

Extra: Pain



Two Problems

The modern travelers do not see themselves as tourists. They seek local and authentic experiences.

Tourism organizations need to meet the **demands of the modern travelers** to attract, entertain, and retain them.

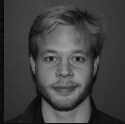
MOTES

Extra: Team



Louis [**CTO**]: Software Engineer with 10+ years of experience in the IT-industry.

Head of technical development & IT infrastructure.



Mathias [**CEO**]: Digital Strategist with 5+ years of experience in building digital platforms & startups.

Head of strategy, concept, & usability.



Yassin [**CMO**]: Digital Marketer with 3+ years of experience within sales and teaching startup principles.

Head of sales & marketing.



Advisory Board: Jens F. Jensen [**Tourism Researcher @RUC**], Jakob Ipland [**Senior Project Manager @Wonderful CPH**] & Marie Oosterbaan [**UX specialist @Game Lab**].

Extra: Traction

MVP & Business Model

Free for the user - we subsidize organizations.

MVP + business model have been **validated** through the Know Your 'Bro project.

10.000 + Users

In less than 1 year we have attracted more than **10k users** (only in CPH).

We project a minimum of **80k new users** in 2019.





500.000 + Revenues

Traction has led to signing four new customers in 2019.

Revenue in first year: **400k+**

Expected in 2019: **1.1m+**

Extra: SWOT

	STRENGTHS	<ul style="list-style-type: none">• Tech: Progressive Web App & Big Data• Team: strategy, tech, sales & Advisory Board• Partnerships: four largest cities in DK
	WEAKNESSES	<ul style="list-style-type: none">• Cash flow: unstable (reliant on new deals)• No funding: inhibits thinking long term• Human resources: small team
	OPPORTUNITIES	<ul style="list-style-type: none">• Scale: born global (generic platform)• Viral odds: via community-created content• Profit potential: commercial sponsorships
	THREATS	<ul style="list-style-type: none">• Substitution: technology can be copied• Competition: many competitors• Saturation: dense market for end-user