

Traveler



- ETM 562/662 New Venture Management
- Spring 2017
- Instructor: Dr. Mark J. Ahn
- Sejoong Kim, Shreyas Harish

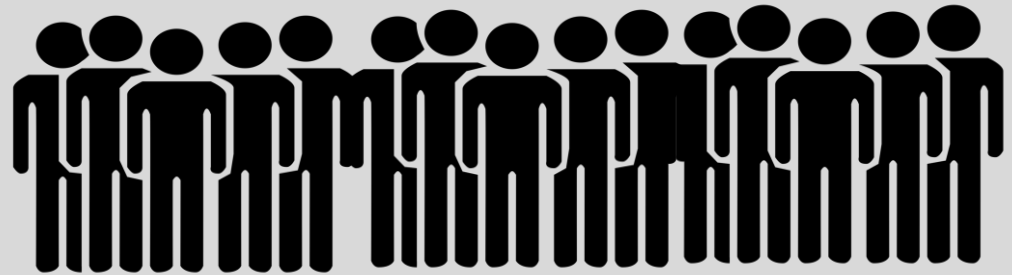
Problems – Travel and Tourism Industry



- Tourists dissatisfied with guides



- Packaged tours – inconvenient, too many people



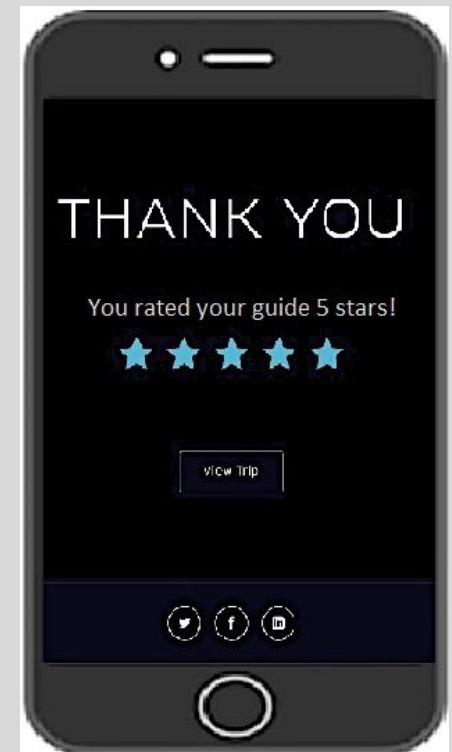
- Cannot choose their preferred time and location



Solution



- Traveler App!
- Anyone can be the guide!
- Tourist feedback to evaluate guides



Business Model



- Tourists – Pay \$15/ hour
- Company gets a 20% commission
- Guides – Get \$12/ hour



Features



- Short Distance

- Long Distance

- GPS, Map



- Payment through the app



- Incentive system

Marketing and Sales



Market Adoption

Partnership



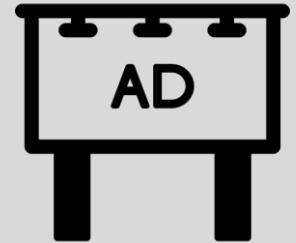
- Local shops



- Rent cars



- Historical places



- Advertisement

Market Size
(Trips booked)

2 Billion +

Competitive Analysis



- First to Market
- Peer to Peer App-based Traveling



- Guide your neighborhood



- Preferring time



- You don't have to book beforehand
- No cancellation fee



- Ease of use
- Search by location and feedback



- Affordable price

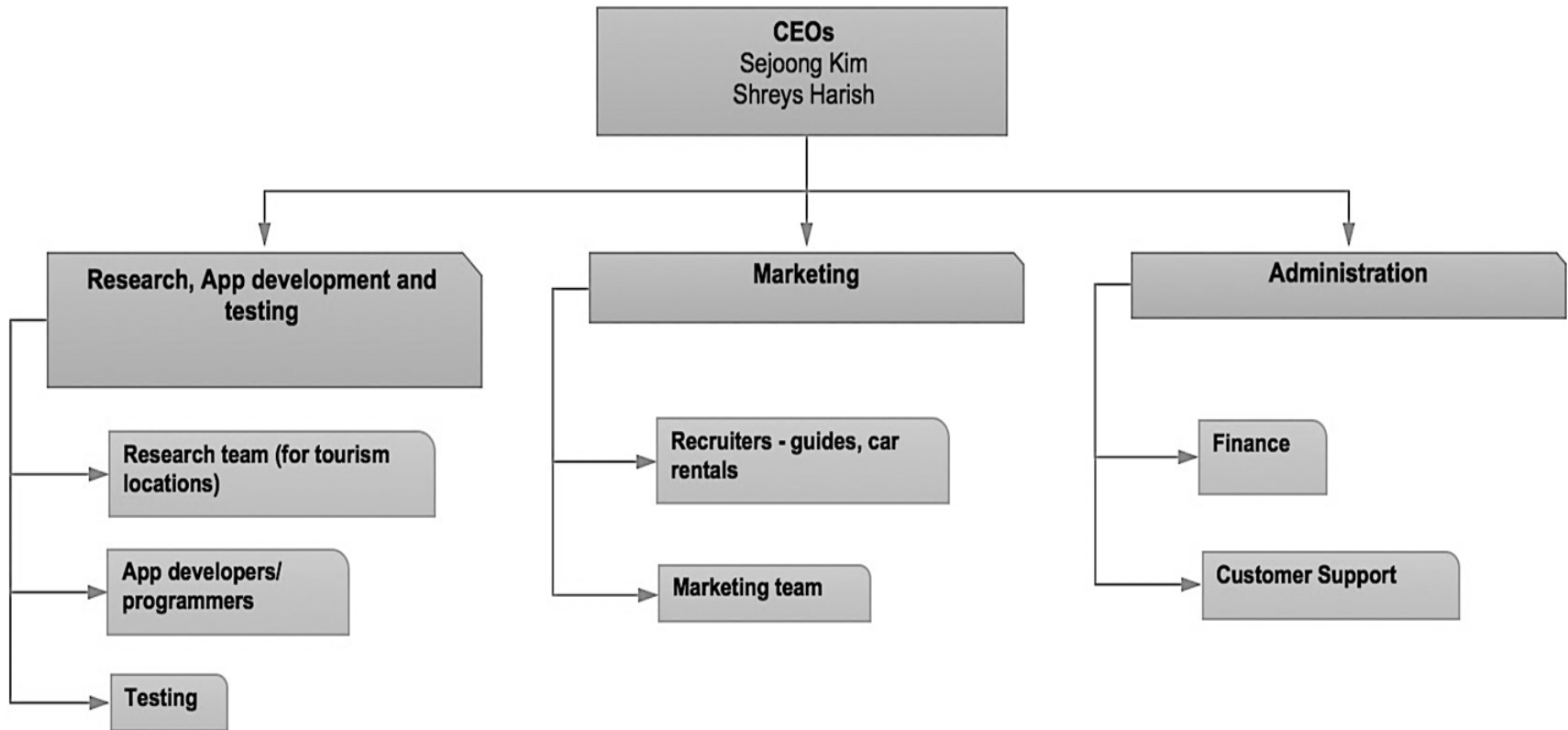


- Data

Management Team





TRAVELER - ORGANIZATIONAL CHART



Financial Projections, Key Metrics



Year	1	2	3	4	5	6	
	2017	2018	2019	2020	2021	2022	% of Sales
Revenues	0	54,200	109,600	1,040,000	6,400,000	131,000,000	100.0%
Total Revenues	0	54,200	109,600	1,040,000	6,400,000	131,000,000	100.0%
Costs and Expenses							
Cost of Sales	0	43,360	87,680	832,000	5,120,000	104,800,000	80.0%
Gross Margin 	#DIV/0!	20.0%	20.0%	20.0%	20.0%	20.0%	
Research & Development	5,000	40,000	200,000	300,000	400,000	1,000,000	0.8%
Sales & Mktg	0	100,000	200,000	400,000	500,000	3,000,000	2.3%
General & Admin.	1,000	162,000	345,600	367,200	864,000	2,730,000	2.1%
Total Costs and Expenses	6,000	345,360	833,280	1,899,200	6,884,000	111,530,000	85.1%
Gross Profit	-6,000	-291,160	-723,680	-859,200	-484,000	19,470,000	14.9%
Gross Profit 	#DIV/0!	-537.2%	-660.3%	-82.6%	-7.6%	14.9%	
Income Tax	0	0	0	0	0	5,841,000	4.5%
Net Income (Loss)	<u>-6,000</u>	<u>-291,160</u>	<u>-723,680</u>	<u>-859,200</u>	<u>-484,000</u>	<u>13,629,000</u>	10.4%
Cash Flow							
Beginning Cash	0	1,994,000	1,692,840	3,949,160	3,059,960	2,475,960	
Add: Financings/Grants	2,000,000	0	3,000,000		0	0	
Capex	0	-10,000	-20,000	-30,000	-100,000	-800,000	
Net Income (Loss)	-6,000	-291,160	-723,680	-859,200	-484,000	13,629,000	
Ending Cash	1,994,000	1,692,840	3,949,160	3,059,960	2,475,960	15,304,960	
Headcount							
Research	2	2	5	5	5	10	
App Development, Testing	2	2	5	5	10	15	
Sales and Marketing	2	2	5	5	20	30	
General & Administration	3	3	3	3	5	10	
Total Costs and Expenses	9	9	18	18	40	65	
NPV @ 30% Ke							
Terminal Value	1,886,125						
Total NPV	22,715,000						
	24,601,125						

Expect
\$131M
Revenue
In 2022

Current Status, Accomplishments to date



No.	Key Project Milestones	Projected	
		Estimated Budget	Expected Completion Date
1	App Development, Testing and Validation - Test app in one region. Target of 100 guides and 1000 users in the span of one year.	\$2,000,000	December 1, 2018
2	Launch - After initial success, launch app across the country. Target of 100,000 users and 1000 guides.	\$3,000,000	June 1, 2020
3	Sell to Expedia \$20m and Globalization - After national success, launch in five countries with highest number of tourists.	\$0	December 1, 2022
Total Project Funding		\$5,000,000	

Angel Round
\$2M in 2017

Expect

500K Guides

12M Short Distance Tourists

4M Long Distance Tourists

In 2022

- 12M ST tourists, 2 hours = \$72M
 - 4M LT tourists, 6 hours = \$54M
 - Advertising Charge = \$5M
 - \$131M Revenue
- In 2022