



Virtual Travel Guide

Team #VTG

This work was created in an open classroom environment as part of a program within the Sutardja Center for Entrepreneurship & Technology and led by Prof. Ikhtlaq Sidhu at UC Berkeley. There should be no proprietary information contained in this paper. No information contained in this paper is intended to affect or influence public relations with any firm affiliated with any of the authors. The views represented are those of the authors alone and do not reflect those of the University of California Berkeley.

Why Virtual Travel Guide?

Online Travel Agencies

Change

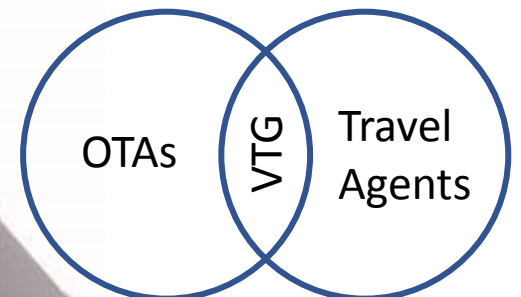
Self-planned vacations

Traditional travel agents

- Relationships
- Personalized curated itineraries

Replaced now by
hours & hours of
research

Virtual Travel Guide:
Personalized curated itineraries created
by our AI algorithms and big data



Travel Industry Trends and VTG Opportunities

- More customized experiences:



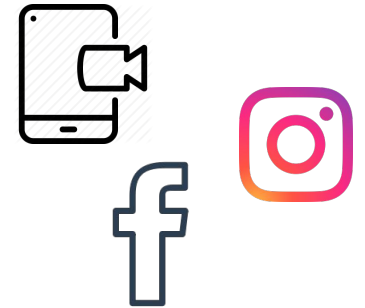
Active & Adventure Trips



Food Tourism



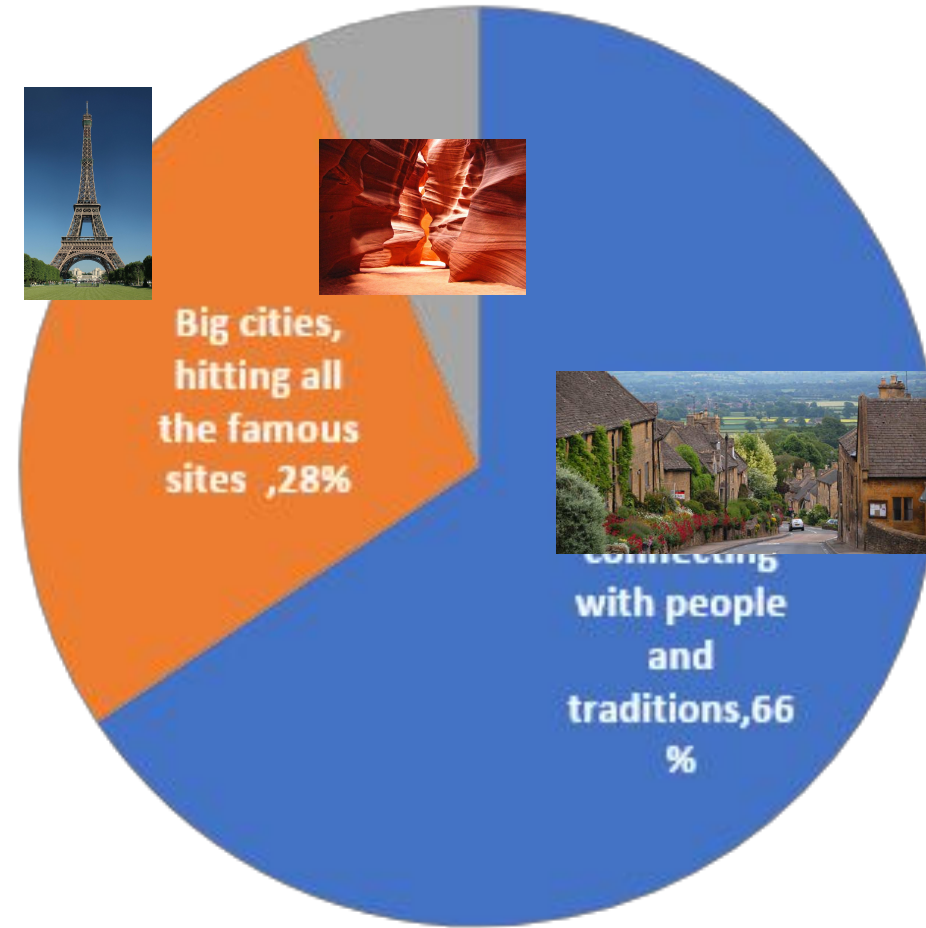
Responsible Tourism



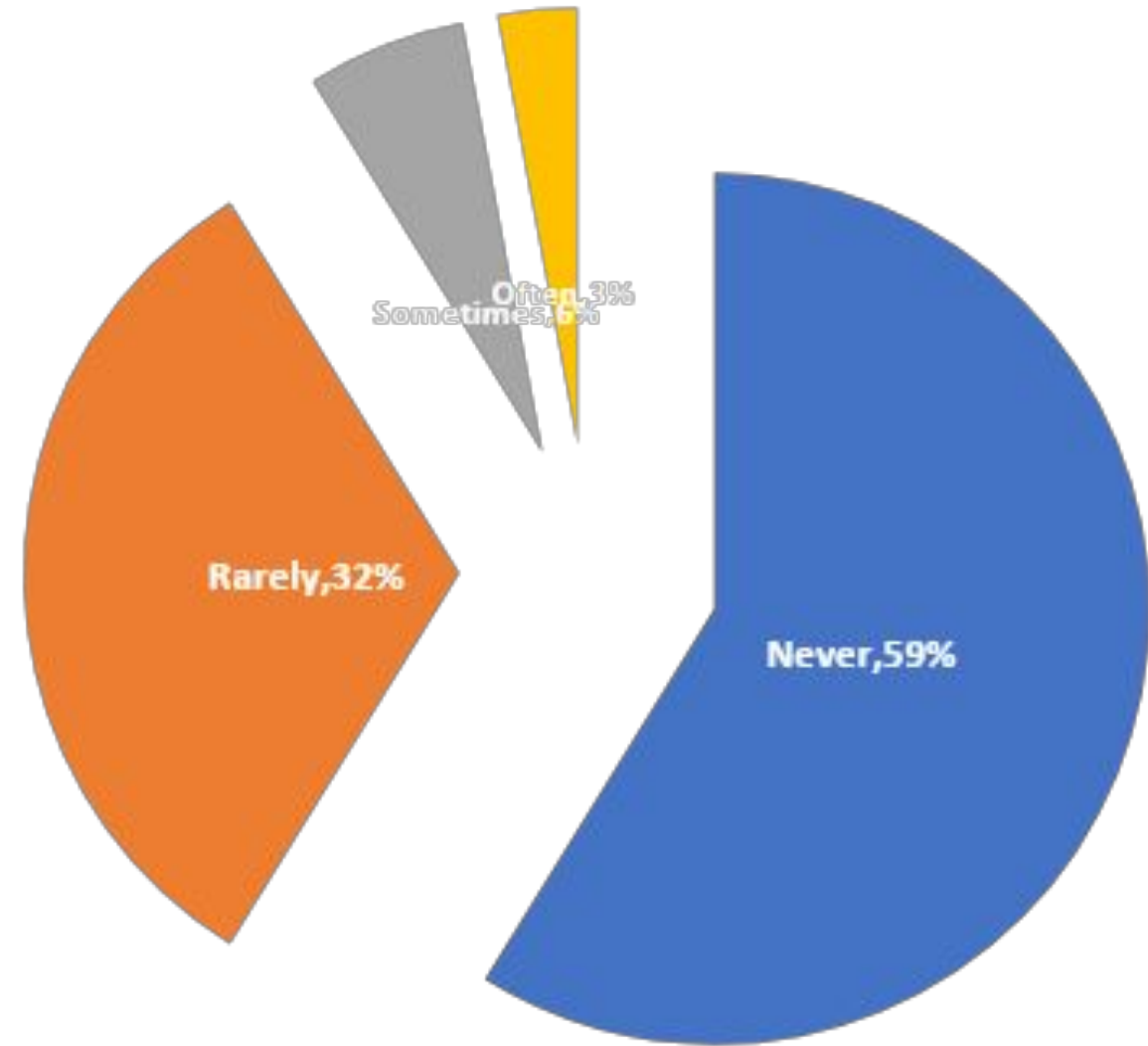
Mobile Photography

- Millennials, Age 20-35, leader in online research and booking

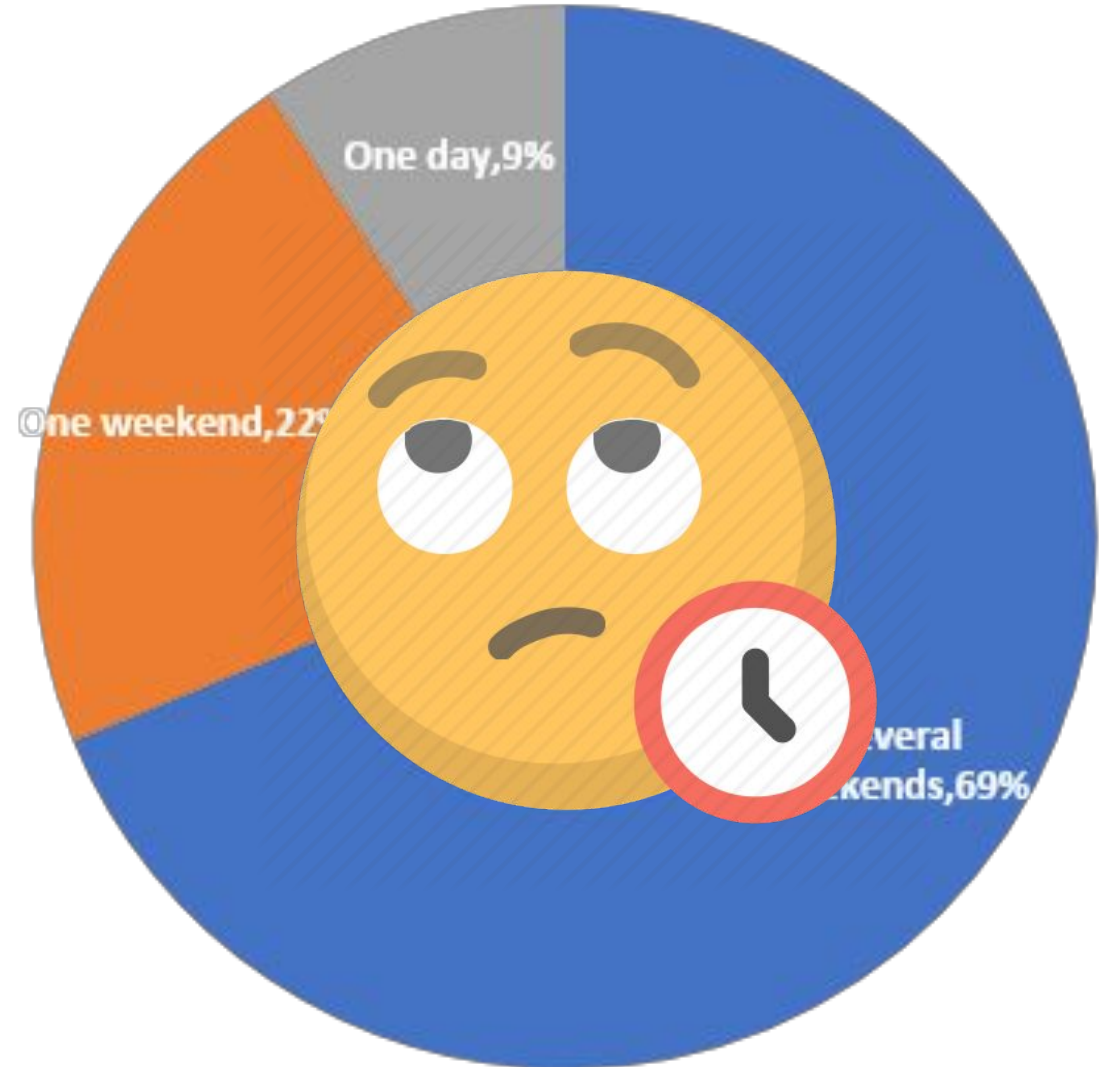
Survey: Your vacation style?



Survey: Do You Use a Travel Agent?



Survey: Time Spent to Plan Vacations!!



VTG Platform Features

Guidebooks Information and
other online travel resources



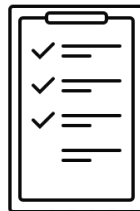
Internal and External Ratings

Past Experiences



Street views
360° photos/videos

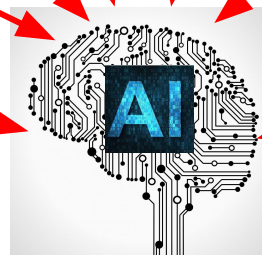
Bucket list/Travel "Queue"



Questionnaire



Kid Friendly/Lifestyle Options



VTG Platform Features

Personalized
Food Options & Reservations



Sightseeing/Experiences with
Audio Tour and Best Visit Times



Tailored Lodging Options



Transfers



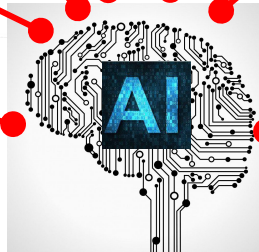
Flights



Intercity Transportation



Local guides, home cooked cuisine

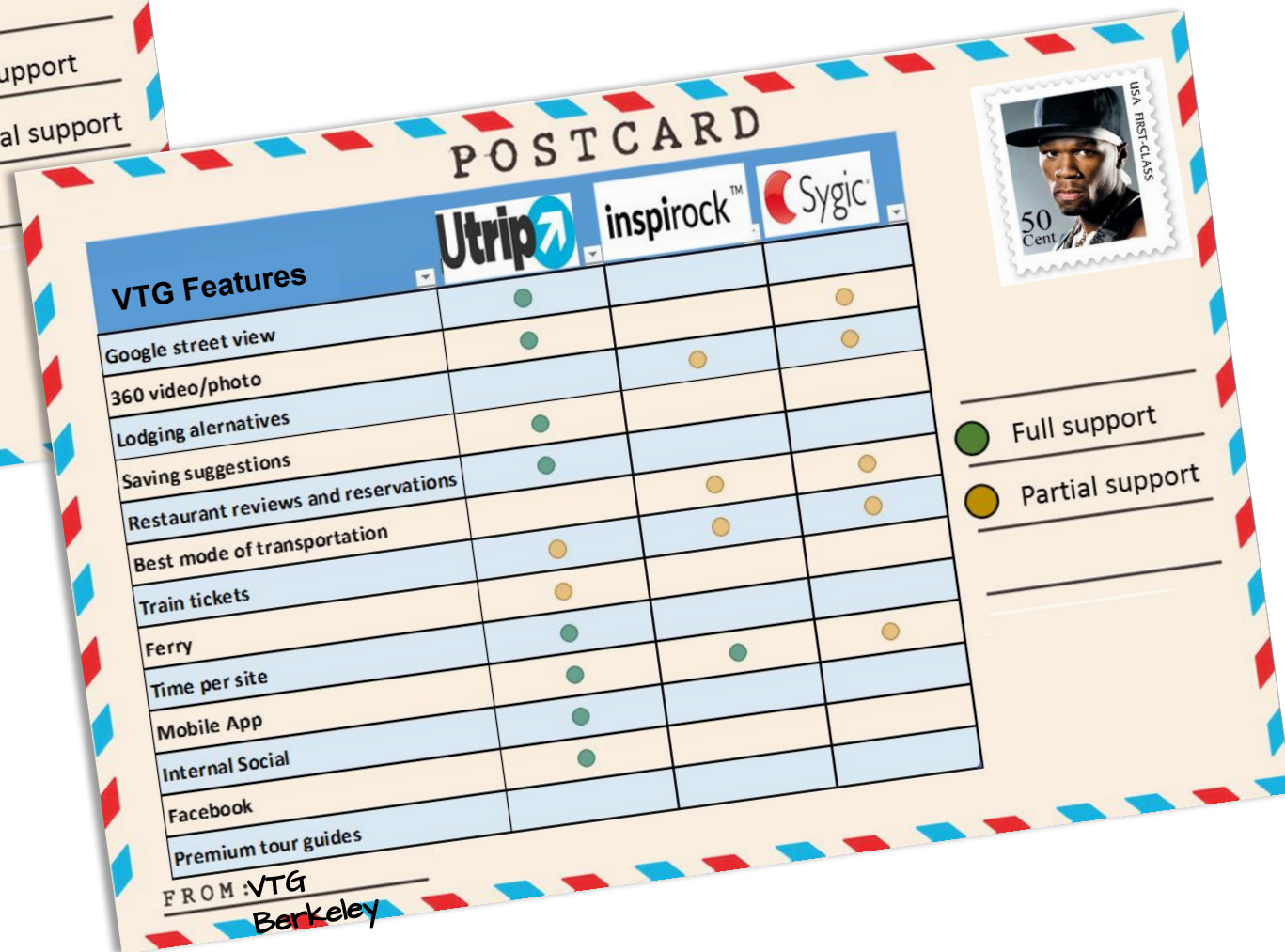
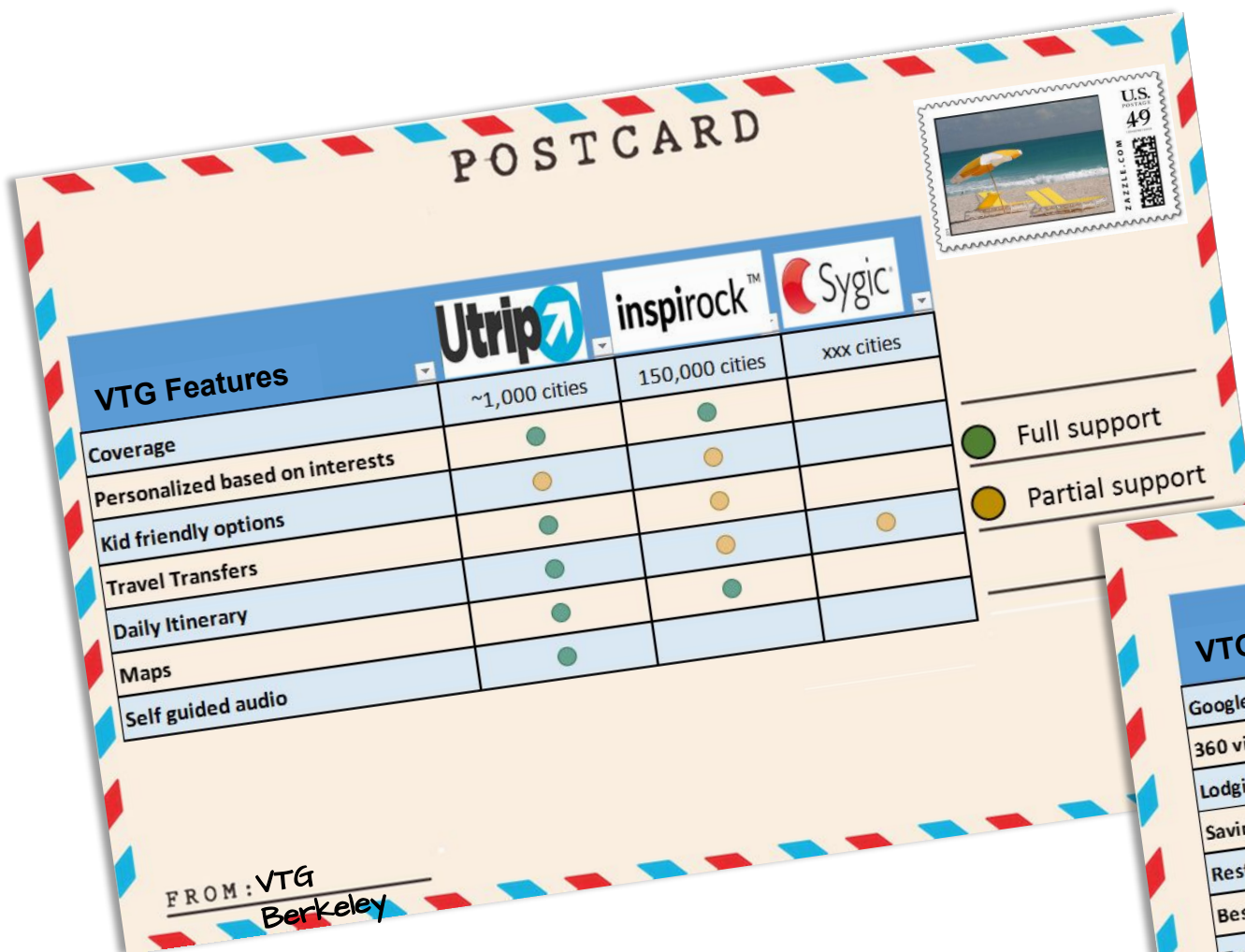




inspirock™



VTG vs Competition



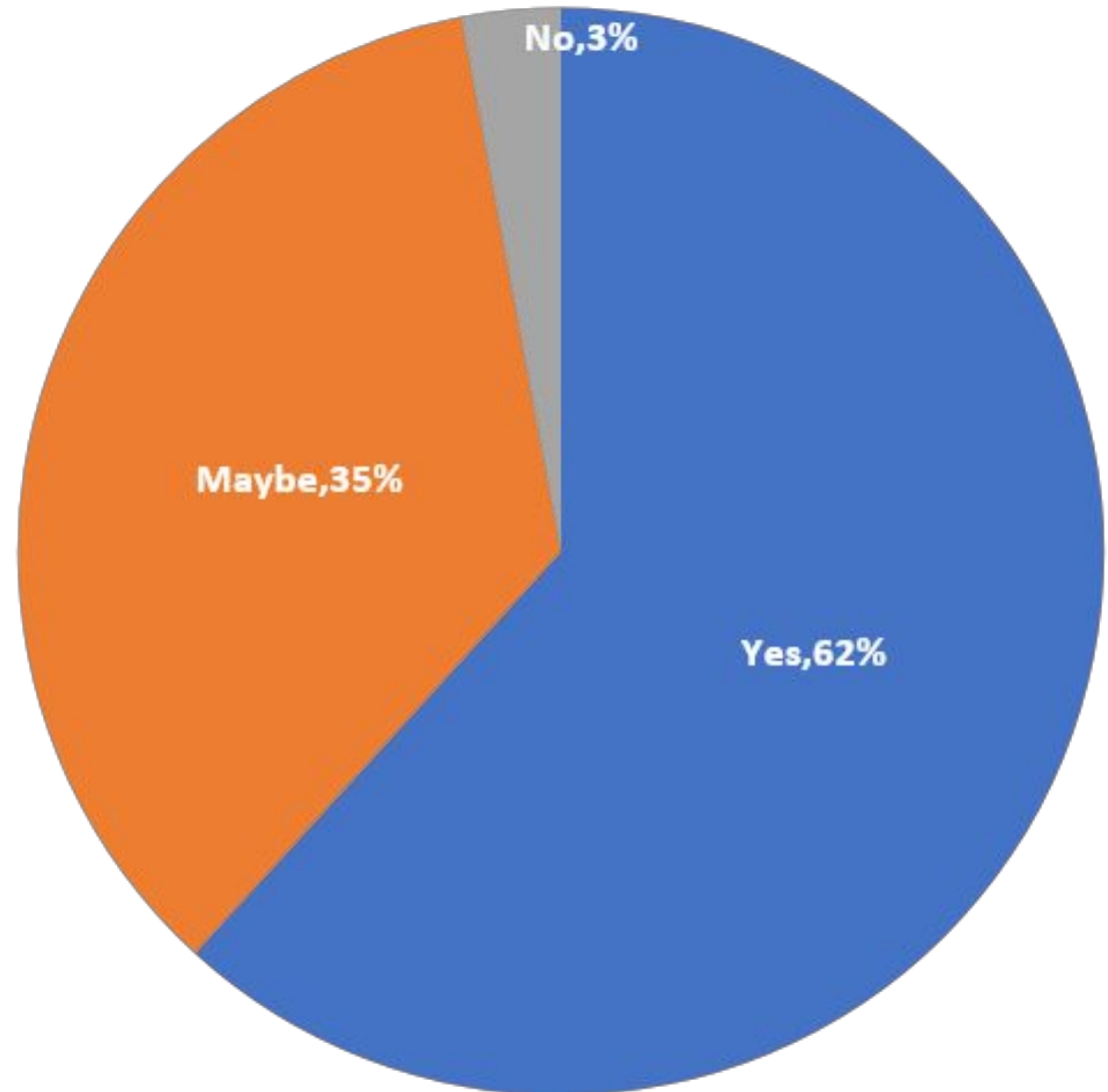
Business Model



Market Validation – Phase I



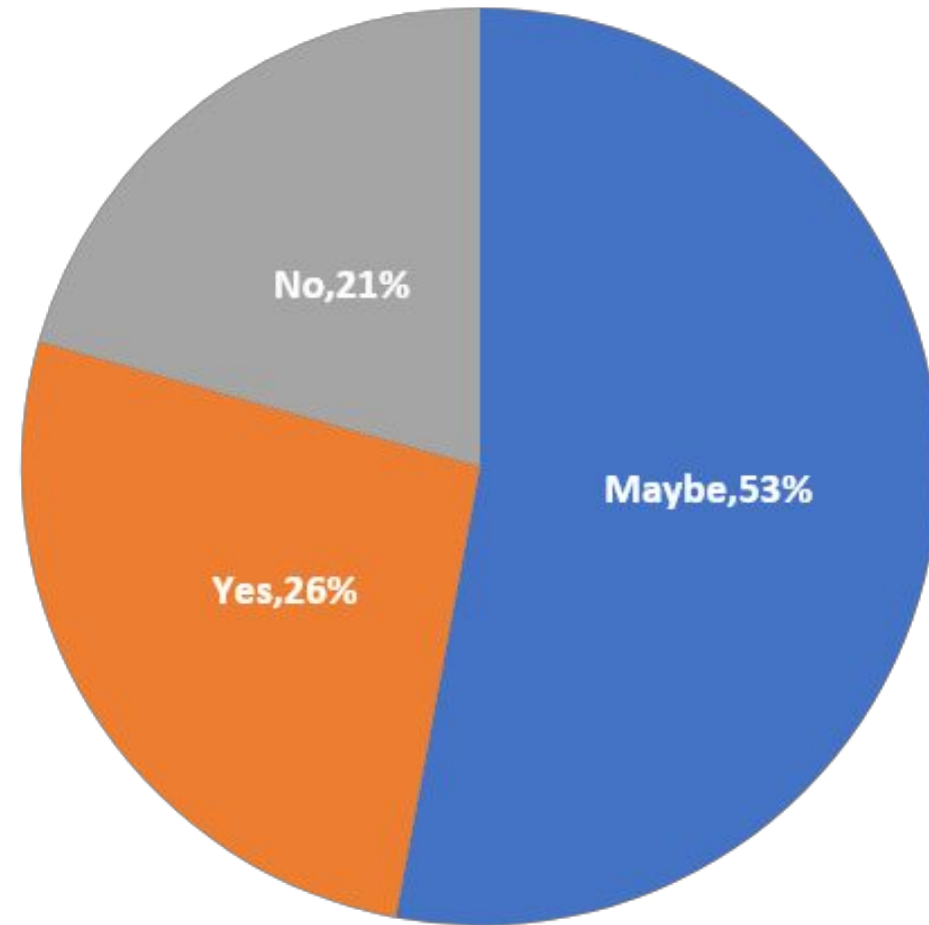
WOULD YOU USE AN APP THAT
VIRTUALLY ORGANIZES YOUR TRAVEL
PLANS AND MANAGES YOUR ITINERARY?



Market Validation – Phase I



WOULD YOU BE WILLING TO PAY
FOR SUCH APPLICATION / SERVICE?



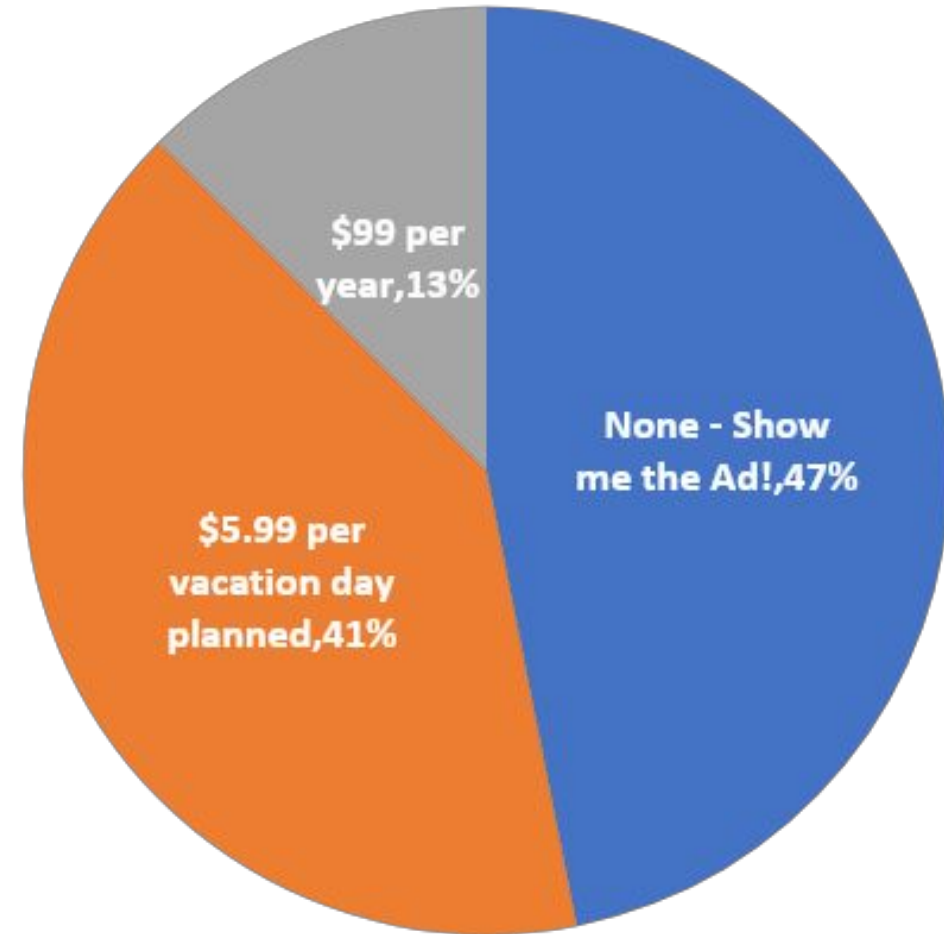
Market Validation – Phase I



HOW MUCH WOULD YOU PAY

FOR SUCH APPLICATION / SERVICE?

Would you use an App that
virtually organizes your travel
plans and manages your itinerary?



Market Validation – Phase 2

Would you be willing to use the App to connect with the following group of screened local people and businesses, ahead of time or last minute? The fee will be proposed and collected through the App.
Select all that apply.

Local Tour Guides



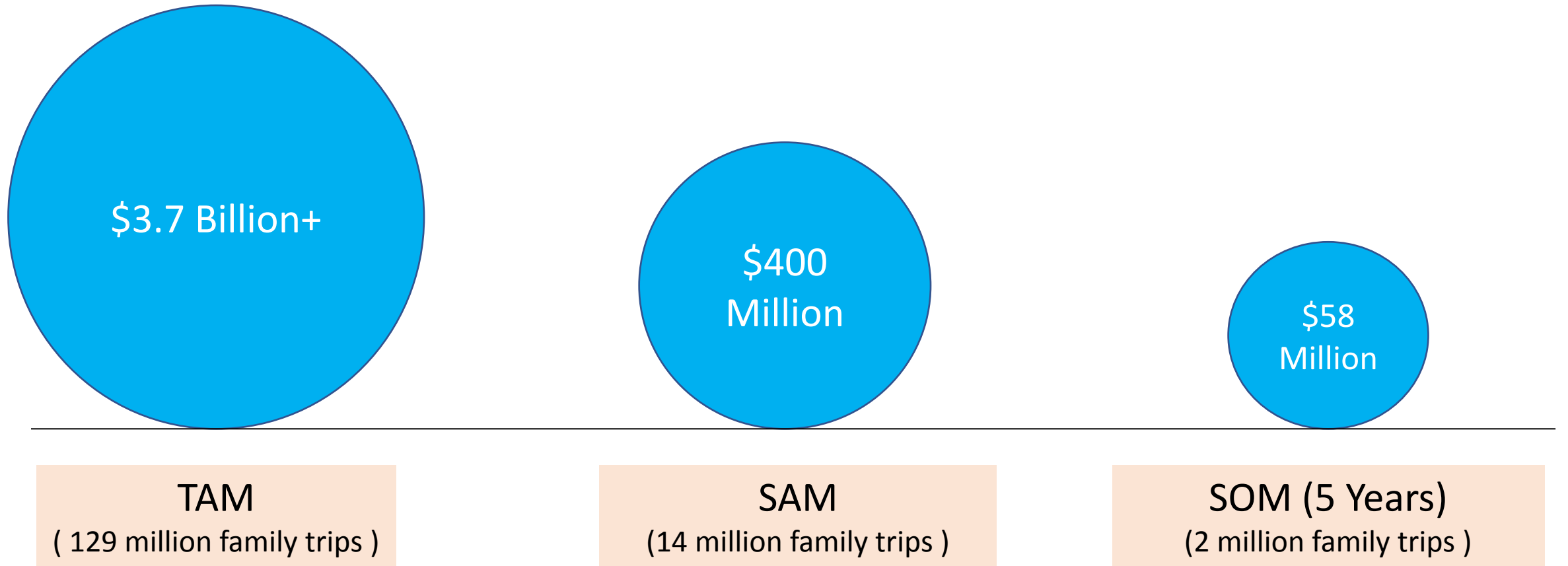
Taste of local culture: Restaurants and other experiences with local experts



Taste of local cuisine:
Locals prepare food for you



Target Market and Size



Go-To-Market Strategy

- Market -

- Get the name out



- Build customer base



1 month subscription free



Referral Bonus



VTGgo Club Award

- Branding VTGgo

- B2B plugins to local tourism & merchants websites
- VTGgo certified local merchants & guides
- Endorsement by Industry fellow Gigi Wang



- Partners –



Local merchants



Tourism Bureau



Travel guides



OTAs



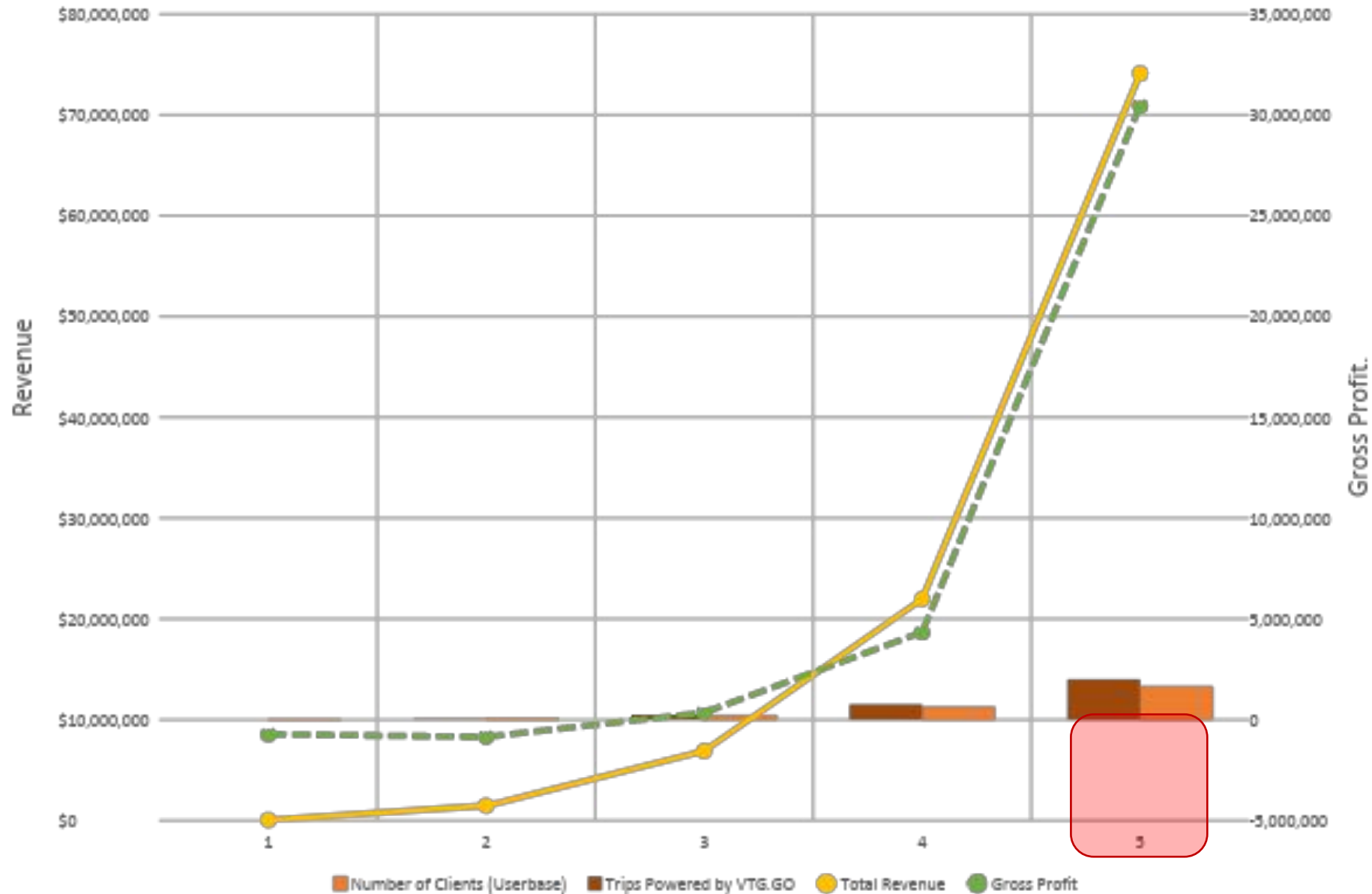
Travel Share Sites

Build up Strategy

	Product development Market testing	Product development Market testing	Alpha	Beta					
					Close of Year 1	Close of Year 2	Close of Year 3	Close of Year 4	Close of Year 5
Growth =>	0	0	500%	400%	225%	230%	140%	130%	125%
Time Frame =>	Y1Q1	Y1Q2	Y1Q3	Y1Q4	Year 1 Totals	Year 2 Totals	Year 3 Totals	Year 4 Totals	Year 5 Totals
SOM for Trips	0	0	500	2,000	2,500	99,498	467,459	1,452,273	3,812,966
Per Diem Trips	0	0	200	800	1,000	39,799	186,984	580,909	1,525,186
Full Yr Subscription Trips	0	0	63	250	313	12,437	58,432	181,534	476,621
Trips Powered by VTG.GO	0	0	263	1,050	1,313	52,236	245,416	762,443	2,001,807
Per Diem Revenue	\$ -	\$ -	\$ 1,198	\$ 4,792	\$ 5,990	\$ 238,396	\$ 1,120,032	\$ 3,479,646	\$ 9,135,867
Full Yr Subscription Revenue	\$ -	\$ -	\$ 6,188	\$ 24,750	\$ 30,938	\$ 1,231,283	\$ 5,784,807	\$ 17,971,878	\$ 47,185,457
Revenue from Shared Services	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 510,000	\$ 1,340,000
Revenue from B2B (Monetizing insights)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 16,443,417
Total Revenue	\$ -	\$ -	\$ 7,386	\$ 29,542	\$ 36,928	\$ 1,469,679	\$ 6,904,839	\$ 21,961,524	\$ 74,104,741
Number of Clients (Userbase)	-	-	216	863	1,078	42,908	201,592	626,293	1,644,342
Clients acquisition cost / (Sales & Marketing)	\$ -	\$ -	\$ 5,175	\$ 20,700	\$ 25,875	\$ 1,029,800	\$ 4,838,202	\$ 15,031,025	\$ 39,464,200
Number of employees	2	3	4	6	6	8	12	17	30
Compensation Expenses	\$ 75,000	\$ 112,500	\$ 150,000	\$ 225,000	\$ 562,500	\$ 1,125,000	\$ 1,500,000	\$ 2,325,000	\$ 3,825,000
Platform / Backend / Infra charges	\$ 30,000	\$ 15,000	\$ 15,000	\$ 15,000	\$ 75,000	\$ 100,000	\$ 140,000	\$ 160,000	\$ 200,000
Legal Advice	\$ 20,000	\$ 7,000	\$ 7,000	\$ 7,000	\$ 41,000	\$ 28,000	\$ 28,000	\$ 31,000	\$ 40,000
General & Administrative expenses	\$ 25,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 55,000	\$ 40,000	\$ 48,000	\$ 70,000	\$ 114,000
Total Expenses	\$ 150,000	\$ 144,500	\$ 187,175	\$ 277,700	\$ 759,375	\$ 2,322,800	\$ 6,554,202	\$ 17,617,025	\$ 43,643,200
Gross Margin					-	-	-	19.78%	41.11%
Gross Profit	\$ (150,000)	\$ (144,500)	\$ (179,790)	\$ (248,158)	\$ (722,448)	\$ (853,121)	\$ 350,637	\$ 4,344,499	\$ 30,461,540
Funding	\$ 1,500,000	\$ -	\$ -	\$ -	\$ 1,500,000	\$ 5,000,000	\$ -	\$ 10,000,000	\$ -
Treasury	\$ 1,350,000	\$ 1,205,500	\$ 1,025,711	\$ 777,553	\$ 777,553	\$ 4,924,431	\$ 5,275,068	\$ 11,762,144	\$ 42,223,684

Financial Projections

VTG Profit & Revenue Growth Over 5 Years



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Thinking about next vacation?

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Your way to travel