Partnering with third-party travel websites as well government tourism departments for promoting tourist sites.



Premium features for travel influencers for travel consultancy services.



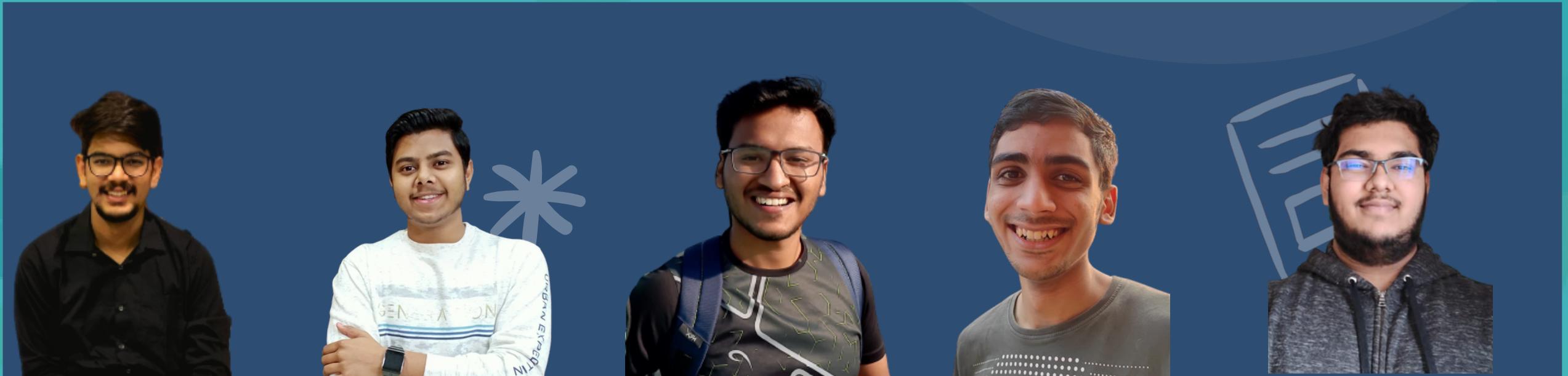
Reward points for travel influencers.



READY SET TRAVEL!

We are open for any doubts/queries.

THANK YOU



PRIYANSH JAIN SNEHIL JAIN ABHISHEK GOYAL ARPIT KOGTA ATHARVA GUPTA

TEAM -8 INSOMANIACS

We are open for any doubts/queries.
Prototypes are being ready!

