

Pitch Deck

THE WAZE FOR TRAVELERS



TRIPS EVOLUTION OF SELF-GUIDED TRIPS

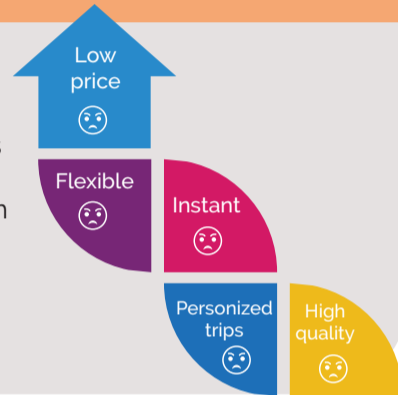


Current solutions

Price	☹️	☹️	😊	😊
Flexibility	☹️	😊	😊	😊
Time	☹️	😊	☹️	😊
Personalization	☹️	😊	😊	😊
Quality	😊	😊	☹️	😊

Travelaya solution

Travelaya mobile app supplies an ultimate trip experience. The travelers find a suitable trip based on their preferences. Travelaya navigates them through the trip's route and guide them among the route by using recorded videos of professional tour guides.



JUST 3 SMALL STEPS



Market size 2019 - Israel



Business model

- Free short trips
- Each trip sales for 20 ILS

- 30 ILS per month
- 300 ILS per year

- ? Hotels, attractions and restaurants

What have we done so far?

Reached 971 installs 90 trips were sold we earned 4K ILS

- Jan 2020 Foundation
- July 2020 Market Research
- August 2020 Launched MVP
- August 2020 Sold trips through Funzing
- September 2020 Sold trips to Globes' and Carambola's employees
- August 2021 Business plan is ready

What's next?

Marketing

- ✓ Expositing Travelaya app at national reserves parks during peak hours
- ✓ Waze campaigns
- ✓ Business cooperation with hotels/gas station
- ✓ Friends brings friends campaigns
- ✓ Public relations in media

Product development

- ✓ Push notification implementation
- ✓ Improving user experience
- ✓ Social sharing features
- ✓ English version
- ✓ Adding 450 new trips

Our team

- Gilad Litvak
Founder & CEO
- Natan Gurfinkel
C.T.O
- Ben Aichel
VP Product
- Yacov Allis
Financial

Funding

We are raising \$200k to reach Israeli market domination

