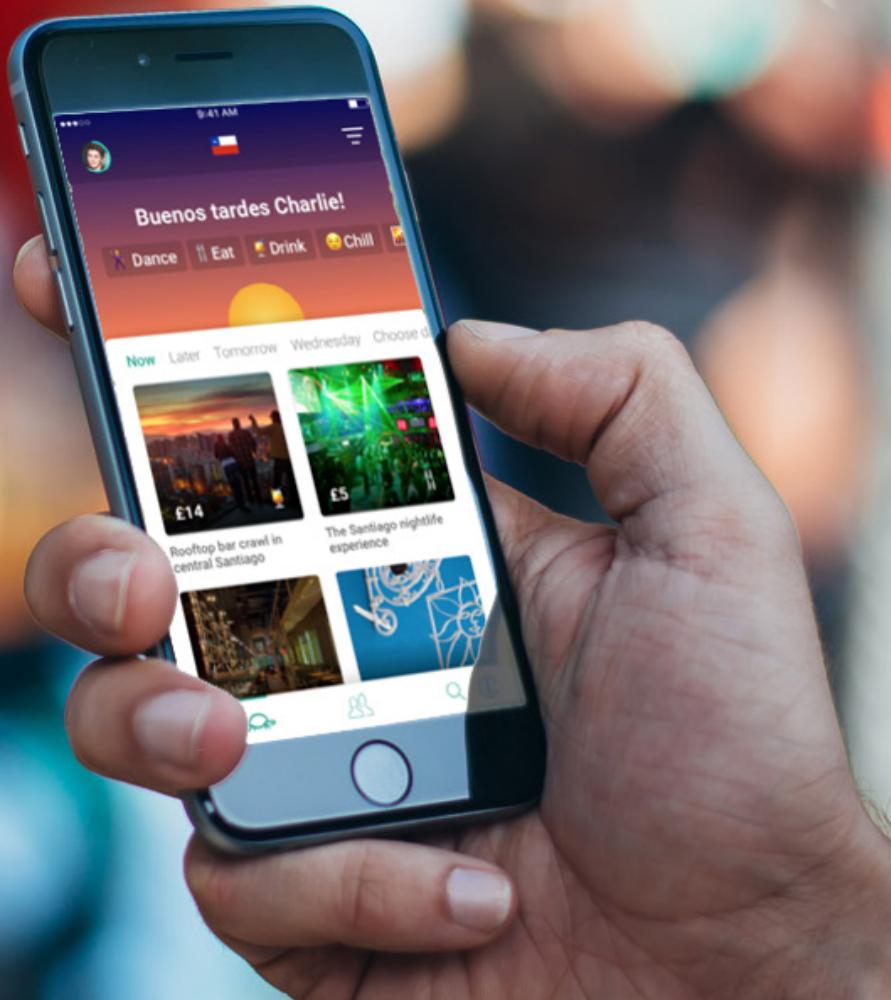




**Tourtuss**  
**#SeeTheWorld**



# Welcome to Tourtuss

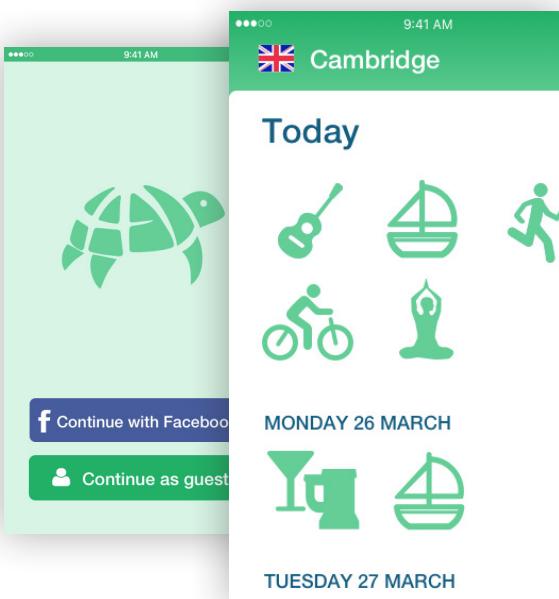
Travelling is fun, but at times it can be stressful. Tourtuss makes it easy for young people to get the most out of their time and money whilst exploring the world.

As a sales platform Tourtuss allows local guides, teachers and other experts to access this tourism sector directly and enables customers to buy experiences as easily as booking a ride with Uber.

Experiences are presented with a simple interface driven by intelligent algorithms that help you quickly choose your next activity or destination.

Tourism is a massive growing market globally accounting for at least 10% of world GDP and 1 in 10 jobs. According to the United Nations World Tourism Organisation's latest statistics, the number of international tourists reached 1.3 billion people in 2017, up 7% from the previous year.

# The customer journey

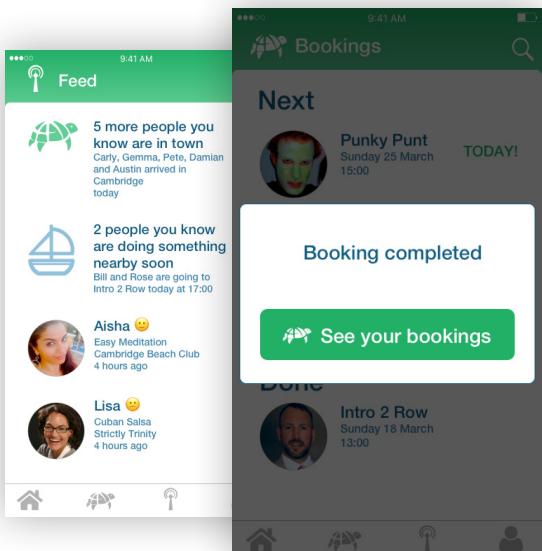


## Step 3

You can view the tour location, guide, route and tour rating e.g. all of the photography tours in Santiago.

## Step 4

The activity description is an opportunity for the guides to sell their experience, using 140 characters and features their 'Smile Count' (feedback).



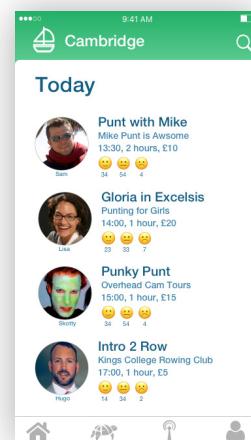
## Step 1

Sign in with Facebook and accept the terms and conditions or continue as Guest and you are taken to the destination page.

## Step 2

Tourtuss detects the city you're in and presents you with available activities nearby.

You can browse activities, guides and profiles of people that have already booked tours. Tourtuss is designed for you to quickly assess what's best suited to you without extraneous text or marketing.



## Step 5

Add to basket or sign-in if you haven't already. Friends/ family can be added to the tour.

## Step 6

You will receive confirmation of the tour name and guide, the meeting spot and duration of the tour.

# Tourtuss features

## 'Free to use and no ads'



Tourtuss will be funded through commission (1.5%-3.5%) and will be kept as low as required to grow the user base. This means the app is free to download and ad free.

## See who's going

You can view who else is attending the tour, their profiles and see if they share any mutual destinations.

## Progressive, predictive and reliable

Tourtuss proactively downloads useful data when bandwidth is available, keeping it reliable in areas where there is very low bandwidth. This is done by intelligently comparing historical data with a user's current location, characteristics and behaviours.

## For the gig economy

The seller experience is designed for the growing number of people who are supplementing their income by doing a 'gig here and there'. There's no pressure for guides to run any tours at any particular times, or take anyone that they don't want to. This is offering the opportunity for more people to get involved, to not only increase volumes but improve value and quality for everyone.

## Design for the impulsive

Tourtuss is optimised for people on the road, particularly young backpackers and the young at heart. This is in contrast to conventional travel websites that require you to sift through many pages of activities that your schedule doesn't allow for.

A screenshot of the Tourtuss mobile application. At the top, there's a green header bar with the app's logo and a search icon. Below the header, a tour listing is displayed for "Punk Punt" with the subtitle "The alternative side of Cambridge". It shows a thumbnail image of a punt on a river, the date "25 March 2019, 15:00", the meeting point "Barry Lowe's Barge, Tarn Yard, Cambridge, CM1234", a duration of "1 hour", and a price of "£15". There are also social sharing icons for Facebook, Twitter, and LinkedIn. Below the tour listing, there are sections for "Become a guide" (with a green button), "Guide" (listing "Skotty Brooksbank" with a profile picture and "Overhead Cam Tours EN, ESP"), "Going!" (listing "Will" with a profile picture and "EN"), and "Maybe..." (listing "Lisa" with a profile picture and "IT, FR, EN"). At the bottom of the screen, there are navigation icons for "Home", "Search", "Profile", and "Settings".

# Tourtuss features

## Ultrafast UX

The UX has been designed and tested to enable users to reach a decision as quickly as possible. Unlike mainstream travel apps that surface copious text in navigation and listings, Tourtuss uses icons wherever possible and focuses on data rather than opinions. This makes Tourtuss faster to operate for users whatever their native language and minimises the overheads of translation.



## Connecting like-minded people

Travelling for young people is a social experience. Tourtuss recognises the types of friendships and temporary coalitions people form on the road and helps them to meet during their travels by making helpful suggestions to share experiences based on their common buying habits and travel history. And it also lets you know when your old travel buddies are back in town.

## Integrated

Tourtuss isn't intended to replace Snapchat, Instagram, Facebook etc. Young people already use enough of their time managing their digital presence, so the photos and videos you take during an activity shouldn't turn into a onerous task of content management.



## No rip-off tours

The benefit of Tourtuss is that it brings the customers directly to the guides. Their availability is clearly defined. Tours can be set up quickly but for a probationary period. Tourtuss requires guides to give a money back satisfaction guarantee, preventing people from setting up 'rip off' tours. As guides get busier they can add conditions to their bookings e.g. they only accept bookings if the tourists 'Smile Count' is at least a positive 70%.

# Tourtuss features

Tourtuss will let you share your photos with the people you traveled with on your favourite social channels - tag people and places or just keep them on Tourtuss as a travel journal.

## Privacy built-in

Whilst you can use your personal ratings and content as travel collateral, no-one has to share anything they don't want to, and you can selectively share with groups, individuals and categories of organisation.

## Safe and Secure

Guides are vetted using procedures available in that country. For example:

- Tourtuss deposits an amount to a nominated PayPal account which needs to be validated by the user.
- The guide must upload up-to-date photo ID.
- The guide must upload an image of themselves holding a piece of paper with a written code.



# Target market

## Who are the users?

Tourtuss is designed for:

- Backpackers on gap years and sabbaticals.
- Solo travellers and groups of friends wanting to meet people and connect with locals and other travellers.
- Generation Z - avid users of social media.
- Digital nomads.
- Students living abroad.

[Expedia](#) also found in 2018 that Generation Z travellers value trying new things more than anyone else.

- The study identified that higher income travellers prefer to relax whilst abroad, as opposed to sightseeing or doing something.
- Thirty-six per cent of Generation Z travellers chose destinations based on social media postings.



# Target market

Tourtuss will tap into this sector by offering travel experiences to young people via smartphones which are ubiquitous among young backpackers and tourists.

## Generation Z

Competitors like Vayable and Airbnb are concentrating on the 30+ market. Tourtuss will disrupt the independent travel activities sector and become a main player in the industry. As the younger generation matures they will have more money to spend on holiday and go on different kinds of trips with a variety of friends, family and colleagues. By this time, using apps like Tourtuss will have become a routine part of travelling, just as using guidebooks and TripAdvisor are for older generations today.

## Who are the guides?

- Students will be able to earn extra income around their studies.
- Travel bloggers who are already travelling and staying in a location long-term can earn extra income in an industry they're passionate about.
- Tourists - individuals that may wish to fund further travelling. Tourtuss will be a viable alternative for them.
- Existing guides who are seeking extra business and those looking to stay competitive.
- Qualified people who want extra income. Tourtuss will help to market them to the younger generation - e.g. Yoga teachers and personal trainers. [A Yoga magazine report](#) found that there are over 10,000 active yoga teachers in the UK, teaching between 20,000 and 30,000 yoga classes each week with 15 participants per class on average. Tourtuss would provide a platform for yoga enthusiasts to find classes whilst abroad or even start teaching themselves.



# Our competitors



## Airbnb

- Global community marketplace for people to list, discover and book accommodation and experiences.
- Operates in 65,000 cities and 191 cities.

### Opportunities for Tourtuss

- Airbnb is focusing on the luxury market e.g. Airbnb Plus.
- Airbnb Experiences is for people who can afford to stay in Airbnb. Tourtuss is for those who can afford to stay in hostels.

Vayable

## Vayable

- Online marketplace similar to Airbnb offering local experiences with local guides.
- Backed by angel investors (over (\$2m) in 2012).

### Opportunities for Tourtuss

- Tourtuss will target a younger demographic.
- Tourtuss will appeal to their guides for more leads.
- Tourtuss will be built as a progressive web app. Vayable don't have an app.



## Travello

- App connecting travellers to help them match travel plans and find events in new destinations.
- Backed by Telstra's muru-D accelerator program.

### Opportunities for Tourtuss

- Travello is a travel community platform and sells products, rather than experiences.
- Similar to Facebook, but not a viable alternative.



## Meet Up

- Brings people nearby with shared interests together.
- People can explore, learn and teach.

### Opportunities for Tourtuss

- Meet Up is more of a community platform, than a sales platform.
- Tourtuss will compete on attracting qualified tutors and guides.

# The Future

## Launch

Tourtuss will launch in Cambridge targeting foreign students in 2018. Local guides and activity organisers will be offered lifetime 0% commission in Cambridge if they sign up that month, and all users will receive vouchers that entitle them to become a guide with a limited period of 0% commission or to refer the offer to someone else. This mechanism will grow the number of registered guides in the cities that users typically travel to outside of Cambridge (e.g. London, Oxford and Bath).

Tourtuss will be heavily promoted at key locations where foreign students are known to visit during their first week such as historical monuments, music venues, pubs and transport hubs.



Guerrilla marketing techniques will be used to spread the word via early adopters such as rewarding them via ‘One from me’ if they open the app at their college bar.

In the second phase, we will use data captured via the app to understand where to focus our attention next. For example if it appears that a lot of users who booked photography tours in Cambridge are visiting St. Andrews we would target Facebook adverts at photography enthusiasts and teachers in the area to encourage them to become a seller.

The final phase is to concentrate on influencing social media channel using a blend of organic and paid content to accelerate brand awareness, firstly in Britain, then Europe, then globally.



# The Future

## The Commission Model

### Phase One

The first phase will see us grow the user base organically through the app being free of adds, free to use and commission incentives.

We expect to target students during this phase. The [NatWest Student Index 2018](#) found that students work an average of 15.3 hours a month in a part-time job, with the average student earning £106.50 from term-time work.

For example in Cambridge we anticipate that students could earn around £100 per week through Tourtuss, if they led three experiences-a-week.

Tourtuss will retain 5% for each transaction. The vetting process which involves a full CRB check, will be outsourced.

After three to four weeks of them working at the expected rate, the cost of on-boarding a new seller is covered by the commission received.

### Phase Two

Tourtuss will incentivise good practice and productivity by reducing the commission to 2.5% to guides that perform better than average and further reducing commission for the best performers in their areas and categories.



# The Future

## Emerging Technologies

Once established, Tourtuss will be ideally placed to take advantage of the latest technology and apply it to the travel industry. The youthful target audience are used to adapting quickly to new trends.

With the current wave of emerging technology, the future holds some exciting possibilities:

- Virtual reality - tours from home or before you arrive at your destination
- Augmented reality - guided tours with virtual guides, e.g. Kim Kardashian's tour of the shopping streets of Hollywood, Lionel Messi tours in Barcelona etc.
- With gamification: Tomb Raider in the Valley of the Kings.
- Simultaneous translation - tours by people who don't speak your language.
- Wearables and AI - instant on-demand interpretations and explanations while you're out and about.

This can't happen immediately, the key will be to capture the growing market of young, tech savvy travellers and introducing a new way of doing things into their travel experiences. Tourtuss is the perfect launchpad for the future of travel technology.





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[www.tourtuss.com](http://www.tourtuss.com)

