Buddy Up

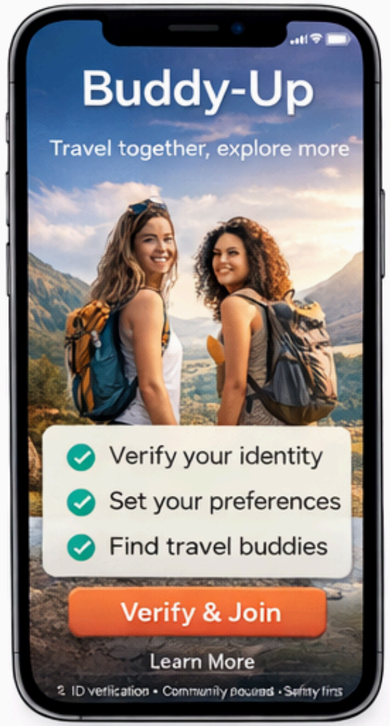
# Travel Together Explore More

Presented By:

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Buddy-Up
Travel together, explore more
Verify your identity
Set your preferences
Find travel buddies
Verify & Join
Learn More


Secure Your Account!
Record a Video Saying:
"Travel together, explore more"
"Travel together, explore more"
Record Video
Upload ID


Set Your Travel Preferences
Budget: £1.000 - £2.000
Ages 25 - 35
Looking For:: Mixed Group
Adventure • Beach • Culture
Continue


Swipe to Match!
Dubrovnik, Croatia
Jun 10 - 16
Sightseeing & Beach
£950 per person


Costa Rica Crew
Hey everyone! Excited for Costa Rica? Who's up for zip-lining in the jungle?
That sounds amazing! Count me in!
I'm in too! Can't wait to explore with you all.
Emma, 25
Let's do it! This going to be epic!


Morocco Adventure
Morocco Adventure
June 8 - Jun 14
Desert Camping
Cultural Highlights
Book Now



# The Problem

- Safety & isolation are two of the biggest issues when solo travelling
- Solo travellers are more exposed to theft scams and harassment
- 60% of women say safety is their biggest concern when solo travelling

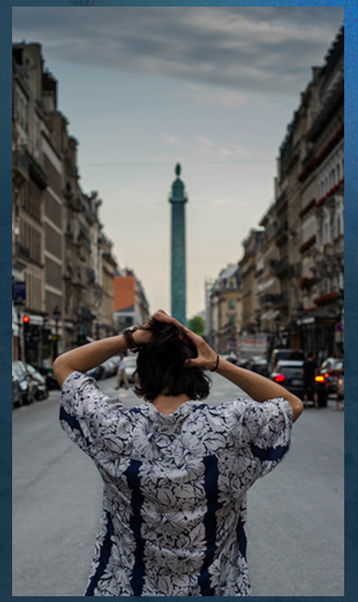
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(Bianchi, 2016) (Yang et al, 2018)(Hostelworld, 2025) (Brittany Ferries, 2025)



# Our Solution

- Make friends for life
- Travelling in a group can reduce vulnerability to crime and increase overall safety
- Travelling in a group can often be cheaper



(World Health Organisation, 2019)(TUI, 2024) (National Rail, 2024)

# The Market Opportunity

- Buddy Up is a niche travel agency focusing on bringing solo travellers together
- There is a 23% increase in solo travellers in 2024 for Saga Holidays
- The global solo travel market is worth £358 billion



(Cherryson, 2024)(Brittany Ferries, 2025)




# Finance

- 63% of travellers spend around £790 - £2,370 per trip
- 15% commission on each booking
- Zofitfy quoted £18,000 to develop the travel app

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(Zoftify, 2026)(Kurita, 2025)

# Target Market

Has a group suited for every type of traveller

Target Market: women in their 20s & 30s





(Brittany Ferries, 2025)

# Competitive Analysis

- Worldpackers
- Hays Travel
- Expedia

Expedia

Worldpackers

(Worldpackers, 2024)(Hays Travel, 2026)(Expedia, 2026)

# Go-To-Market Strategy:

- TikTok
- Instagram




(Drenik, 2023)

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# Team

- Me and my computer
- App Developer
- Hotels, transport & activity coordinators

# Closing

- £25,000 in exchange for 15% of Buddy Up
- Launch the app, begin marketing campaigns & brand deals
- Community of peoole experiencing the world stress free







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