Ensuring your travel experience is pleasurable

Tanea Taylor | Demo Day

Traveler gBook

Problem: Currently, there's no way for discriminated groups to plan a comfortable trip, meaning away from anxiety-inducing environments. When trying to travel, **minorities, LGBTQ+ people,** and **people with disabilities** encounter 3 main problems:

No common database with information catered towards their traveling needs/avoidants.

The anxiety/fight or flight response when faced with triggering environments.

Feeling helpless due to inability to spread information/experience effectively in order to prevent more.

Traveler gBook

Traveler gBook

- Our solution is a web mapping Greenbook for surrounding and traveling areas to aid with travels. Our users can travel comfortably by using our app to avoid anxiety-inducing environments.

Traveler gBook increases our users' traveling safety through:

Maps

Interactive street map with GPS memory locks and alerts for user-defined triggers.

Route Planning

Route planning based on users' trigger(s) for traveling by foot, car, bicycle, air, and public transportation.

Area Fearures

Descriptive list and reviews of what users can expect from each location and why they would be concerned.

Trip Planning

Users can save and plan their personal trips through route/location comparisons and directions.

Customer Persona
Our Target Group Client
Jane Doe

Demographics

Age: **25**
Gender: **Female**
Personality: **Extrovert**

Ethnicity: **Black**
Employment: **Engineer**
Orientation: **Bisexual**

Characteristics

- Observant
- Fast-learner
- Anxious, especially in new places

- Empathetic
- Courageous
- Wants change

Eco-Demographics

Median Income: **$115,000**
Median Income for Black Women in US: **$40,004**
Median Income for Black households: **$58,985**

Lifestyle Info

- Daily commutes to and from work.
- 17.5 vacation days per year

Traveler gBook

Use Case

- Interactive map with user precise location for scrolling closer proximity.

- Trip planning by search, chose method of commute, and triggers.
- Users can search surrounding locations of places such as, hotels for vacation spots, etc.

- Saved trips for going back for later and also comparing.
- Comparing detailed routes for driving trips and trip locations.

Market Size

$251M

Company Owners in US
Target Addressable Market

$158.5M

Small Business Owners
Serviceable Available Market

$13.8M

Traveler gBook Market Share
Minority and LGBT+ Small Business Owners

Traveler gBook

Competitors

	Traveler gBook	Waze	Google Maps	Yelp
City search results feature: photos, videos about destination	✔	✔	✔	✖
Search results include users reviews	✔	✖	✔	✔
Location search tailored to users' anxiety triggers	✔	✖	✖	✖
Real time road alerts on map for users	✔	✔	✖	✖
Web mapping app	✔	✔	✔	✔

Value Proposition

Domestic or International trip planning - Destination attractions and also areas to avoid.

Accurate and up-to-date information - Verified recent, accurate descriptions on location and why user should avoid.

Reliable solution - Offline mode to ensure reliability no matter the situation, especially for cross country trips.

Our solution allows customers to accurately plan trips, domestic and international, that avoid user-defined triggers. Essentially, we hope to make travel more comfortable for our users.

Traveler gBook

Business Model

We want our solution to be accessible to everyone, so our model is the advertisement model.

Our targeted customers are business owners that are also in our user demographic, especially small business owners.

Traveler gBook will allow owners to set their own budget to spend on advertisement each month. Each ad format priced differently.

Owners can show their ads to our users through:
- **Branded Pins**
- **Zero Speed Takeovers**
- **Promoted Search Ads**

Traveler gBook will manage the risk associated with the chosen model by accurately charging business owners to display ads based on the app's traffic.

Traveler gBook

Adoption Strategy

EVENTS
such as
- passport signup/help
- trip budgeting seminars

ONLINE MARKETING
- Social Media
- Youtube

PARTNERSHIPS
- Traveler Influencers/Youtubers
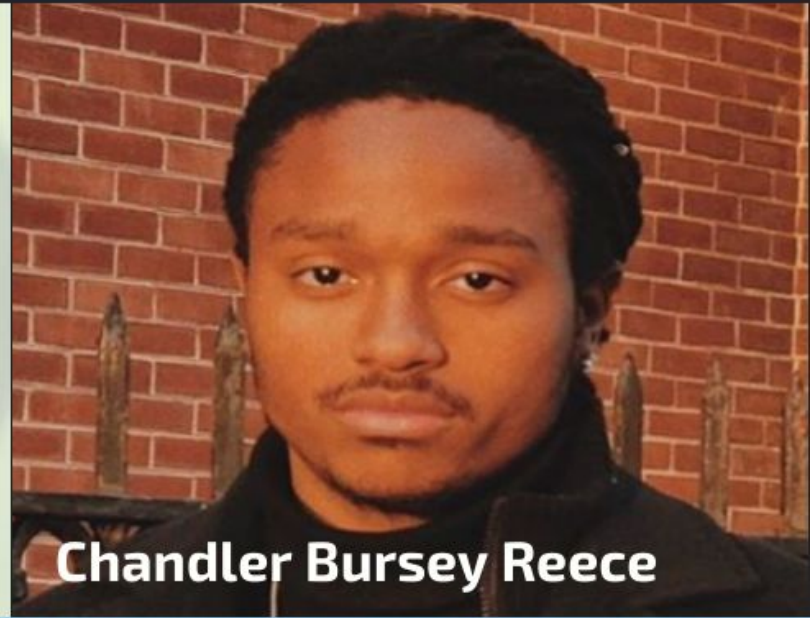
Meet The Team

Tanea Taylor

TREP Leader

Leah Clements

UX Lead

Chandler Bursey Reece

SWE Lead

Traveler gBook