iCity Guide

Revolutinary Travel Experiences

City tourist routes generator

iCity Guide

Revolutinary Travel Experiences

Choose theme and how long you want to walk

App will give you 5+ offers of routes beginning from where you are

iCityGuide is the easiest way to walk around the city with a meaning

Only 9 taps and you can begin your trip

Our Solution

To learn something about the city, you should

Buy a map and understand where you are

Browse a lot of sites about local sightseeings

Ask friends for advice

Use Google Maps to get one sightseeings

Market Size

Digital advertising expenditure $230 billion (TAM)
SAM (Location-targeted mobile ad): 40% of TAM = $92 billion
SOM: 5% of SAM = $4,6 billion

According to "Global Destination Cities Index" in Top 20 Destination Cities by International Overnight in 2016 were 217,71 mn.

Business Model

▶ Promotion of points inside routes - restaurants, gift shops, etc;

▶ Promotion in audio advertising inside the voice guidance;

▶ In-app sales of tickets to museums and events

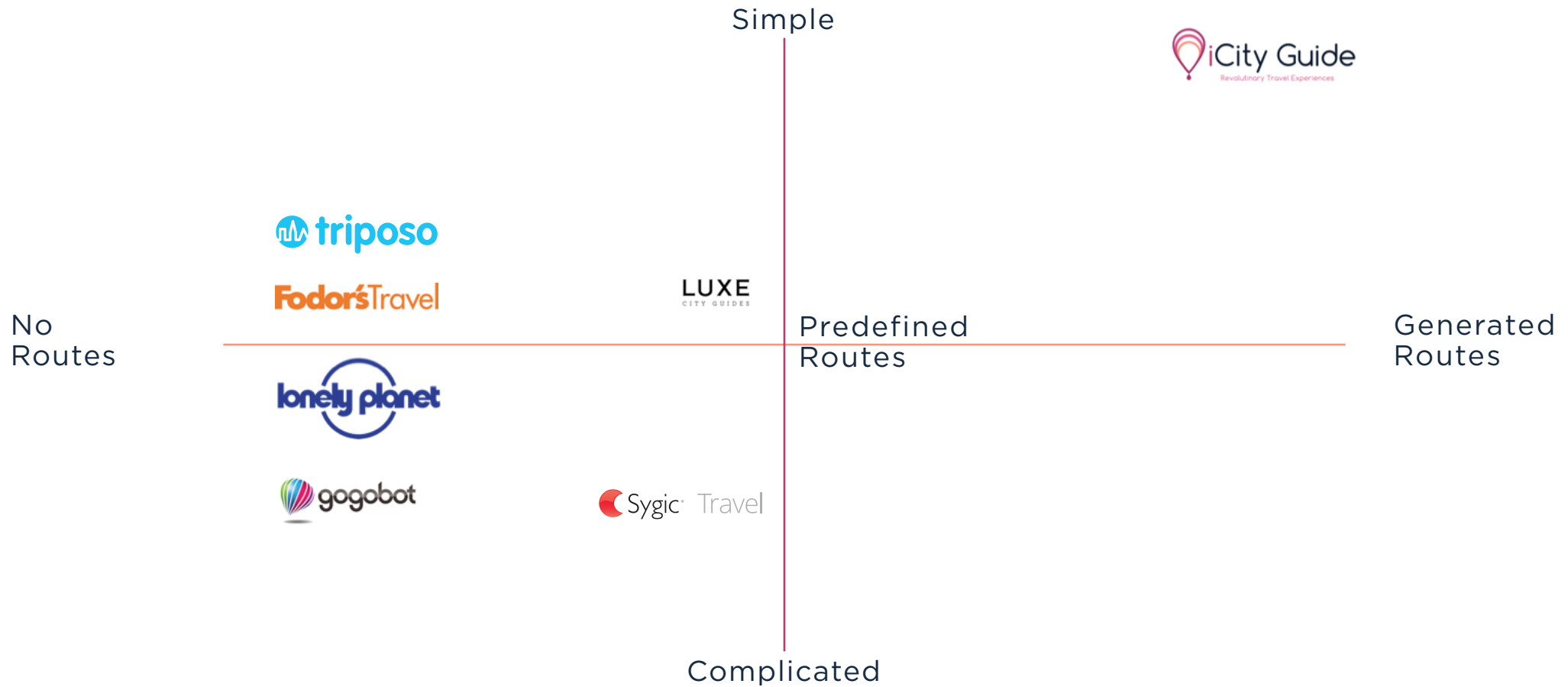▶ In-app sales of accommodation and transport (metro, bus, bikesharing, carsharing)

Our app is very easy

▶ 9 taps to start walking

▶ Route begins from where you are

▶ There is no cloud of points on map

▶ Only points interesting to you

▶ A specific voice guide only for your route

▶ AR for history of places

Competition

Simple

iCity Guide
Revolutionary Travel Experiences

triposo

Fodor'sTravel

LUXE
CITY GUIDES

No Routes — Predefined Routes — Generated Routes

lonely planet

gogobot

Sygic Travel

Complicated

Marketing Plan

▶ Banners - in airports, hotels, at taxi and bus stands near airports.

▶ Billboards - near the most popular attractions near airports.
and train stations.

▶ Flyers - in airplanes, trains, hotel rooms and reception, restaurants
and pubs, at major exhibitions and conferences.

▶ Indirect sales - add and application when buying tickets for a plane
or train, when booking a hotel or other accomodation.

Team

Alexander Elkin

Founder & CEO

9 years of experience

New media and Local tourism

5 projects, 2 apps, 2 ERP systems and 1 CRM systems

Niraj Maharjan

Co-Founder & CTO

6 years of experience

Javascript Script Fan

8 projects

Anais Gracia

Visual UX / UI Design

6 years of experience

Marketing Design & Product Design

User Experience

Milestones

▶ Beta version release - October 2017

▶ Launch in TOP-20 GDCI - January 2018

▶ Implementation of multi language - March 2018

▶ Implementation of full voice guidance - May 2018

▶ Implementation of AR - October 2018

▶ All-in-1 trip generator (hotels, planes, etc.) - 2019

▶ VR App - 2019