



4. Why buy from us over competitors?

- Content updates always automatically, therefore always current with the original English version
- It's offered at no extra cost, free of charge
- Additional event booking service included in all offered languages
- Offering translation service in the most wanted languages (French, German, Spanish, etc.)





4. Why buy from us over competitors?

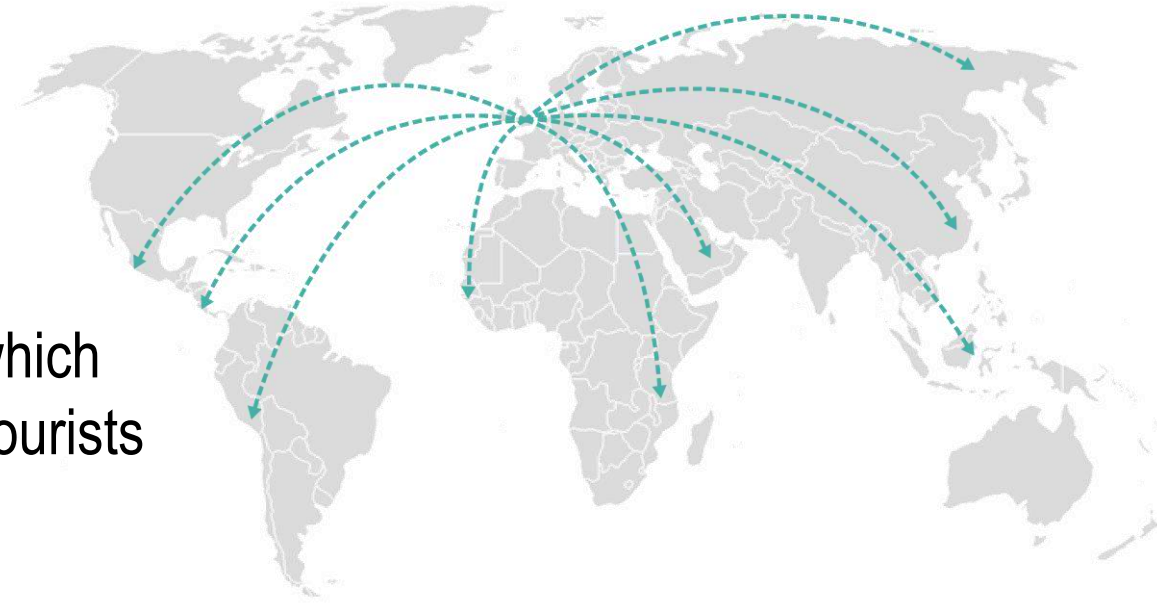
- Cultural experience of entrepreneurs (us) is included as additional content in native language according to cultural background of user
- Co-creation possible by receiving user feedback instantly towards improvement of content experience





5. Plans for future development

- If the initial pilot in London is successful, the product will be developed to include:
 - More cities and countries around the world
 - More languages
- Additional cities will be selected based upon data which shows the destinations that are most popular with tourists
- Additional languages will be added based upon the nationality of visitors who visit the chosen destinations in the largest volumes





5. Plans for future development

- A geolocation feature will be introduced to highlight events and activities which are located within close proximity of the user
- Travel reviews posted by users on social media will be incorporated into the app to provide an average user rating for each event or activity listing
- Feedback and suggestions on how to improve the app further will be sought from users on an ongoing basis





6. Key features of the industry

- International visitors to London are currently 19.8 million per year and growing steadily since 2009
- People are choosing to spend their money on having 'experiences' rather than buying 'things'. Products and services that enable consumers to connect with these experiences will be in high demand
- Professional content about destinations is considered important by tourists
- Global mobile app usage is increasing and is predicted to continue growing





6. Key success factors of the industry

- Ease of use is essential for a tourist / trip planner
- Information must be accurate and up to date
- Important to reach a critical mass of tourists to attract companies to place ads on the app (long term finance needed)

