

Expiee.com

NEW WORD FOR “LOCAL EXPERIENCES”

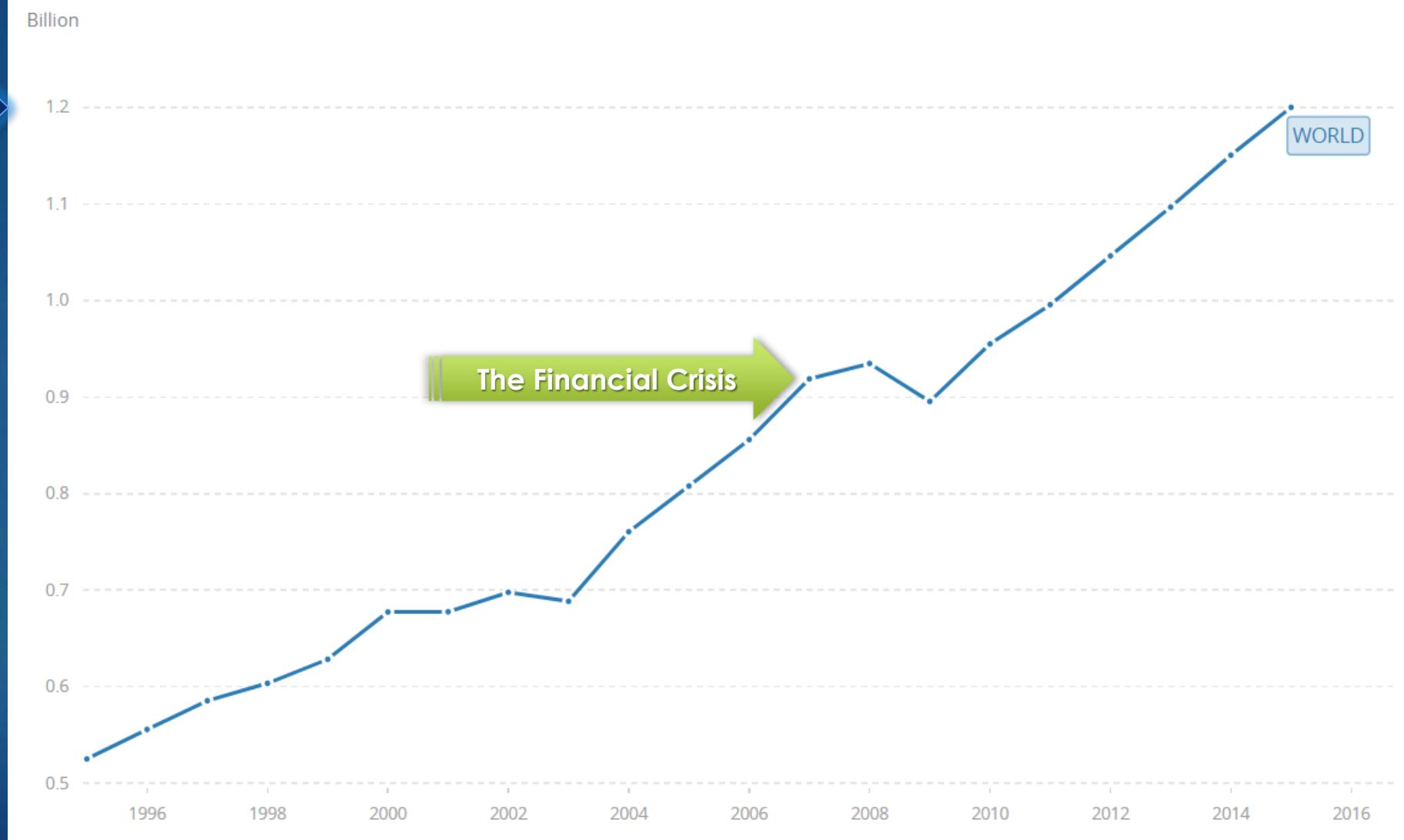
Table of Contents

- 
1. Why **Tourism?**
 2. Current Market's State
 3. Emerging **Trends**
 4. Why **Experiences?**
 5. Market Size & Competitors
 6. About **Expiee.com**
 7. Company Overview
 8. Sales & Marketing Strategy
 9. Pricing Scheme
 10. Management & Organization
 11. Meet the **Founders**
 12. Financial Plan
 13. **Prototype**

Why Tourism?

This sector
is on a
constant
growth

Growth



The 2007
financial
crisis did
not have
a
significant
impact.

Tourism
increases
moral in
difficult
times.

Current Market's State

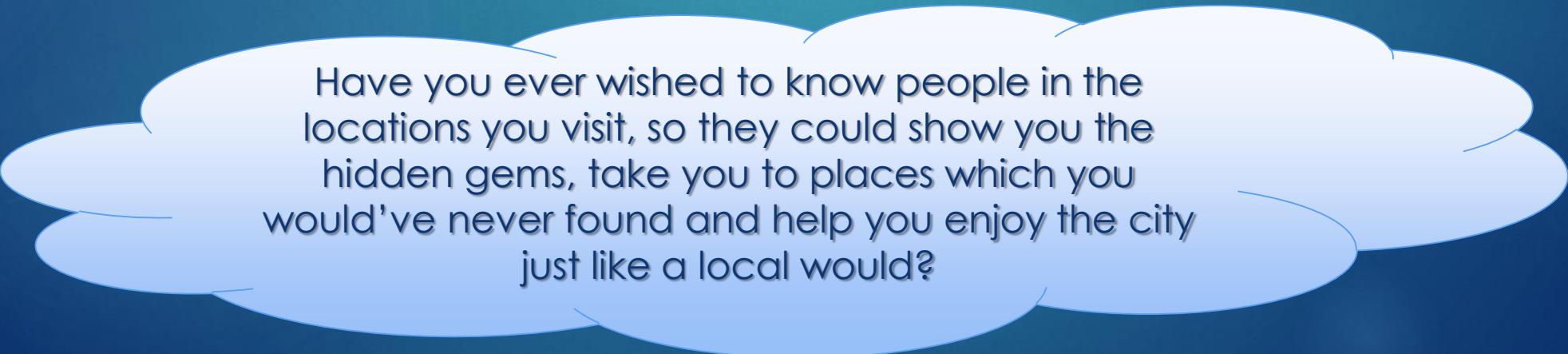
- ▶ The tourism sector is currently combined of the generic tour agencies. Providing sightseeing tours to the well known attractions in a specific location.
- ▶ Several Websites offer **B2C** services for travelers – creating a database of local businesses in various cities.
- ▶ Private tour agents try to offer their knowledge to travelers – They target Facebook and other Social Media Platforms, in order to attract customers.
- ▶ There is a shift towards **Sharing Economy** in tourism – There is a need for a platform to facilitate all service (experience) providers within the sector. **Locals who offer their unique knowledge of local gems and authentic activities around.**

Emerging Trends

- ▶ **Millennials** - They are the largest generation nowadays who love travelling and experiencing new things they have yet discovered.
- ▶ **Active & Adventure** - Variety of activities that can be provided by and experienced with locals. E.g. Hiking, Safari, swimming with dolphins, sightseeing of special gems, etc.
- ▶ **Food Tourism** - Cooking workshops, farm tourism, food markets, authentic dinners, etc. A great opportunity for **locals** to embrace.
- ▶ **Social & Local Experiences** - There is a shift towards social connections and experiences when deciding to travel. People seek for closer connections and deeper understanding of the locations they travel to along with the local cultures, traditions and unique local gems.
- ▶ **Photography** - There is an opportunity to bring professional tourism related photography back to life, rather than taking clumsy pictures via smartphones. Cameras have become ever more greater than before with regard to quality and features. Thus, an incline in more professional photography is predicted.

Why Experiences?

- ▶ The tourism industry like many other markets including banking - is moving away from the traditional approach of **B2C** and towards **Sharing Economy** (Peer to Peer).
- ▶ Previously, this shift happened in the transportation and hospitality industries (by Uber and Airbnb, respectively). Now, the same metamorphosis is coming to the rest of the tourism space - and **Expiee.com** is here to capitalize on the coming changes.



Have you ever wished to know people in the locations you visit, so they could show you the hidden gems, take you to places which you would've never found and help you enjoy the city just like a local would?

Market Size & Competitors

- ▶ **Indirect Competitors:** There are several indirect competitors in the tourism industry. They offer **B2C** activities, E.g. organized tours, sightseeing buses, carting, transportation cars, etc. - unlike our **C2C** approach.
- ▶ Only 2 **direct competitors, globally**. The main competitor which entered to this segment only recently, in 2017, is **Airbnb**. We have established clear **Differentiation Strategy & Values** (Slides 14-15). They operate primarily in USA while the other in few cities in Europe mainly – a relatively young company. Both do not have strong presence in any market with regard to the niche we are entering to.
- ▶ The **only 2** direct competitors in the market established a **small** presence in several markets – presence that is **weak** and not dominant in any region. Thus, giving us the opportunity to enter any market without entering into rough competitions.

Market Size & Competitors

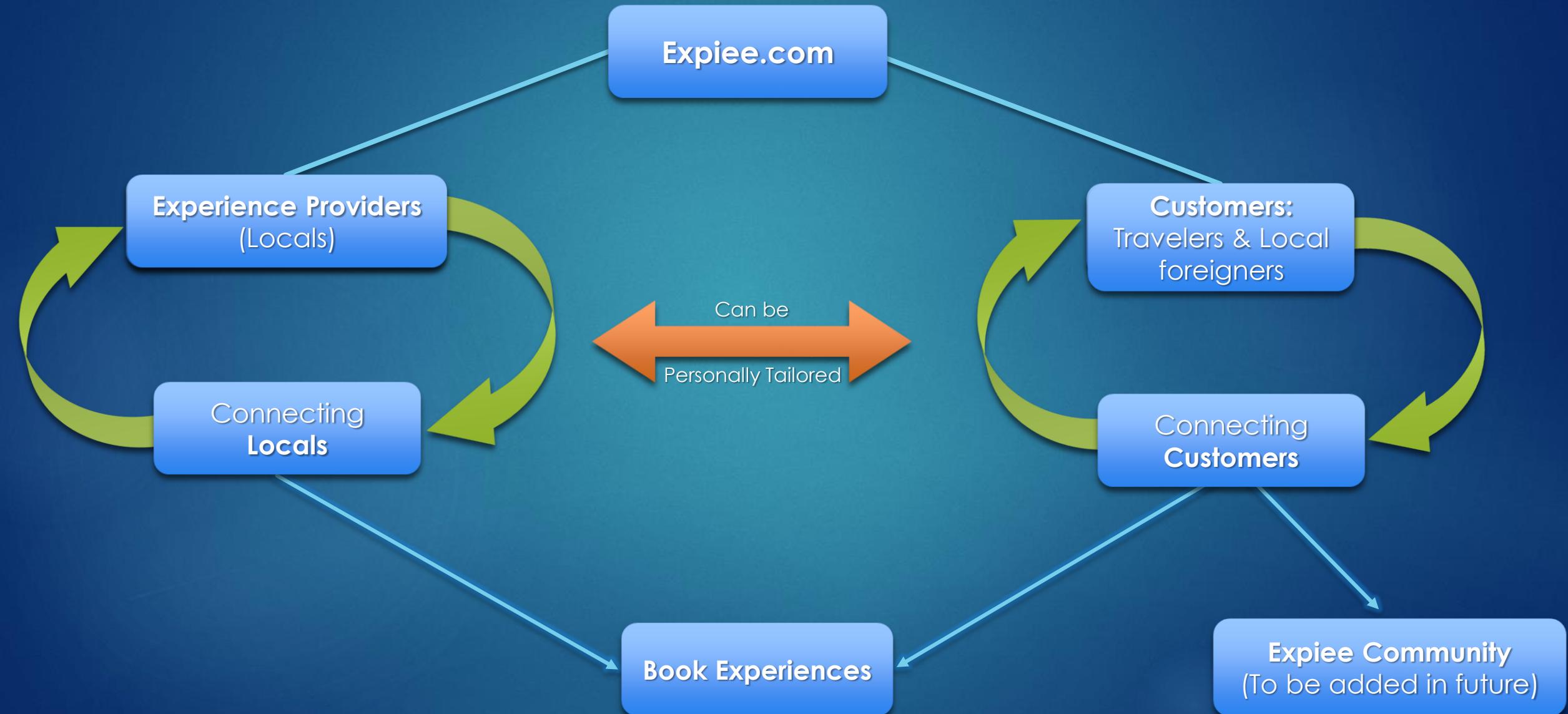
- ▶ The tourism industry offers wide variety of approaches to types of offers that can be given to travelers. By that, when focusing on the activities sector in the tourism industry, the competition is moderate as there are few companies that provide B2C activities globally (e.g. Viator, Your guide tour, etc.), while only 2 in the local experiences sector (which makes it a niche with low competition).

- ▶ There is a variety of tourism agencies that offer tourism packages such as sightseeing bus tours along with flights, although, we focus on a different target audience, a different type of potential customers, which makes such companies as indirect competitors.

About Expiee.com

- ▶ Local people can offer both travelers and foreigners who live in the country, various activities to do. The goal is to replace the traditional B2C approach and bring it to the hands of people, locals (Handcrafted activities).
- ▶ Thus, delivering authentic experiences which you could have never experienced unless you are a local or know locals.
- ▶ Locals can be as creative as they wish with regards to types of “experiences” they hope to provide (as long as they have our consensus). Thus, creating endless possibilities of experiences.
- ▶ The essence of Expiee.com comes from uniting people. This time not virtually as Facebook and other social media platforms do, but physically meeting people from all around the world, learning about their cultures and traditions while having an unforgettable authentic experience.
- ▶ Above all that, travelers can finally be in a foreign city like a local and most importantly, understand the culture they are visiting - which over time creates deeper bonds among people around the globe.

About Expiee.com



About Expiee.com

Expiee Community
(To be added in future)

Expiee Community (Extra)

The “Expiee Community” is another section that will be next to the platforms – It will be integrated at a later stage, after the “experiences” section is working well.

The community section will be sort of a “room” in which travelers can open groups and ask for other travelers to join for whatever they wish to do. That is a purely social group and is monetized by native advertisements & Sponsorships.

This section facilitate various groups of people that simply want to hang out when they travel abroad.

About Expiee.com

End User

(Travelers / Local Foreigners)

Personal Interface

Flights - Destinations – Experiences - Suggesting more experiences if there are gaps among the booked ones
- Share your timetable with fellow travelers & more



Enjoying Expiee Community

Travelers can meet each other to book experiences or simply to hang out with others

Enjoying Hand Crafted & Personally Tailored **Experiences, by Locals**

Company Overview

- ▶ **Our Mission:** To revolutionize the tourism industry by connecting people from all around the world to enrich their lives with authentic, meaningful and fulfilling experiences, provided by local people. We promote Sharing Economy Society.

- ▶ **Our Vision:** To become global players in promoting social activities (**Experiences**) by connecting locals with travelers. Restoring sense of trust, kindness and unity within our global society.

Goals & Milestones:

1. Dominating the **Hungarian & Israeli** markets (We know these markets). Then moving towards Developing countries in CEE region (I.e. Balkan region, Prague, Slovenia, etc.) – Countries in which the **economy & tourism sector are growing**.

2. After establishing presence in the developing countries in Europe, start moving towards Western Europe, developed countries such as **Italy, France, Spain & UK (Strong economies)**.

3. Moving to **Asia** (mainly Thailand) with plans to enter the **US, Latin America & Canadian Markets**. In addition, to specific developed regions in **Africa** – Great potential for this niche.

Company Overview

Target Audience:

- ▶ **Millennials:** This group of people is the main target audience as they are the majority among online users. Millennials are the ones who want to experience life differently, make changes and go against "standard" and "normal". They are usually the early adapters (ages 18-36).
- ▶ **Generation X:** Secondary target audience as they are less prone to be online compared to the Millennials, although, they do seek for closer human interactions (ages 37-56).

Competitive Advantage

1. Being one of the **first players** (there are only 2 currently, globally).
2. We connect travelers when flying abroad, thus, enabling them to book experiences together and not to be alone – **Expiee Community**.
3. **Convenient interface** for experiences and flight schedules, organized in one place, visually simple.
4. We **connect hosts** among themselves - by doing so, they can offer packaged experiences (partner with other hosts) to have a better experience.

Company Overview

Differentiation Points vs. Main Competitor

1. In addition, we aim to provide such experiences that are also better tailored for locals themselves, rather than just for travelers (**For locals, by locals**).
2. Our brands **positioning** is already different than the main competitor's approach, as we do not want just experiences but to make it a pure social platform for activities lovers, travelers, etc. - **Book experiences and to socialize** (I.e. Expiee Community, Expiee Specials, Master Expiee – Host, etc.).
1. Hosts that provide their experiences, can make "**special events**" / "**Limited offers**" for certain period of time, in case there are special events in the area for example.
2. We target mainly individuals or groups who want to provide authentic experiences (Eliminate businesses as we focus on **Sharing Economy, Peer to Peer approach**), unlike our main competitor who has a mix of both professionals (more business like service) and individuals.

Sales & Marketing Strategy

- ▶ Firstly, we aim to partner with online influencers - bloggers, YouTubers, etc., who have many followers, in order to attract hosts.
- ▶ After establishing a good amount of hosts, we start targeting travelers via online marketing and online influencers. That includes social media marketing and google ads.
- ▶ Promotion strategy is important later on for a "friend brings friend" incentive - giving away 20-30€ for a host that brings another host.

Pricing Scheme

[Booking Experiences]

We take 20% commission from the prices given by hosts who provide the experiences. That 20% is added to the original price, which is how the customers see it.

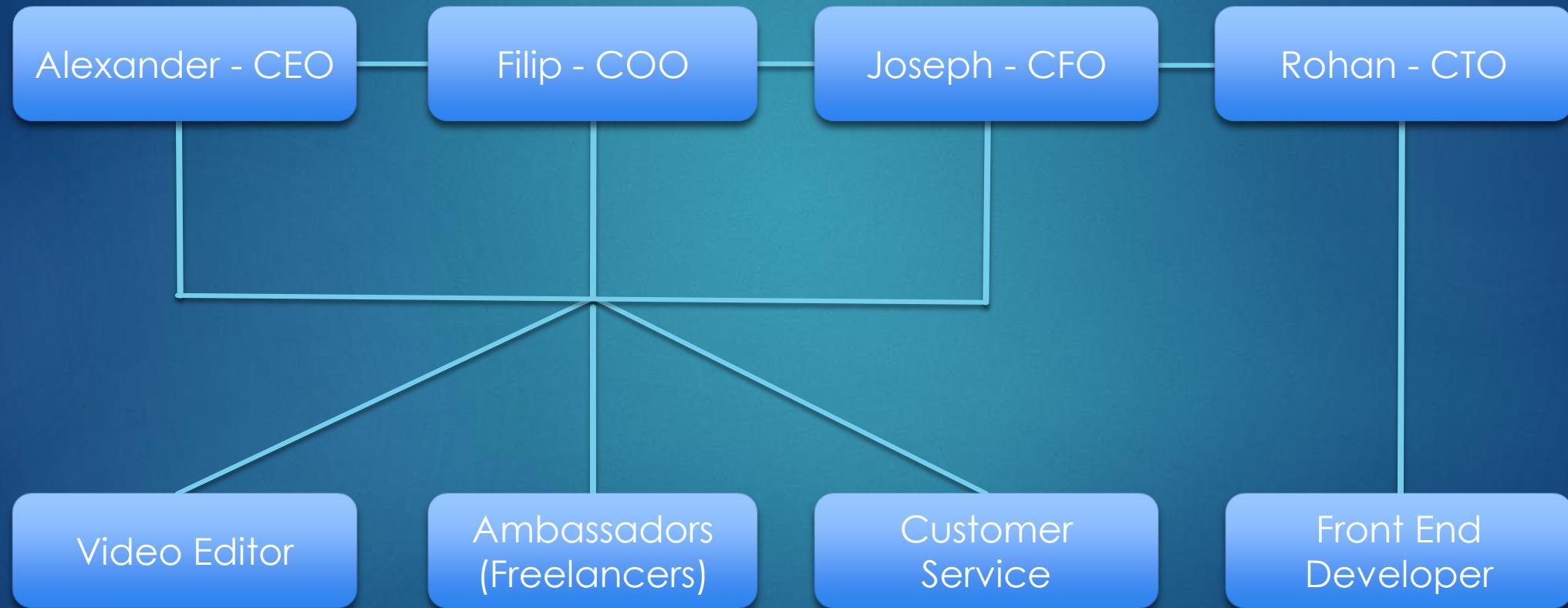
- ▶ **Price for customer** = Original price + 20%
- ▶ **Photographers** (Representatives): 10€-20€ per hour.
- ▶ **Expiee Community**: PPC (Pay per Click) Advertisements.

Management & Organization

[The founders are with Entrepreneurial backgrounds]

- ▶ **Founder & CEO: Alexander** - Was a partner and business developer in a 3D ping-pong jewelry business and has experience with online marketing. **Owns MSc degree in Marketing - Oxford Brookes University & BA/BSc degree in Business Studies - International Business School, Budapest.**
- ▶ **Founder & COO: Filip** - Running vacation rentals management business, thus, possess knowledge of the tourism industry. **Owns a BA/BSc degree in Business Studies - International Business School, Budapest.**
- ▶ **Founder & CFO: DR. Joseph** - Is officially a Doctor, graduated from **Semmelweis University for Medicine, Budapest**. He started a vacation rental management business along with *Filip*.
- ▶ **IT partner & CTO: Rohan** - With 7 years of experience of programming in various companies, on different platforms, with variety of programming languages. **Owns a BSc in IT & MBA degrees.**

Management & Organization



Meet the **Founders**

Filip Kustudic

Alexander Golden

Joseph Mahly



Financial Plan

Expenses

Fixed Assets	Amount	Depreciation (years)	Notes
Real Estate-Land	10,200	Not Depreciated	Rent
Real Estate-Buildings		20	
Leasehold Improvements		7	
Equipment	2,500	7	Computers & related equipment
Furniture and Fixtures	1,500	5	
Vehicles		5	
Other	400	5	Windows, Anti-Virus and other subscriptions
Total Fixed Assets	\$ 14,600		
<hr/>			
Operating Capital	Amount	Notes	
Pre-Opening Salaries and Wages	122,400	3000€ Developer Partner 2000€ for each Founder 1200€ Front end Developer	
Legal and Accounting Fees	3,600	300€ /month	
Rent Deposits	1,700	2 months deposit	
Supplies	500	Cleaning and other office supplies	
Advertising and Promotions	15,000	1 year - (1,250€ /year) - Advertisements & Promotions	
Other Initial Start-Up Costs	10,080	1 Year - Freelancers (Photographers & Representatives)	
Total Operating Capital	\$ 153,280		
Total Required Funds	\$ 167,880		

Financial Plan

Expenses - Wages

Employee Types	Number of Owners /Employees	Average Hourly Pay	Estimated Hrs./Week (Per person)	Estimated Pay/Month (Total AVG)	December	January	February	March	April	May	June	July	August	September	October	November	Annual Totals
Owner(s)	3			€ 6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	6,000	€ 72,000	
Partner - Developer	1			€ 3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	€ 36,000	
Full-Time Employees	1			€ 1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	1,200	€ 14,400	
Freelancers	Unlimited	15.00	14	€ 840	420	420	840	840	940	940	940	940	950	950	950	€ 10,080	
Total Salaries	5	€ 15.00	14	€ 11,040	€ 10,620	€ 10,620	€ 11,040	€ 11,040	€ 11,140	€ 11,140	€ 11,140	€ 11,140	€ 11,150	€ 11,150	€ 11,150	€ 132,480	

Total Required Budget:
200,000 €

Financial Plan

Sales Forecast

Product Lines	March	April	May	June	July	August	September	October	November	December	January	February	Annual Totals	Category Breakdown
Year 1														
Experiences Sold	10	40	100	160	300	400	480	600	700	850	1,000	1,200	5,840	
Total Sales	250	1,000	2,500	4,000	7,500	10,000	12,000	15,000	17,500	21,250	25,000	30,000	€ 146,000	100.0%
Total COGS	120	480	1,200	1,920	3,600	4,800	5,760	7,200	8,400	10,200	12,000	14,400	€ 70,080	48.0%
Total Margin	130	520	1,300	2,080	3,900	5,200	6,240	7,800	9,100	11,050	13,000	15,600	€ 75,920	52.0%
Year 2	March	April	May	June	July	August (Breakeven)	September	October	November	December	January	February		
Experiences Sold	1,200	1,300	1,450	1,550	1,700	1,850	2,000	2,250	2,400	2,580	2,800	4,000	25,080	
Total Sales	30,000	32,500	36,250	38,750	42,500	46,250	50,000	56,250	60,000	64,500	70,000	100,000	€ 627,000	100.0%
Total COGS	14,400	15,600	17,400	18,600	20,400	22,200	24,000	27,000	28,800	30,960	33,600	48,000	€ 300,960	48.0%
Margin	15,600	16,900	18,850	20,150	22,100	24,050	26,000	29,250	31,200	33,540	36,400	52,000	€ 326,040	52.0%

Financial Plan

Sales Forecast Breakdown

Cost of Goods Sold (COGS)

	Timeframe:	Month
	Product Line:	Booking Experiences
Amount spent on labor during timeframe	€	12,367
List any other variable costs associated with the delivery of your service during this timeframe.	€	2,400
Total Service Expenses	€	14,767
Number Units Sold During Timeframe		1200
Cost of Goods Sold Per Unit	€	12

Margin per Unit

Product Lines	Units	Sales Price Per Unit	COGS Per Unit	Margin Per Unit
Year 1	Experiences	€ 25.00	€ 12.00	€ 13.00
Year 2	Experiences	€ 25.00	€ 12.00	€ 13.00

Financial Plan

Breakeven

Gross Margin % of Sales		
Gross Margin	€	75,920
Total Sales	€	146,000
Gross Margin/Total Sales		52.0%
Total Fixed Expenses		
Payroll	€	143,261.10
Operating Expenses	€	4,595.17
Operating + Payroll	€	147,856
Breakeven Sales in Dollars (Annual)		
Gross Margin % of Sales		52.0%
Total Fixed Expenses	€	147,856
Yearly Breakeven Amount	€	284,339
Monthly Breakeven Amount	€	23,695

We hope you liked it...



Expiee.com

Have a look at our **prototype** - which
is undergoing development
(Currently, mainly the tabs on the
top of the page, work)

www.expiee.com/expiee

Team 