



HOSTEL SOCIAL NETWORK

STORY

One day I lost my wallet in a hostel. This wallet went from a guy I watched TV with, to a guy I went to a bar with, to the reception office and finally to a guy who was sleeping in the same dorm as me. All those person though they would see me during the day...

That's **WHERE** and **HOW** I came up with an idea that brought us to you today

PROBLEM

Travellers don't meet people easily

Hostels can't pass an information through all the current guests at the same time

Tourism industry can't target tourists who are right now willing to consume, on vacation near by their business

SOLUTION

An app featuring a private chat room geo-localized in every hostel.

So in the same chat room:

TRAVELLERS
CHAT WITH
TRAVELLERS

HOSTELS CAN
REACH ALL THE
CURRENT
GUESTS

BUSINESS CAN
TARGET
TOURISTS

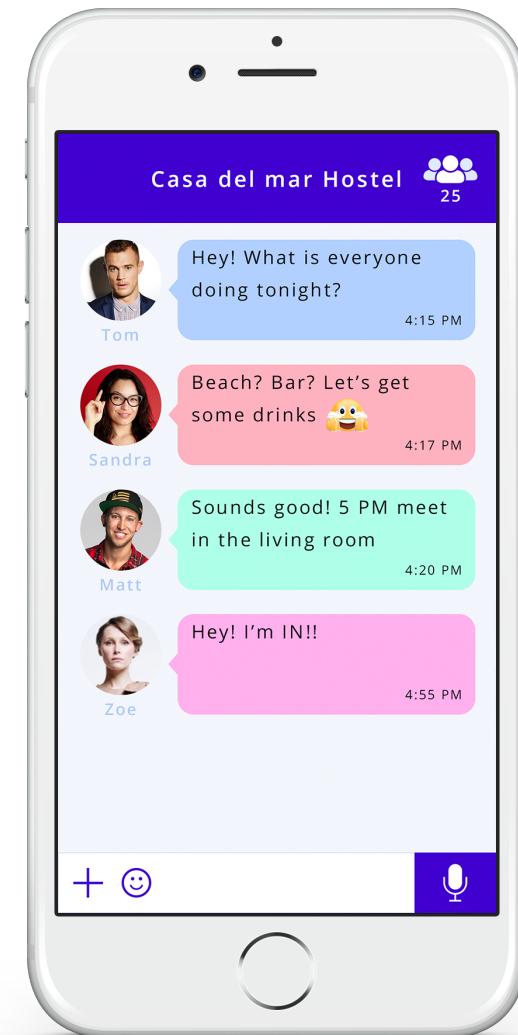
DEMO TRAVELLERS USE

www.wetel.me

MAKE NEW FRIENDS

ORGANISE GROUP ACTIVITIES

GET RECOMMENDATIONS



DEMO HOSTEL USE

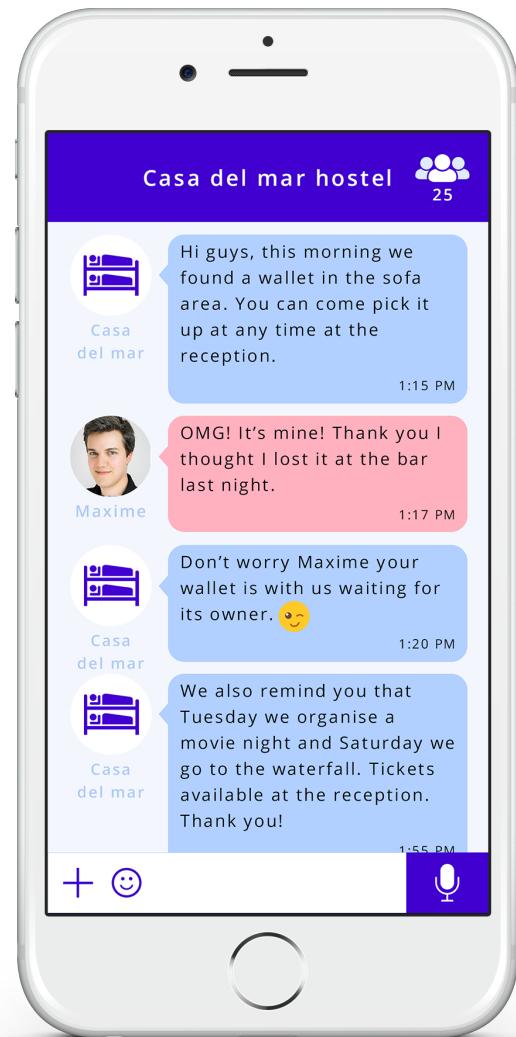
www.wetel.me/hostel-partnership

PROMOTE
EVENTS,
EXCURSIONS,
PARTIES

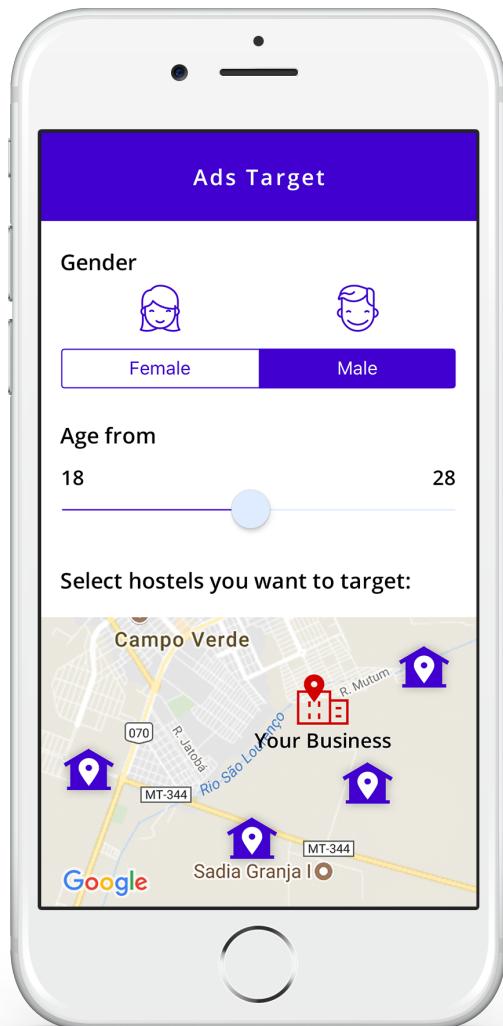
NOTIFY THE
LOST AND
FOUND
OBJECT

ANSWER
QUESTION
FROM YOUR
GUEST

REMIND THE
RULES OF THE
HOSTEL



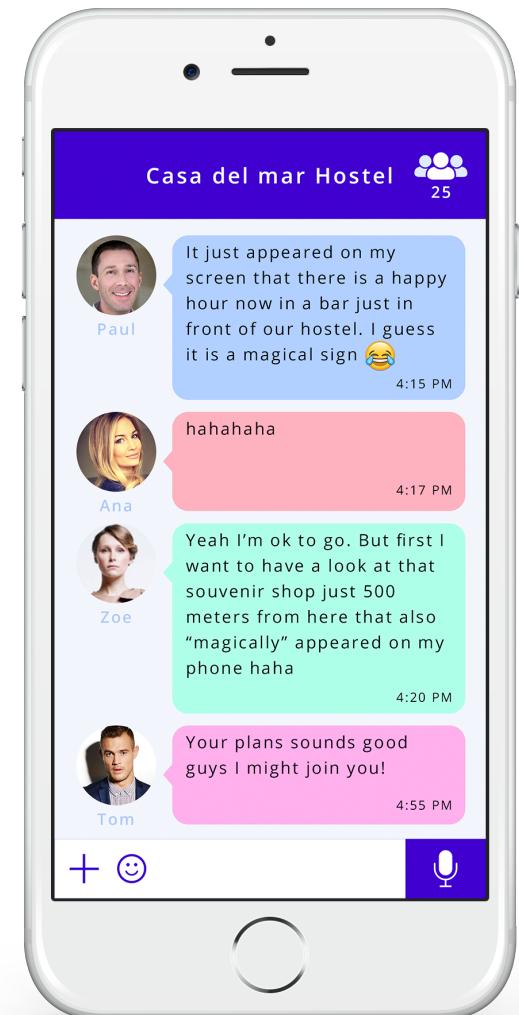
DEMO ADVERTISEMENT



**TARGET DIRECTLY
TOURISTS INSIDE
THEIR HOSTELS**

**PRECISE: choose
age, sex and nearest
hostel from your
business**

**EFFECTIVE: people
in vacation are more
tend to consume**



WHY NOW



**BACKPACKERS
(18-30y/o) will
do 300M
international
travel in 2020**



ST CHRISTOPHER'S INNS
BACKPACKER HOSTELS

**Has launch a
chat room app
for the people in
its branch
hostels**

PRODUCT

TRAVELLERS

FREE

PREMIUM

Check into the
hostel reception

Get the hostel
Wetel password

BUT only works if
you are geo-
localised inside the
hostel

No geo localisation
needed

No password
needed

Access every hostel
chat room from
anywhere

HOSTELS

FREE

PREMIUM

Create admin
account

No geo-localisation
needed

Access and manage
the chat room

If your hostel has
other branch in
different
countries or cities,
link your chat
rooms so it
promotes your
hostels directly to
your guest

MARKET SIZE

35 000 HOSTELS
IN 170
COUNTRIES

73% TO 76% OF
MILLENIALS AND
GENERATION Z
USE
SMARTPHONE
DURING THEIR
STAY

TRAVELLERS AGED
18-30 REPRESENT
190 MILLION OF
INTERNATIONAL
TRAVEL IN 2010
PREDICTION FOR
2020:300 MILLION

BUSINESS MODEL

SOURCE OF REVENUE

TRAVELLERS

HOSTELS

TOURISM INDUSTRY

PREMIUM
MEMBERSHIP FEE

PREMIUM
PARTNERSHIP FEE

ADVERTISEMENT FEE

COMPETITION

Backpackr, Tripwire, Tripr, Travello app

Backpackers community apps

St Christopher Inn App

Hostels chat room for all the St Christopher inn hostels and partners

Facebook Ads

Can target people on their sex, age, by what they like, and in a selected perimeter

COMPETITION ADVANTAGES

WETEL put you in touch with travellers a few rooms away from you

WETEL is for every hostels in the world and don't need the travellers to use other services to get access to the chat room

WETEL Premium give you access to chat room **before you book** so it help you to decide which hostel to choose

WETEL can target tourist in a selected hostel near by your business

FOUNDING TEAM

Maxime Rodriguez, 26 y/o

Studies: International Trade

Fluent in French, English, Spanish+ Basic Chinese

Travelled in Central America and Asia

Worked in hostels

Position: Founder, Website editor, Marketing

Indiana Leclerc, 26 y/o

Studies: International trade

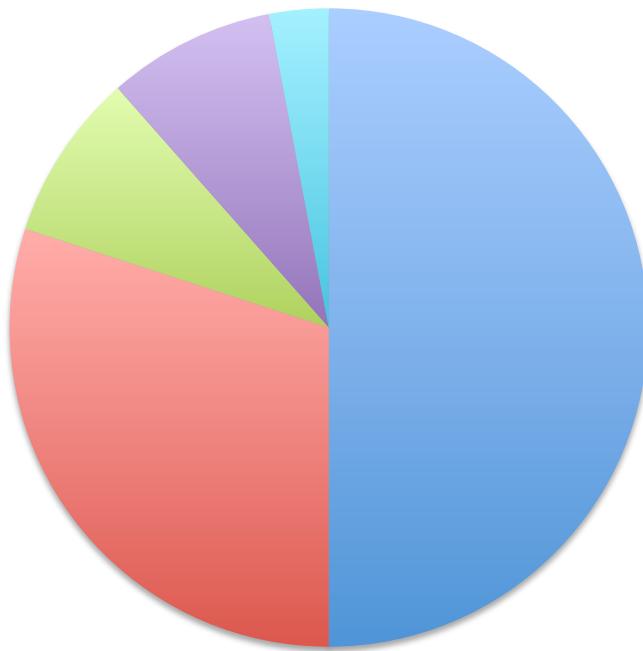
Fluent in French, Spanish

Travelled in all South America

Position: Co-founder Website design, UI-UX design

FUNDRAISING

100 000€



- App Development
- Prospection/partnership
- Communication
- Marketing
- Website improvement

EVOLUTION

Widen our market to hotel, camping, village resort,
spring break resort, ski resort

App real model is: **GEOLOCALISED CHAT ROOM**
We chose to target first the hostels and travellers because
we know and are this target

GEOLOCALISED CHAT ROOM can be in any public
or private place: Companies, student campus,
park, airport, start-up incubators...