



GET SET GO !!



# TRAVELARA

• INSPIRE TRAVEL • SOCIBES



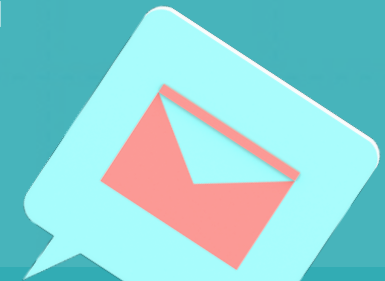
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# Travelara Problem Statement

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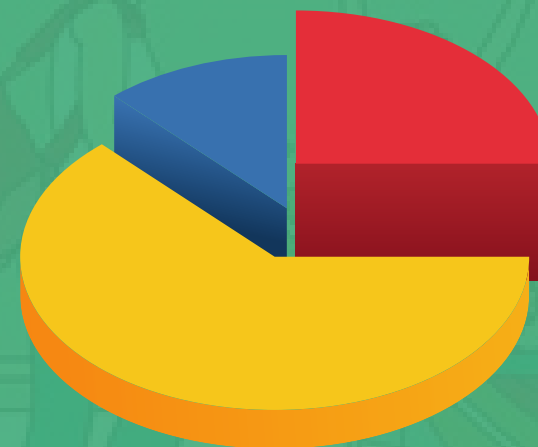


While most Social-Media platforms provide a space for the new Celebrities- Social media influencers, it is a generalised platform where anyone can post about anything. This makes it hard to discover specific types of creators or brands to follow.

48% of all content on Facebook, YouTube and Instagram which make for 79% of all social media content is made by Travel vlogger

~IJSRR

64 % of people say that influencer content impacts which hotel or resort they choose to stay at when travelling. ~SiteMinder



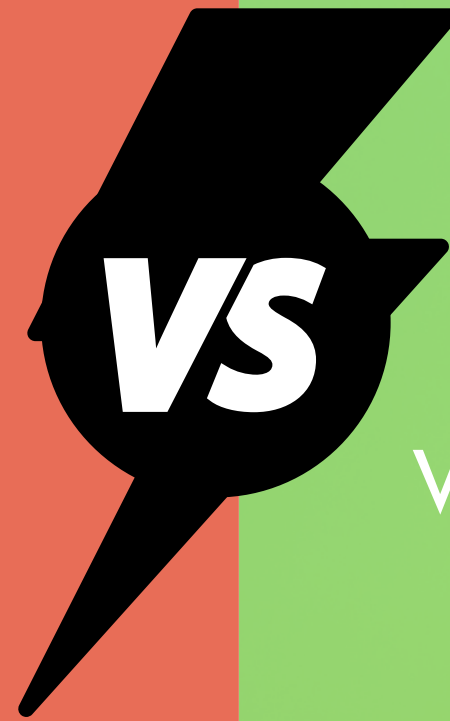
86% of people (and 92% of Gen Z) said they've become interested in a specific location after seeing user-generated content.

~Stackla



# CURRENT SOLUTION

Generalised platforms don't use specific tools to help creators collaborate with brands, create content or receive and manage income.



# OUR SOLUTION

Travelara helps travel vloggers to collaborate with brands while promoting their own content to other users, all while making and managing an income.

Users can recommend tours, spots and services to their friends while earning rewards

Amplify your travel experience

# CUSTOMER SEGMENT

1

## Customer Name and Profile

Michael is a travel enthusiast

2

## Demographics

Michael has interests in various types of tourism such as

1. Religious pilgrimage travel
2. Nature and its beauty explore
3. Wildlife and Flora explorer
4. Cultural and heritage tourism

3

## Bio/Journey/Story

- Michael loves to share his travel stories
- He also takes interests to view his friend's travel journey





# CUSTOMER SEGMENT



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## Goals/Jobs

- To get a personalised platform
- He can come and share exciting content about his travel journey
- He could see his friends activity on the platform.

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## Motivation/Gains:

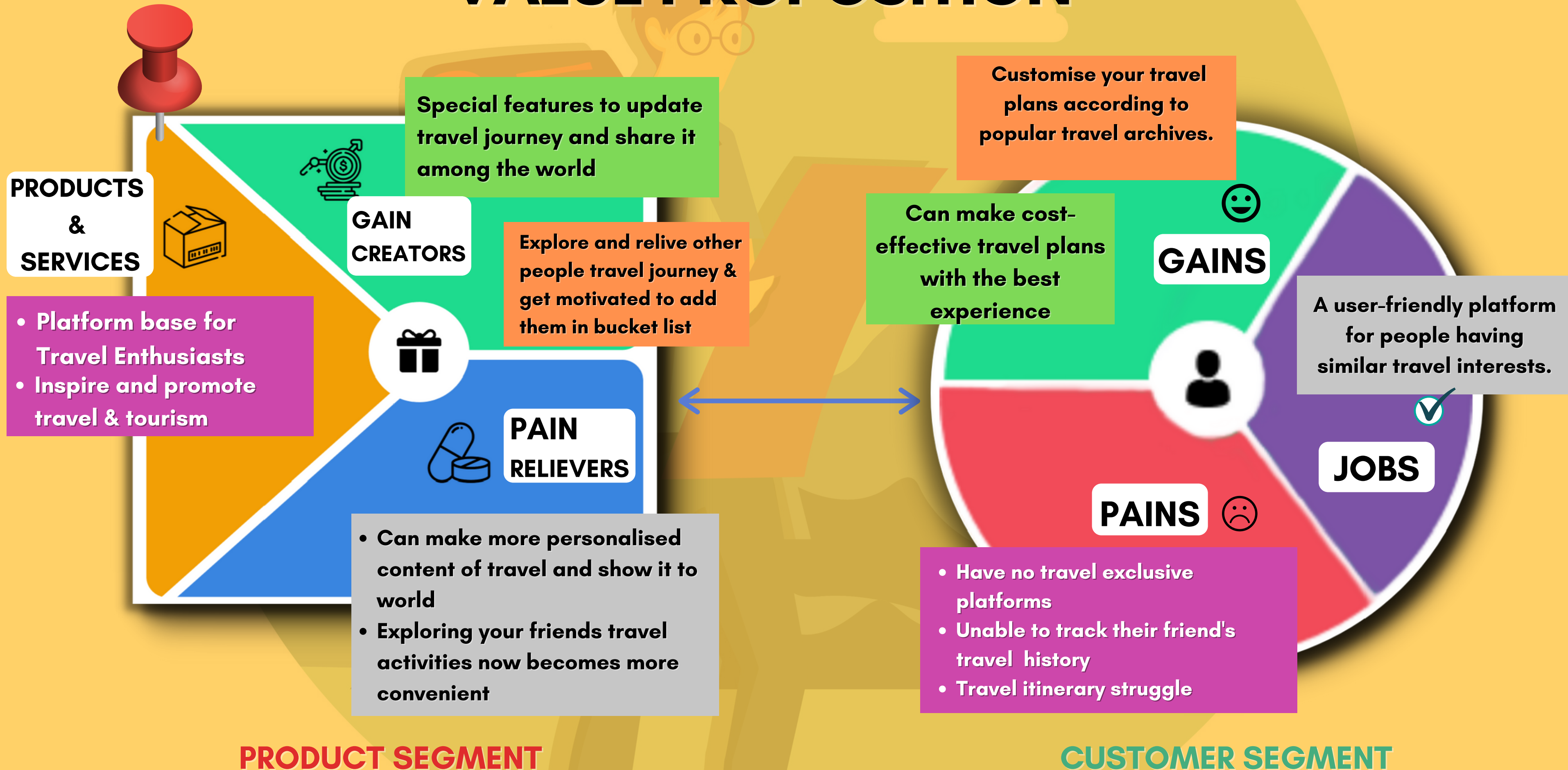
- He gets motivated to travel by seeing his friends travel and can make plans accordingly
- He could filter amongst a lot of places
- He can himself become a travel influencer.

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## Frustration/Pains

Share with friends while he has accounts on various social media handles, none has features that would pump his travel stories to reach out to his friend and that he could keep a track

# VALUE PROPOSITION





## Key Partners

- Hotels
- Private tour companies
- government tourism board
- Influencer travellers
- other social media platforms

## Key Activities

- Platform development and maintenance
- User engagement

## Key Resources

- App
- servers
- funding
- developers

## Unique Value Proposition

Customers will get live updates on their friends/preffered travel influencers' travel history and get similar recommendations of accomodation and travel as their friends when they want to visit the same place

## Customer Relationships

- Monetize social activity
- personal travel assistant
- friends/Social connections

## Channels

- Social media promotions
- Word of mouth
- Advertisements on partner travel websites.

## Customer Segments

- Travelling enthusiasts (Under 40)
- influencers
- social media users

## Cost Structure

- Fixed costs- development team + Infrastructure (4-6 developers- \$50-80K p/a)
- Variable costs- advertising & marketing costs, reward points. (\$5K-7K for ~1M ad spot views p/a + \$5-15 per user + \$10K-sponsorships)

## Revenue Streams

- Advertisement of partner travel sites and organizations (\$9-12 per 1K views) (expected ~100K ad spots p/m ~2Y)
- discounts used for bulk booking options (Internal)





# FOR

**FOR** Travel Enthusiasts & People who love to explore others Travel Diaries.

# WHO

- Who want a travel exclusive platform
- Categorise travel content
- keep updated about their friend's travels journey
- want to share their travel experience

# THAT

Touch up on key metrics here too, such as Life Time Value (LTV) and Customer Acquisition Cost (CAC).



# UNLIKE

Unlike-Instagram, Google maps.

# OUR PRODUCT

- Travel exclusive platform
- keep track of friend's travel activities.
- Frame your itinerary



# ACTIONS/NEXT STEPS



**Partnering with third-party travel websites as well government tourism departments for promoting tourist sites.**

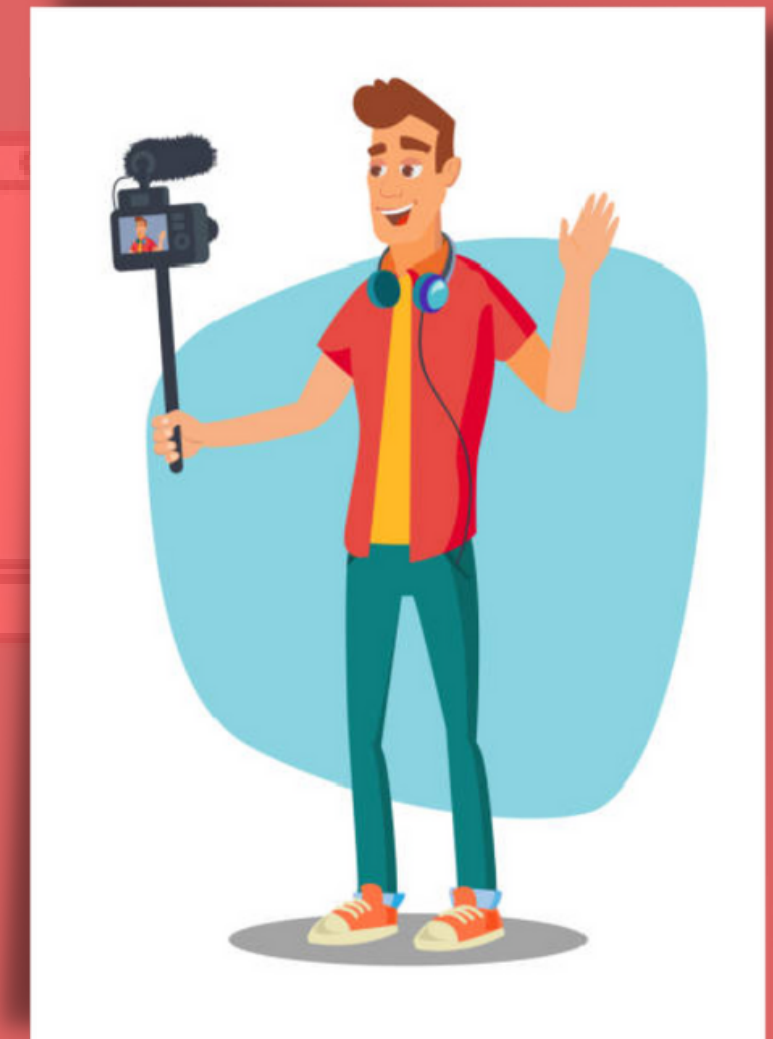


**Reward points for travel influencers.**

**Customer's privacy is our priority.**



**Premium features for travel influencers for travel consultancy services.**



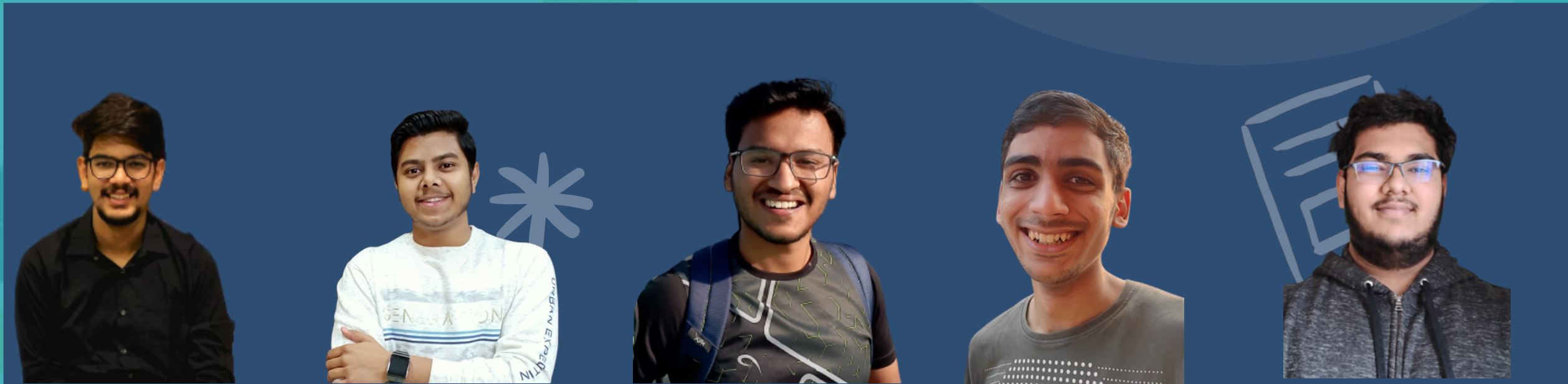


# READY SET TRAVEL!

We are open for any doubts/queries.



# THANKYOU



PRIYANSH JAIN   SNEHIL JAIN   ABHISHEK GOYAL   ARPIT KOGTA   ATHARVA GUPTA

TEAM -8 INSOMANIACS

We are open for any doubts/queries.  
Prototypes are being ready!

