iCity Guide
Revolutinary Travel Experiences

Executive Summary

Contacts:
Alexander Elkin, CEO
+4915739672599 - info@icityguide.online

One-liner
Buyer flow marketplace based on city navigator for tourists, AI routes generator, GPS navigation, voice guidance and augmented reality

Mission
We have two main missions:

1. We want to help people (tourists and city dwellers) to explore cities and radically simplify the organization of tourist trips, routes within the cities, link cities and countries to tourist routes, simplify the logistics and reduce logistics costs for the organization of individual tourist routes.
2. We want to raise people activity in cities, increase the attractiveness of cities and help local businesses to grow their buyer flow with using our marketplace.

Profile

Incorporation:	EU
Location:	Berlin, Germany
Funding to date:	0
Stage:	Developing of backend and API
Customers:	Travelers, Local business
Funding Sought:	700€ Angel Round

The Problem
Tourists and citizens discover the city's attractions chaotically and their paths strive to main most popular routes.

Local business based on regular buyer flow chooses only popular streets and places to open restaurants, cafe, and shops. But there are a large number of attractions and interesting places in cities, which can't be reached by most of people flow.

Local governments trying to attract tourists to those not very popular or remote places. They use large financial and human resources for it, with solutions of logistics and promotion issues. The result is several points outside of so-called tourist zones, separated from the main attractions, a major economic activity, and the tourist flow.

The Solution
A city mobile navigator for tourists with AI routes generator, based on available free time and interests of the user, with GPS navigation, voice guidance and augmented reality.

An online marketplace, connected to the mobile navigator, that will offer simple tools to attract users of the navigator to go near customers business or show them advertising notifications near it.

Scaleup Phases

1. At zero phase, for collecting users feedback we are developing the first mobile app based on the algorithm.
2. At first phase, we will develop an Artificial neural network (ANN) that will generate multiple different walking routes based on available free time and interests of user and database of available sightseeings of the city. The mobile app will give users simple access to this ANN. Also, it will provide simple voice guidance (only directions and names of Places) during the Route.
3. In the second phase, we will teach ANN to link full-time voice guide (history during walking between Places) to generated Route and tell it to the user.
4. In the third phase, we will implement augmented reality with the history of Places.
5. After popularisation of the Navigator, we will start development and implementation of marketplace and changes to ANN to give the opportunity to include or Customers Places in generating Routes.
6. After that, we will develop and implement upgraded ANN and Navigator to generate all-in-one routes beginning from your home, with taxi, flights, accommodation, in-city activity and going back home with in-app purchases.

Business Model

The main source of profit is an advertisement and in-app purchases. The marketplace will give the opportunity to customers to:

- Add voice advertising to routes
- Add advertising to augmented reality
- In-App popup advertising
- Affect to the generation of routes

Sales and Marketing Strategy

Distribution of information about the application is planned to be provided in the locations of the target audience:

- Banners - advertising banners in airports and hotels, in taxi stands and buses near airports.
- Billboards - in the city center, near the most popular attractions, near airports and train stations.
- Flyers - laying out flyers in airplanes, trains, in hotel rooms and reception, in restaurants and pubs, distributing flyers at major exhibitions and conferences, distributing flyers on the street near the most popular attractions.
- Indirect sales - add an application when buying tickets for a plane or train, when booking a hotel or other accommodation.

Distribution of the information about the marketplace is planned via internet advertising.

Target Customers

Tourists who came to see the city

People read a large number of articles and sites about the city they plan to go. They buy a map of the city, ask questions in social media about which places must be visited. As a result, in any city, there is a list of the main sights that everyone should see. Many people are confused about the maps, choose only a few places which they can visit, because of a lot of time they lost on understanding how to get there.

Businessmen who have free time on a business trip

During short business trips, people often have free evening hours or even a day. And a person has several options for what to do:

- The host party has hired a local guide who will show the city, or has allocated one of its employees;
- Go sit in the pub;
- Just go for a walk around the city without any direction;
- Sit in the hotel room and work.

Residents of the city who want to learn their city

City residents often do not know about most of the main attractions of the city and they have no way to get this information.

Local business

A local business wants to manage buyer flow and raise people activity in cities, increase the attractiveness of cities and help local businesses to grow their buyer flow with using our marketplace.

Founders & Team

Alexander Elkin, Founder and CEO - Project manager with 10 years experience, managed media and non-profit projects, worked as CEO, COO, Fundraiser and Business Developer in non-profits and CyberSecurity Startups, has rich experience in management, HR, management of distributed teams, external relations, business, investors relations, finance, and strategy.

Anais Gracia, Co-founder, and Creative director - 6 years of experience in Marketing Design, Product Design, User Experience.

Maruboina Vara Prasad, Co-founder, and CTO - Strong Technical Background, startup bug, PHP, MySQL, AngularJS, HTML5, CSS, XML, JSON, JQuery, Bootstrap.

Keshaw Singh Thakur, Co-Founder, and Lead of 3D Graphics - Experienced video creative with extensive knowledge of 3D design production and video, animation, AR, and VR.

Mohamed Azath Ali, Co-founder, and Developer - 12 years experience in design and development of software applications, C#, ASP.Net, MVC, PHP & AngularJs.

Work Plan

Angel phase

The first version of the application is online - algorithm based generator of routes, the Places are imported from a third-party service, voice prompts for directions and names of Places.

1-3 months - Development of Algorithm, Backend, API, Frontend, and Design.

3-4 months - Development of Apps for iOS and Android, testing, going online.

5-6 months - Feedback.

Seed phase

6-7 months - Development an ANN and teaching it to sort Places to different categories of interests and to generate routes based on interests and available free time of the user.

8-10 months - Teaching ANN to link full-time voice guide (history during walking between Places) to generated Route and tell it to the user.

6-10 months - implementation and linking of augmented reality to Places.

10-12 months - grow and feedback.

13-18 months - development and testing of the marketplace, implementation of changes to ANN to give the opportunity to consider Customers Places in generating Routes and telling advertisements.

19-24 months - teaching ANN to generate all-in-one routes beginning from your home, with a taxi, flights, accommodation, in-city activity and going back home, upgrade of apps accordingly.

Market Size

According to Forrester and BIA/Kelsey, the worldwide digital advertising expenditure would amount to $230 billion in 2017 and that it would grow to $335 billion by 2020.

Forrester expects online advertising to continue to be the primary driver for advertising spending in Europe, with its share growing compared with offline spending. Within the online advertising market, they expect online display advertising to be a key driver of growth, with a compound annual growth rate (CAGR) of 11.2% from 2016 to 2021 — faster than search's 9.5% but slower than social's 18.4%. They expect all three major online channels to grow faster than the total advertising market's CAGR of 4.1%.

Local advertising spending in the US is expected to increase by a compound annual rate of 3.6% from 2015 through 2020, when spending will total $168.9 billion, according to the latest forecast from BIA/Kelsey. Traditional media spend is projected to stay stagnant (CAGR of -0.1%) while digital spend will grow by double-digits (CAGR of 11.7%) through the forecast period, such that digital will rise from 26.9% of local ad revenues this year to 39.1% in 2020.

Location-targeted mobile ad spends increasing at a compound annual rate of 25.7%, from $8.5 billion this year to $26.7 billion in 2020, at which point location-targeted ad spend is expected to capture 43% of mobile ad spend in the US.

Total Addressable Market (TAM): $230 billion

Total Serviceable addressable market (SAM): 40% TAM2 = $92 billion

Serviceable Obtainable Market (SOM): 5% of SAM = $4,6 billion

Competitors

Google Trips - Generating routes for half day or day, the user should go to the beginning of the route, hard to find it inside the app with many functions.

Predefined routes - Pocket guide, City Guides by National Geographic, LUXE City Guides Mobile App, WMoscow, Sygic travel

No routes - Fodor's Travel Mobile Apps, Lonely Planet Guides, Triposo, Gogobot

Booking - Fodor's Travel Mobile Apps

Voice guide - Pocket guide (Only for predefined routes)

Offline mode - Pocket guide, LUXE City Guides Mobile App

Competitive Advantages

Simple - to use the app you need to install it, choose the time period of walk and your interests after that choose one of the routes and start your journey (total 9 taps).

Start right here - you don't need to go somewhere to start your route, begin walking from where you are.

Unlimited routes - lots of Places gives you unlimited ways to walk through.

Offline usage - internet needed only in the beginning, when you chose parameters and route, after that you need only GPS connection.

Voice guide - gives you prompts where to turn and where to look.

Financial plan

iCityGuide UG - Financial Plan - Year 1st-4th

Funding 700   Monetary units are in thousands of EURO

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9-12	Q13-16
Costs - Technical & R&D	69	69	69	69	111	111	111	111	696	876
CEO	12	12	12	12	15	15	15	15	84	120
CTO	0	0	0	0	12	12	12	12	60	84
CMO	0	0	0	0	12	12	12	12	60	84
Designer	9	9	9	9	12	12	12	12	60	72
PHP Developers @2	24	24	24	24	30	30	30	30	144	168
Mobile developers @2	24	24	24	24	30	30	30	30	144	168
Junior developers @3	0	0	0	0	0	0	0	0	144	180
Costs - Marketing	42	42	42	42	78	78	78	78	396	540
Partners	6	6	6	6	9	9	9	9	48	60
Events	6	6	6	6	9	9	9	9	48	60
Research/Advertising	30	30	30	30	60	60	60	60	300	420
Costs- Other	33	39	45	51	99	129	159	189	768	990
Rental, equipment	6	6	6	6	9	9	9	9	48	60
Servers, license	6	9	12	15	30	45	60	75	270	330
Services	6	9	12	15	30	45	60	75	270	330
Legal, accoutant	15	15	15	15	30	30	30	30	180	270
Sales	0	0	9	54	300	900	1,500	3,000	108,000	324,000
Advertisement	0	0	9	54	300	900	1,500	3,000	108,000	324,000
Cash Flow	-111	-150	-147	-108	12	582	1,152	2,622	106,140	321,594
Balance	589	439	292	184	196	778	1,930	4,552	110,692	432,286