

E-LAB

Group -4

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Introduction

- Company name :Travel Mate
- Tagline: Always there for you
- Jingle – I'll be there for you (Inspiration From Friends)



Travel Mate
Always there for you

Problem Statement / Market Pain Point

THE PROBLEMS ARE

- You want to go to an extraordinary unexplored destination but you don't know where
- You want to plan a grand adventure but you don't know how.
- You have reached a beautiful place but you don't understand the language
- Your chosen place turns out be a dud and you don't know any alternate to make up for it
- You fall Sick while travelling and you don't know how what to do
- You lose you belongings or they get stolen
- You get stuck due to heavy rains, snow or god forbid a natural calamity



What do I do??



WHY TRAVEL BUSINESS?



What do I do??

- According to the World Economic Forum, two-thirds of the country's population fall under 35 years
- 370 million people fall into the age group of 20-30, of which 170 million population is urban population.
- Even if 10% of the Indian population is considered, that accounts for 17 million urbanized young Indians who travel regularly.
- This data then becomes a clear testament to the fact that there is no better time to enter the youth travel market than now



Product / Service / Solution

Travel Mate is a travel App which serves as a complete guide for anyone who is exploring new places

Benefit

- One Stop Destination for Destination Search, Packages, Customisation, Personalisation, Travel assistance, Emergencies, Bookings, Connecting with locals, Travel Guides and much more
- Personalised and Customised According to individual customer needs
- Travel reference and vlogs.
- Ratings and Reviews
- On Journey 24*7 Customer Support
- Local Travel Partners on Call
- Emergency Buttons



Solution Prototype / MVP

SEARCH AND PLANNING

- *Vast Destination Directory to Choose From*
- *Customer can simply call and tell the preferred time, Budget and the kind of vacation she/he wants to go on*

*Ex: Adventure, Staycation, mountains, beaches, Cruises, Getaways, National Parks, Honeymoons, Spiritual, Educational Trip and a lot more
We then provide a range of options to choose from*

FOR PRE PLANNED VACATIONS WE OFFER

- *Customized packages based on travel preferences.*
- *Ratings and Reviews*

ON JOURNEY :

Certified vocal guides(historical experts) can be hired

- *Benefit of a certified travel guide even without paying any exorbitant prices for a travel package*

One call for any kind of query, need or assistance anytime anywhere

We connect customers with hospitals and police in case of any emergency

TRAVEL PARTNERS

Discounts and reward scheme for locals

- *Those who used the app can add their experiences as blogs by which they can gain rewards*



Market and Product Positioning

One Stop Destination for all Tourist Needs: Customers only have to decide the time and budget, rest is our responsibility

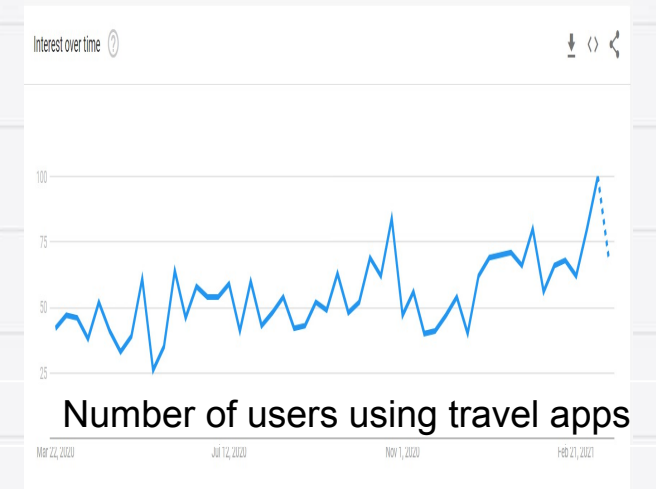
Points Of Differentiation:

- Customised Travel Planning
- On Journey 24*7 Assistance
- Local Travel Partners
- Connecting : Our app enables the customers to connect with locals to get a first hand review
- Discounts and Packages




Industry and Ecosystem Positioning

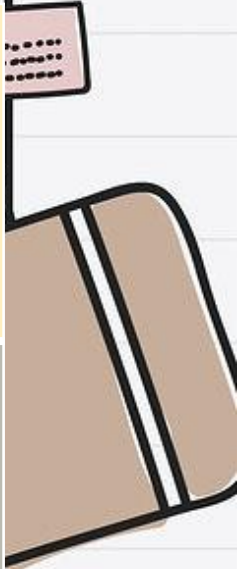
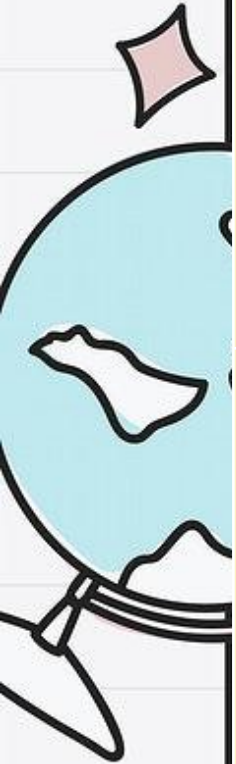
- Always There. We are more than just a travel guide. We are customers' Travel Mate from the beginning till the end
- We provide 24*7 assistance unlike any other competitor Along with Local Travel Partners
- Time Saving, Convenience and Personalisation like no other



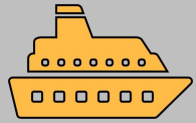
PESTE Analysis of Business Environment



|  | POLITICAL (Govt. Policy/ Regulatory) | ECONOMIC (Growth, Inflation, interest rates etc.) | SOCIAL (Behavior changes, Buying patterns) | TECHNICAL (R&D, Automation, Digitization) | ENVIRONMENTAL (Ecological & Environmental changes) |
|---|---|---|---|--|---|
| FAVOURABLE | New rules and policies have been implemented to promote tourism | Rising Income GDP rise by 2024 | <ul style="list-style-type: none"> • Trend Aspect • Interracial Harmony • Cultural Inquisitiveness | <ul style="list-style-type: none"> • Development of infrastructure • Digitalization • Availability of Information | Protection of monuments , Forest ,Cleanliness |
| UNFAVOURABLE | <ul style="list-style-type: none"> • Political Instability • Political riot | <ul style="list-style-type: none"> • Inflation: Prices of product increases • Increase in price of land | Indigenous culture groups | <ul style="list-style-type: none"> • Payment Frauds • Trust issues | <ul style="list-style-type: none"> • Tourists Cause Further Pollution • Climate Change Crisis |



Competition Analysis



Make my trip

Trivago

Clear Trip

You

Strengths

- One of the earliest market entrants
- Presence in the international business scenario

Strong backing by Expedia, which is a major name in the travel industry

- Presence in the international business scenario.
- Simple Interface and processes

Hassle free travel Mate

Local reward program

Weakness

General Reluctance in customers to use internet for financial transactions like booking tickets online

Limited product offering. It only covers hotels and thus, does not cater to all facets of travel

Cases of Unsatisfactory customer service in terms of addressing issues

Limited customer base

Price Point

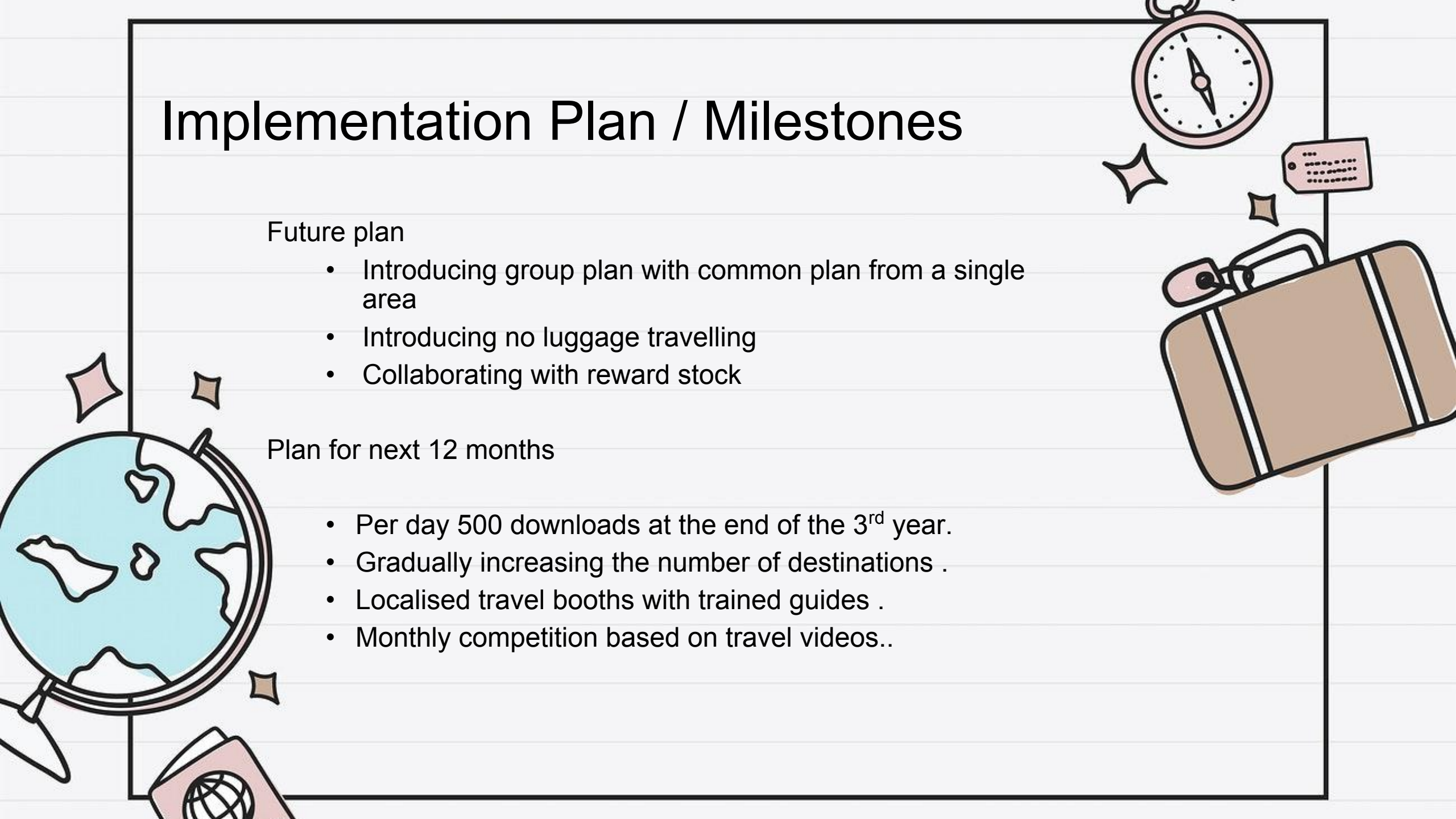
Implementation Plan / Milestones

Future plan

- Introducing group plan with common plan from a single area
- Introducing no luggage travelling
- Collaborating with reward stock

Plan for next 12 months

- Per day 500 downloads at the end of the 3rd year.
- Gradually increasing the number of destinations .
- Localised travel booths with trained guides .
- Monthly competition based on travel videos..



Organizational Plan - Team

CEO

- Rohith Rajeev
- MBA
- Backpacker
- Kerala



CFO

- Prashanth Nigam
- Finance
- Chandigarh



COO

- Sreehari Devadas
- Operation strategy
- Goa



CMO

- Srishti Puri
- Marketing
- Haryana



CIO

- Saumya Jain
- IT specialist
- Bombay



CTO

- Shivam Sharma
- Programmer
- Bihar



President

- Swati Sureka
- PHD, Mphil
- Andhra pradesh



Risk



Financial

- Without the subscription model the revenue will be lost

Strategic - Market, Tech/Product, Regulatory

Competitors can hire trained local travel partners

Operational – Hiring, Retaining Talent

- Jobs require a lot of travel so available candidates will be less
- Describe risk management plan
- Obtaining copyrights for alternative routes of travel



AS

How much do you ask from the investor?

40Lakh

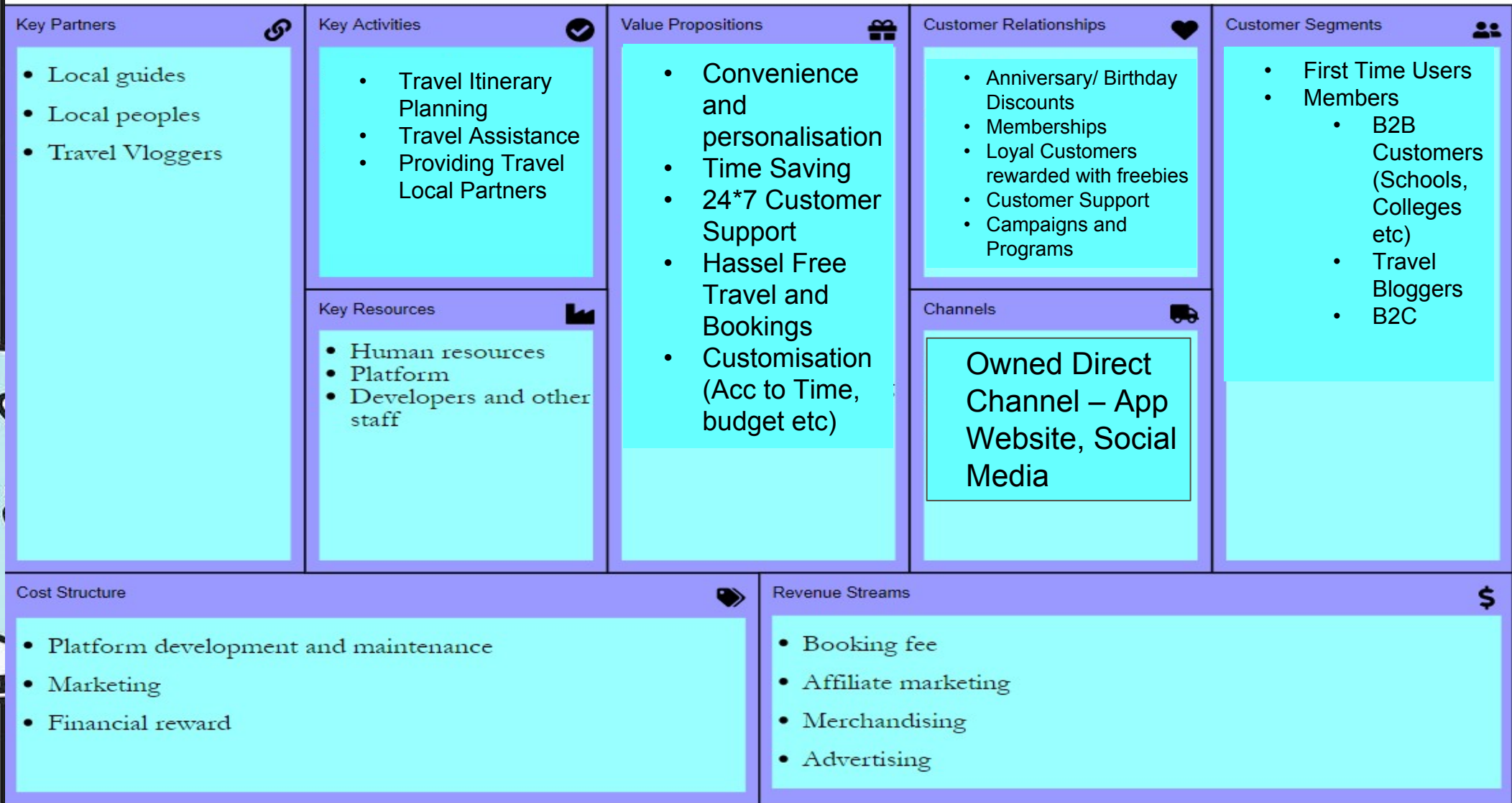
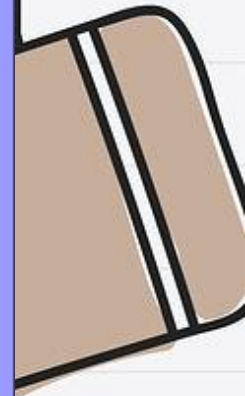
Broad Usage of Funds?

- App development including programmer salary
- Server
- Travel expenses during initial phase to contact locals
- To enroll locals into the app route addition service

How much stake do you offer in the company?-30%



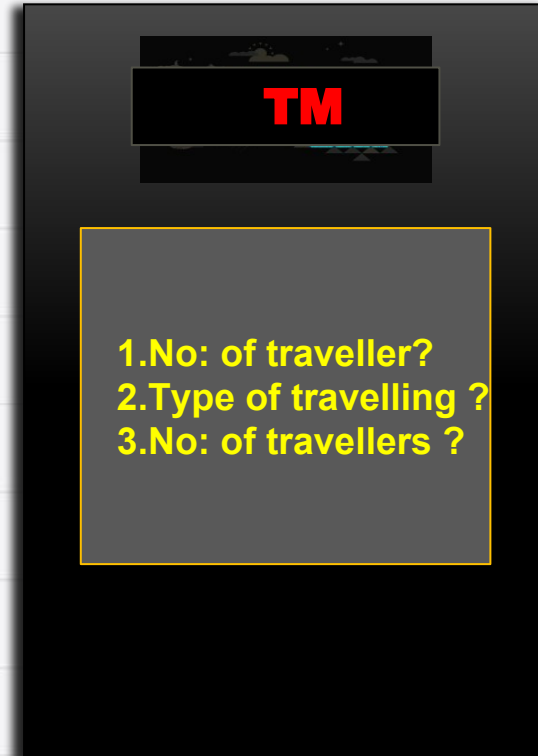
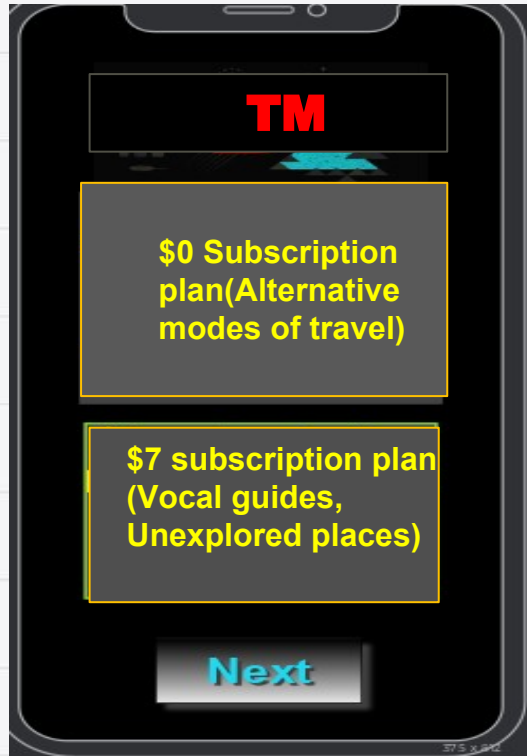
Lean Canvas



Prototype



Prototype



Website



Travel Mate
Always there for you



HOME

DESTINATIONS

ABOUT

SUBSCRIPTION PACKAGES

CONTACT



Travel Mate
Always there for you

is always there for you



Thank
you!

