

# Frendy Tours®

*Tourism & more*

*Tourism is more than just a place  
encounter*

# Frendy Tours ...

First E-tourism platform that offers young professionals exciting networking tours and excursions to top world destinations with an online networking marketplace

# Frendy Tours premium services

- **Touristic packages**

Online booking for tours and excursions to top world destinations

- **Member subscription & networking**

E-Lounge for travelers networking before, during and after travel

- **Fill your basket service**

Online cultural, dinning, sports & wellness tourist market

# Our vision

Tourism is more than just new place  
encounter

# Our mission



Develop socially innovative tours for young professionals to craft lifelong exquisite memories among our travellers and inspire networking at destination and beyond.

# Opportunity

There is no E-Tourism platform that targets and networks young professionals along their travel span and provides them with tailored online market

- !! Non **age-targeted** tours fail
- !! Young professionals never targeted
- !! Social networking **before and after** travel is absent
- !! No **online market** offers exchange of touristic services for young professionals

## *Our niche!!*

*Exceptional socially innovative networking touristic packages and online market for young professionals with unbeatable prices*

# The Problem

Absence of e-tourism platform that targets and networks young professionals for tourism exploitation and social networking

# Frendy Tours target



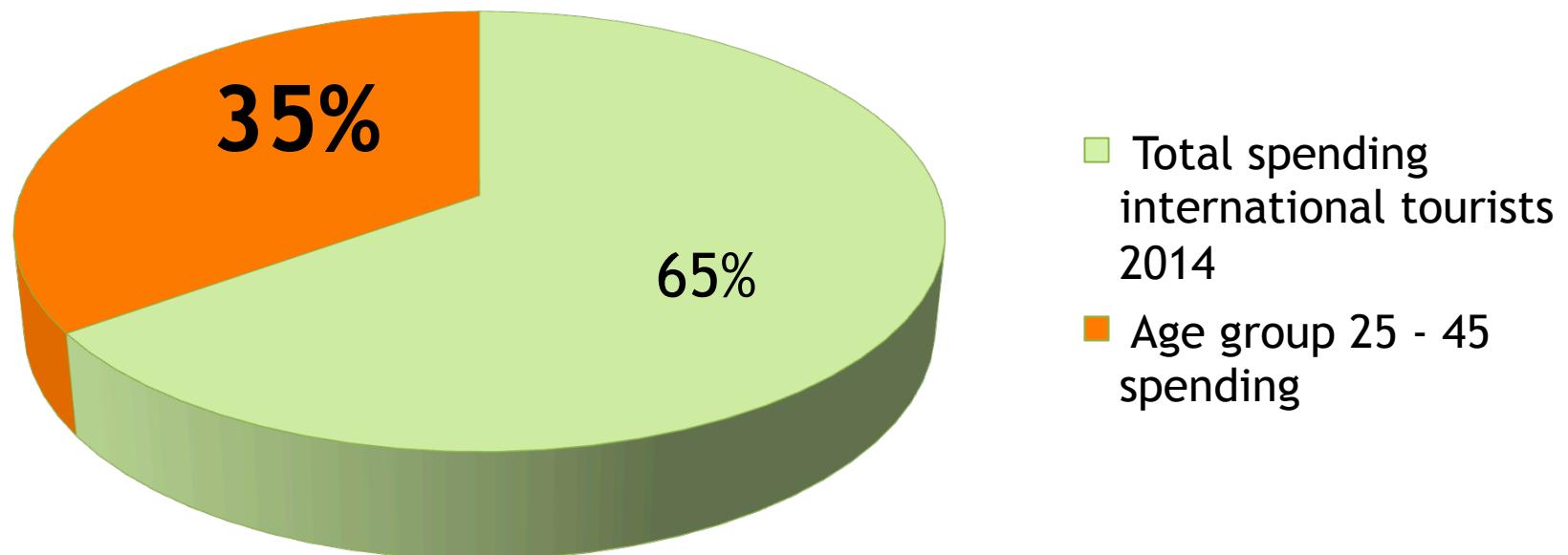
# Market size

Year 2015	Africa	Americas	Europe	Asia	Middle East	TOTAL
Number of Tourists	53 Million	193 Million	608 Million	279 Million	53 Million	1,186 M Tourist
Spending in US Dollars	33 Billion	304 Billion	451 Billion	418 Billion	54 Billion	\$ 1.323 Billion

Source: World Tourism Organization UNWTO 2016

**HEY!!  
OPPORTUNITY**

## International tourist spending % according to age group 25-45 of total spending in 2014



Source: [http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=tour\\_dem\\_exage&lang=en](http://appsso.eurostat.ec.europa.eu/nui/show.do?dataset=tour_dem_exage&lang=en)

# Traction

- Market research and analysis 31/03/2016
- Documentation of competitors 31/09/2016
- Design of Project Charter 10/09/2016
- Fundraising ongoing Phase 1 till 31/12/2016
- Contractual agreement for website development

# DEMO

## E-Lounge

Photos  
Messages  
Chat

Online E-platform  
for young professionals

## Touristic Packages

Tours  
Excursions

## Fill your Basket

Sports  
adventures  
  
Cultural  
Events  
  
Culinary  
Experiences  
  
Well being  
offers

# Marketing and Growth Strategy

Market segmentation & target city clusters ex.

## Market segmentation

TARGET Y1

Oct17 - Oct 18

### Cluster 1

Amsterdam - Dubai  
El Gouna - Hong Kong  
Hurghada - New York  
Paris – Prague – Rome

### Cluster 2

Athens – Bangkok –  
Cairo – Florence –  
London - Los Angeles -  
- Marsa Allam – Milan  
– Venice – Vienna –  
Zurich

### Cluster 3

Barcelona – Bruges –  
Brussels – Heraklion –  
Johannesburg - Luxor  
& Aswan – Milan –  
Seoul - Sharm El  
Sheikh - Singapore

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# Three year forecast

## 2017 – 2020

Year	Year 1: Y17-18 (10% profit)	Year 2: Y18-19 (20% profit)	Y3 Y18-19
Forecast Revenue	\$63,864.90	\$62,090	\$74,055.00
Net profit	\$5,805.00	\$10,348.40	14,811.00
Target number of tours	182.468 Tours	177.4 Tours	211.585 Tours
Average Tour Rate	<b>Average Tour Rate: 350 US Dollars</b>		

# Potential Investors

- Middle East Venture Partners - Dubai
- Nest - Hong Kong
- Ventech - Munich
- 360 Capital Partners - Paris

Main Competitors	Business type	Our Competitive Edge
Contiki	Online travel agency that offers tour packages, adventure activities, transportation and more related services.	Young professionals (older age segment/ more spending) - Fill your basket & E-lounge
Zozi	Online platform that provides booking software and registration tools for tours and activities suppliers	Age target, Fill your basket & E-lounge
Intrepid Travel	Online agency for booking group tours	Age target, Fill your basket & E-lounge
AESU	Online agency for booking group tours for young adults	Fill your basket & E-lounge
Top Deck Tours	Online agency for booking group tours to 30s	Fill your basket & E-lounge
Touring Travel	Online Tours booking to popular world destination	Fill your basket & E-lounge
Vayable	Online marketplace to discover, buy and sell travel experiences.	Part of our scope (Fill your basket)
Voyagin	Online marketplace that enables users to discover and book for tours, activities and things to do across Asia	Age target - Worldwide & E-loung

Sel

CONFIDENTIAL

# Team

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- **Sherine Hani Metry - CEO & founder**

Joint Master Degree in Sustainable Territorial Development, Paris1 Panthéon-Sorbonne (Paris), KU Leuven (Belgium) and University of Padova (Italy)

Major: Tourism, social innovation & value creation

Project: Creative industries, social capital and the value chain

Eight years experience in social development in project management and venture capital in Ashoka, United Nations and Johnson & Johnson

- **Goerge Talaat – Senior web developer**

**Bachelor of Science, Modern Academy**

Graduation Project: GIS system to determine shortest path between any two given points using VB and MS Access tools. Grade A

Ten years development experience in E-commerce & ERP development and project management consultancies in organization and software development

- **Shady Bedewy – Branding, designer & media officer**

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