

PROJECT NAME:

**ProHiking**

TEAM MEMBERS:

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IDEA IN SHORT:

ProHiking is the ideal app for hikers, providing access to every single hiking trail in Romania. With detailed trail information, a user-friendly interface and essential safety features, ProHiking ensures that hikers can confidently explore and enjoy the breathtaking beauty of Romania's diverse landscapes.

# Hardcore entrepreneur hackathon3.0

## 1. PRODUCT - PROBLEM WE SOLVE



- ProHiking solves the problem of limited access to detailed information about hiking trails in Romania. Nowadays, many hikers struggle to find reliable and up-to-date data, resulting in subpar experiences and potential safety risks. Our app addresses this issue by providing a platform that contains every single hiking trail in Romania, along with essential details, ensuring hikers can plan and enjoy their adventures to the fullest.
- During crisis situations, such as the recent pandemic, people turn to sports and nature for solace. Hiking, being a perfect blend of these safe havens, becomes an ideal choice. However, the limited availability of reliable information about hiking trails poses a significant challenge, preventing individuals from fully embracing outdoor activities and hindering their ability to find respite in nature. ProHiking proves to be an indispensable tool, enabling people to navigate through uncertain times by providing the information, guidance, and reassurance needed to experience the healing power of nature through hiking.

## 2. OUR TARGET GROUP



- ProHiking targets outdoor enthusiasts, adventure seekers, and nature lovers who are passionate about hiking in Romania. Our primary audience consists of both experienced hikers and beginners looking to explore the country's diverse trails. We aim to cater to a wide range of age groups, from young adults to active seniors, who value the beauty of nature and seek rewarding hiking experiences.
- Hiking is a relatively inexpensive activity unless one opts for professional gear; therefore the user's income level is not relevant. Prohiking's source of revenue is oriented towards partnerships with retail companies and organizations.

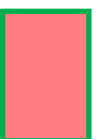
## 3. SMART OBJECTIVES



## 4. PRICE



## 5. PROMOTION



- **Specific:** To provide a comprehensive database of every hiking trail in Romania, complete with detailed information such as length, live location, weather conditions, safety guidelines and offline mode.
- **Measurable:** To reach a minimum of 1000 active users within the first year of launch and maintain a consistent growth rate of 20% each subsequent year.
- **Achievable:**
  1. To continuously enhance the app's features and usability by continuously monitoring user activity and conducting research:
    - a. To implement a system that allows hikers to track and mark trails they have completed. Upon completing a trail, users can earn badges or achievements, which can be displayed on their profiles. This feature encourages friendly competition and motivates hikers to explore more trails.
    - b. To include trail ratings, reviews and discussion boards for users.
    - c. To organize hiking challenges and leaderboards. This feature adds an element of excitement and encourages healthy competition among hikers.
    - d. To extend the available features by including level of difficulty, elevation and customizable settings.
- **Relevant:** To fulfil the needs of hikers, to promote the exploration of Romania's natural beauty and to align with the growing trend of outdoor activities and sustainable tourism
- **Time-Bound:** To launch the app within 6 months, to reach 1000 users in one year's time and to extend to an international database in the first three years.

ProHiking is a free app that aims to build a rich user base and provide a valuable service to hikers in Romania. Our primary focus is to establish ProHiking as the go-to hiking app and create a thriving community of outdoor enthusiasts. To achieve this, we are offering the app free of charge, ensuring accessibility for all users.

In terms of generating revenue, we have designed the following strategy:

- **Advertising Partnerships:** We aim to form strategic partnerships with outdoor gear manufacturers, local businesses, and tourism organizations. Through targeted advertising and sponsored content, we can create mutually beneficial collaborations that provide valuable information to users while generating advertising revenue for ProHiking.
- **Data Insights and Analytics:** As the user base grows, we can leverage the anonymized and aggregated data to provide valuable insights to tourism boards, local authorities, and hiking-related organizations. By offering data analytics and reports, we can establish partnerships that generate revenue through data-driven insights and consulting services.

The introduction of revenue-generating strategies will be implemented thoughtfully and in a way that does not compromise the app's accessibility, user satisfaction, or the integrity of the hiking experience.

To promote ProHiking, we will adopt a multi-faceted marketing approach:

- **Digital Marketing:** Implementing targeted online advertising campaigns, social media presence, and search engine optimization to reach our target audience effectively.
- **Partnerships:** Collaborating with local hiking clubs, outdoor equipment retailers, and travel agencies to increase brand visibility and tap into their existing customer base.
- **Influencer Marketing:** Engaging with prominent hiking influencers, bloggers, and outdoor content creators to showcase the app's features, generate user reviews, and expand our reach.
- **Events and Sponsorships:** Participating in hiking events, adventure expos, and outdoor festivals to demonstrate the app's capabilities and build relationships with the hiking community.
- **Public Relations:** Issuing press releases, securing media coverage, and leveraging strategic partnerships with relevant media outlets to create awareness and establish ProHiking as the go-to hiking app in Romania.