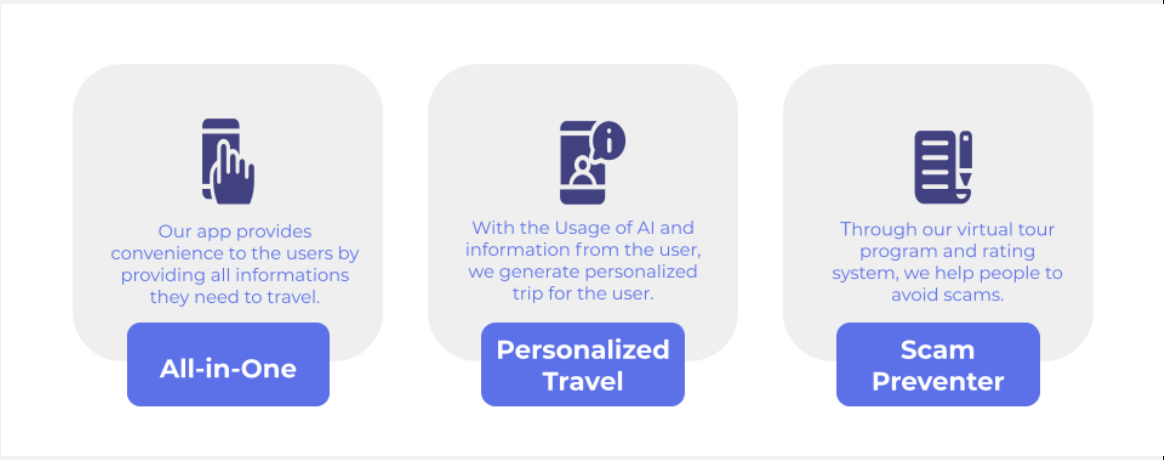





Be Your Own Boss - Final Product

Mariah Rangel Barreto - Icarai

Business Planning Template — Pitch Format	
Business Plan	Utrav
Vision	<p>My proposal is that the Personalized Travel app goes beyond simply preventing travelers from experiencing scams, with our certified VirtualTourist program, ratings from locals, and the use of AI and Social Media information to create a personalized trip routine, we will be able to help relieve the traveler’s stress when preparing for a trip. Therefore, the users of the app will have access to the best prices according to their budget without putting their experience at risk.</p> <p>I plan to expand the business to the extent of every continent so that the whole world has access to a personalized travel experience for an accessible price.</p>
Business Overview (or Mission)	<div style="text-align: center;">  <p>The image shows three feature cards for the Utrav app. Each card has an icon, a short description, and a blue button with the feature name. 1. 'All-in-One' features a smartphone icon and states 'Our app provides convenience to the users by providing all informations they need to travel.' 2. 'Personalized Travel' features a smartphone icon with an 'i' and a person icon, stating 'With the Usage of AI and information from the user, we generate personalized trip for the user.' 3. 'Scam Preventer' features a document icon with a checkmark, stating 'Through our virtual tour program and rating system, we help people to avoid scams.'</p> </div> <p>First, it’s an all-in-one app where you can find everything related to travel. Like hotels, restaurants, car renting, insurance, and much more! Our app offers convenience to the users by providing all pieces of information they need when visiting a new place.</p> <p>Second, after answering some simple questions like the place you’ll be going to, the range of money you want to spend, and what are the main activities you want to do in that place, we can gather enough information to recommend you the best places and activities to include in your travel plan, after the activities are suggested, you can choose whether to add them to your plan or not.</p> <p>And finally, with all the resources we offer, our app also works as a great scam preventer. Through our virtual tour program and rating system, we help people to avoid scams and have remarkable experiences without having to worry about those minor issues.</p>

<p>Pricing Strategy</p>	<div data-bbox="331 210 1482 709" style="border: 1px solid #ccc; padding: 10px; background-color: #f9f9f9;"> <h3 style="text-align: center;">Our Plans</h3> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; padding: 5px;">App development</td> <td style="text-align: right; padding: 5px;">\$55,550</td> </tr> <tr> <td style="padding: 5px;">Platform</td> <td style="text-align: right; padding: 5px;">\$128</td> </tr> <tr> <td style="padding: 5px;">Database</td> <td style="text-align: right; padding: 5px;">\$2,000</td> </tr> <tr> <td style="padding: 5px;">Design</td> <td style="text-align: right; padding: 5px;">\$ 4,000</td> </tr> <tr> <td style="padding: 5px;">Marketing</td> <td style="text-align: right; padding: 5px;">\$10,000</td> </tr> <tr> <td style="padding: 5px;">MVP Total:</td> <td style="text-align: right; padding: 5px;">\$72,000</td> </tr> </table> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="width: 30%; padding: 5px; border: 1px solid #ccc; border-radius: 10px; background-color: #e0e0e0;">  <p style="font-size: 0.8em;">We provide up to 20 selected recommended places for the users to go. This way, they can see how our app can actually turn their interests into a trip.</p> <p style="text-align: center; background-color: #3f51b5; color: white; padding: 5px; border-radius: 5px;">Free</p> </div> <div style="width: 30%; padding: 5px; border: 1px solid #ccc; border-radius: 10px; background-color: #e0e0e0;">  <p style="font-size: 0.8em;">Unlocks every personalized recommendation and provides a chat system with local people for \$30 per trip, \$35 monthly or \$250 annually.</p> <p style="text-align: center; background-color: #3f51b5; color: white; padding: 5px; border-radius: 5px;">Basic</p> </div> <div style="width: 30%; padding: 5px; border: 1px solid #ccc; border-radius: 10px; background-color: #e0e0e0;">  <p style="font-size: 0.8em;">It offers everything of the Basic plan + Personalized trip advisement with a local through video call, \$100 for a 2-day trip, and an extra \$30 for each day more.</p> <p style="text-align: center; background-color: #3f51b5; color: white; padding: 5px; border-radius: 5px;">Premium</p> </div> </div> </div> <p>To actually start making a profit and cover the initial expenses, we need to have at least 300 people using the basic annual plan (which is the cheapest in the long term).</p> <p>Many people discard going to travel agencies because of how expensive the trip gets. However, with our plans, we hope to make trip planning available and accessible to everyone!</p>	App development	\$55,550	Platform	\$128	Database	\$2,000	Design	\$ 4,000	Marketing	\$10,000	MVP Total:	\$72,000
App development	\$55,550												
Platform	\$128												
Database	\$2,000												
Design	\$ 4,000												
Marketing	\$10,000												
MVP Total:	\$72,000												
<p>Advertising and Promotion</p>	<p>Our app is all about experiences, and to deliver that to our users we invested a lot of time thinking of a business plan that benefits everyone.</p> <p>To reach people to try our app we will make use of Google, Facebook, and Tiktok ads. We will also sponsor and recommend our app to famous trip influencers so that they can give a very nice review about the app and hopefully become users.</p>												
<p>Objectives</p>	<p>List your objectives and metrics for success by time frame, as well as potential questions or challenges. For example:</p> <ul style="list-style-type: none"> ● <i>Sell the PREMIUM plan to at least 100 people by the end of the year.</i> ● <i>Have at least 10,000 downloads of the app in the first 18 months after the launch.</i> ● <i>Have 50% of the free users buy one of our plans at least once.</i> ● <i>Earn a net income of \$30,000 for the first fiscal year, and \$50,000 by the third fiscal year.</i> <p>List any obstacles that may prevent you from achieving your objectives, for example:</p> <ul style="list-style-type: none"> ● <i>The preference for travel agencies.</i> ● <i>Development delays.</i> ● <i>App malfunction.</i> 												

Action Plans	<ul style="list-style-type: none">● Phase 1(6 months)<ul style="list-style-type: none">-Raise capital-Formalize the launch plan-Get users-Plan marketing-Hire IT developers-Hire UX designer-Finalize outsourcing companies ● Phase 2(12 months)<ul style="list-style-type: none">-Marketing campaign-Increasing revenue and improving the services ● Phase 3(18 months)<ul style="list-style-type: none">-Expand in other SEA markets-Focus on converting people from basic to pro-Include new features to attract customers away from our competitors-Growth market share to 10-15% <p>How will we scale this from the production side?</p> <ul style="list-style-type: none">-Detailed sales growth forecast<ul style="list-style-type: none">● Once we take into account every detail of the expansion costs, we will know if we need any price adjustments.-Hiring the right people<ul style="list-style-type: none">● Hiring the right staff such as those with innovative skills can help us improve the scalability.-Include an expense forecast<ul style="list-style-type: none">● Intended to do a similar expense forecast based on adding technology, people, infrastructure, and systems to handle all new users.-Broken down by the number of users, trips, and revenue we want to generate.-Choosing the technology stack with the expansion in mind.
---------------------	---

Competitors

	RENTAL (HOTEL)	TOUR GUIDE	PLACE SUGGESTION	NO. OF COVERED COUNTRIES
AIRBNB				220
RENT-A-GUIDE				81
EMBARK				60
SHOWAROUND				192
SHIROUBE				3000 cities

After doing some research we came across other companies with similar business ideas. Here we can see that our competitors are part of a big market, being used in multiple parts of the world, also offering a similar service that we do. However, none of them have a system that integrates everything into one for an affordable price as our app does.