



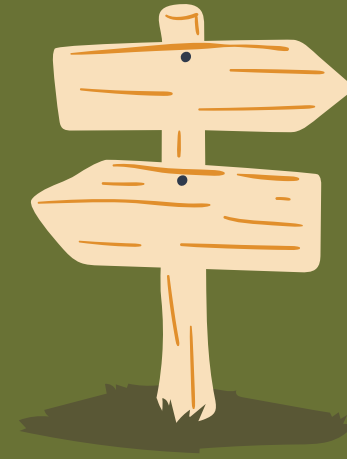
Share your own way



TRAVELLERS



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The perfect time to travel



Market Analysis



Our Application



Market Entry and
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MEET OUR TEAM



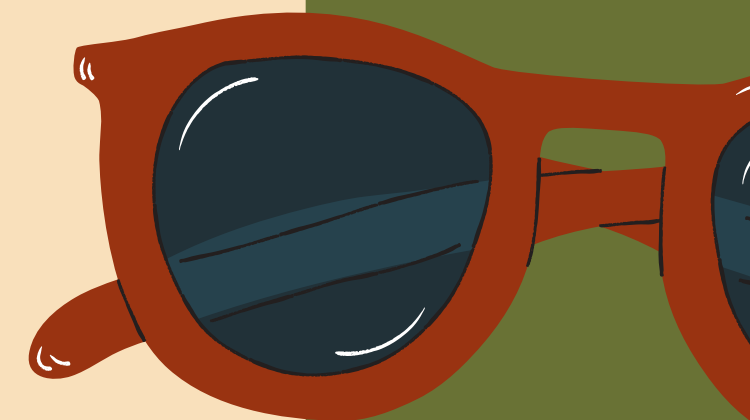
Sokhom Panha
Vathana



Heng Lykeang



Sreyneat



MEET OUR TEAM



Dabrundashvili Nino



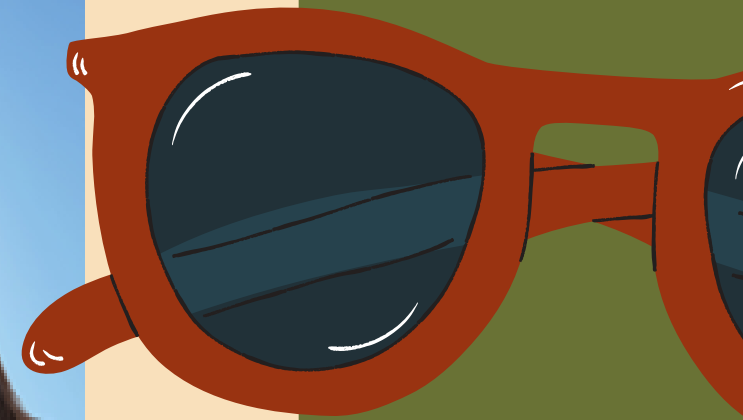
YongHun Lee



Yerin Lim



Bomi Shin



PROBLEM



Travelling is nice if you have someone to guide you in other countries



But what if you don't have friends? How will you explore a country? and visit different places?

SOLUTION

OUR APPLICATION WILL



Create connections



Connect local Cambodians
and Travellers.

Route sharing



Diverse route share, by different people,
like celebrity or Cultural researcher.

Diversifying tourism sites



Exposure of less well-known
which will help diversify the
tourism aspect

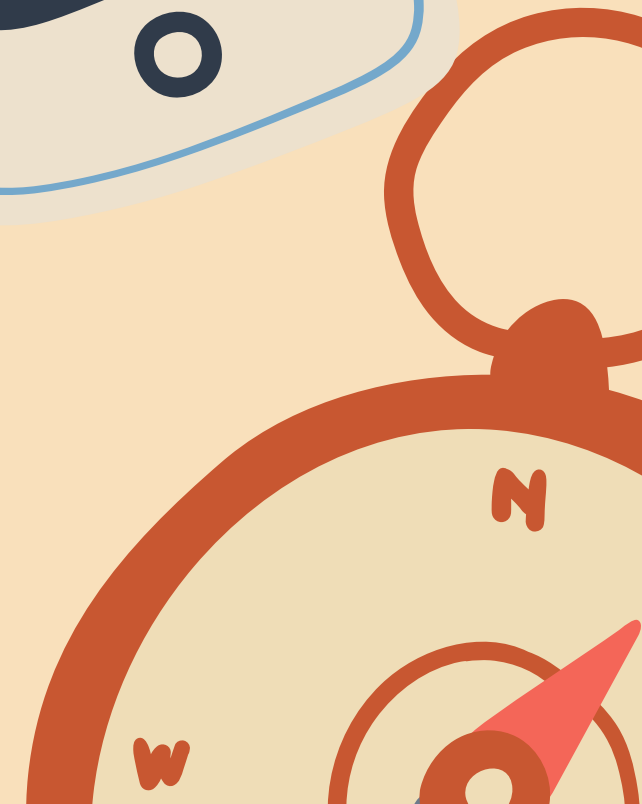
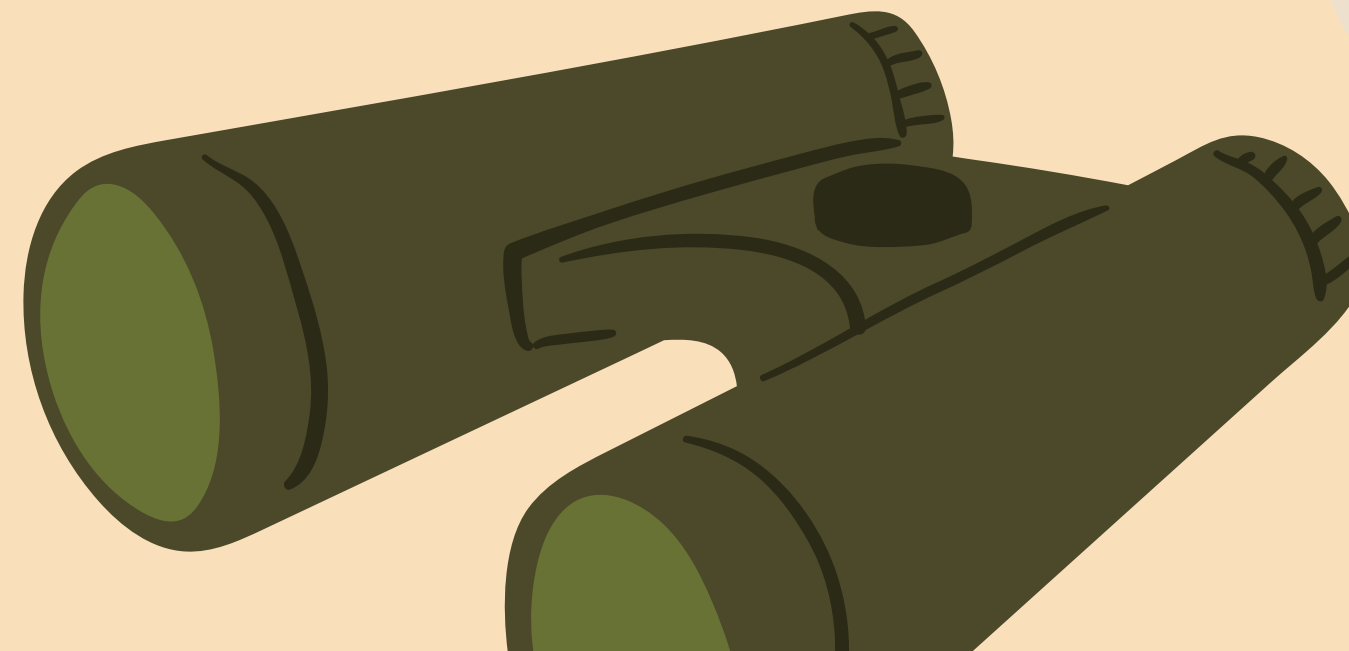


OUR APPLICATION



Let us guide you through our app!

With just a few clicks, you will find yourself in
a place you instantly love





Local users will go on journeys in Cambodia & record their route



Record their route



Post their route on our platform with detailed



Tourists who aren't familiar with the country



Followers can leave reviews on the route planner, or the places



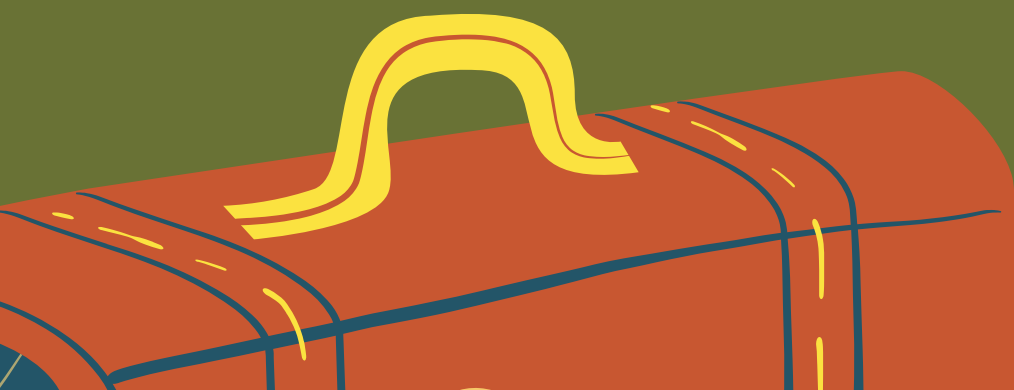
Go on the same journey



Can make payment to have a fully guided journey by the planner



review the posted details, and preview of routes



APP FUNCTIONS



BUSINESS MODEL

20% COMMISSION FEE

For every purchase that has been made for each route, our company will keep **20%** of the sale price.

EVALUATION

Users will have to pay **30.99\$** for our company to evaluate, verify, and suggest on highly recommended features

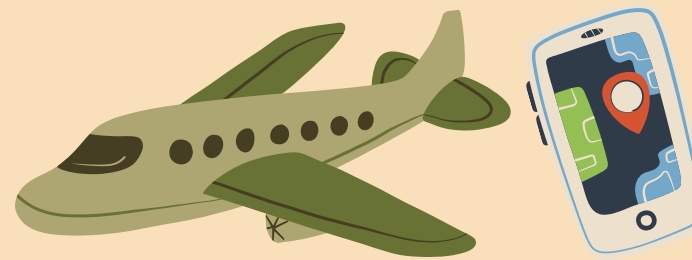
ADVERTISEMENT

Our app will also share an advertising space for brands or businesses to promote their products

TARGET MARKET



MARKET SIZE



1.41B

705M

7.05M

TAM

Total revenue of tourism in Cambodia reported in 2022

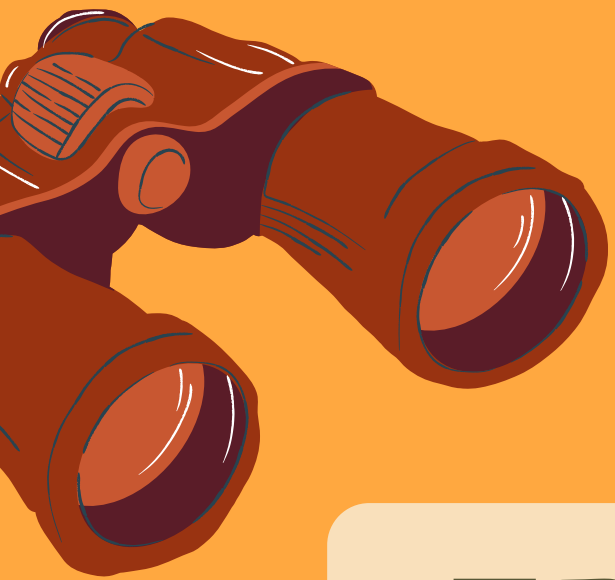
SAM

50% of the TAM

SOM

1% of the SAM

WHY FOR CAMBODIA?



TOURISM

- contributes **3.6%** to the country's **GDP**
- supports the **economy of the country**
- helps increase the **employment** rate for approximately **320,000 people**



TOURISM

WHY FOR
CAMBODIA?

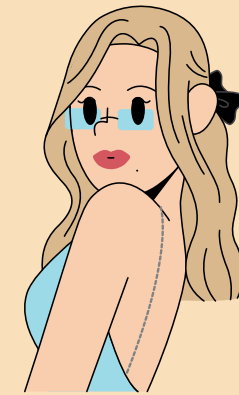
- However; over time, the length of stay per **tourist decreased**.
- 58% of all international **tourists visit only** Siem Reap and the Angkor complex.
- reported high demand towards public tourism management, and high-quality marketing to expose Cambodia's provinces, and attractions.
- As these concerns have been raised, and we believe that our product can be put to good use, and will be able to

MARKET ENTRY AND GROWTH STRATEGY

This is how we're going to enter the market



Coupons & redeem
codes to new users for
a month after app
launching



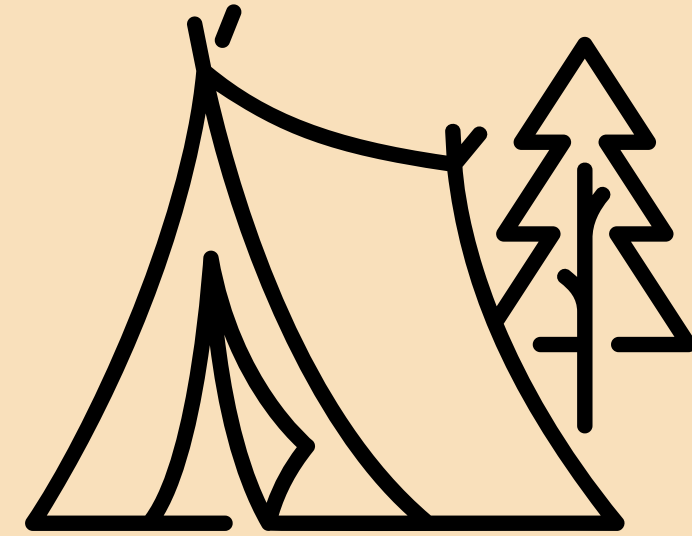
Inviting influencers to
promote and influence
the teenagers

MARKET ENTRY AND GROWTH STRATEGY

This is how we're going to enter the market
















Establishing collaboration
with the Cambodia Ministry of
Tourism to involve locals in
assisting tourists, thereby
creating employment
opportunities



Attracting a younger
generation through
**the rental of camping
equipment.**

OUR COMPETITORS

				
Reviewing				
Companion				
local Guide				

BUSINESS EXPANSION 1.

The logo for TADA, featuring the word "TADA" in a dark blue, stylized font with a white diamond shape inside the letter 'A', set against a yellow square background.

Furthering our business, we will have
Travellers X 'Tada' integration(transportation) X
Trip.com(travel agency)

The logo for Trip.com, featuring the word "Trip." in a white, sans-serif font with a yellow dot at the end of the period, set against a blue square background.

BUSINESS EXPANSION 2.




**Travelers will travel Cambodia
and share their travel experiences on our app.**

**As data accumulates,
an AI analysis will be implemented
to provide warnings about areas with a high
prevalence of pests.**



PREVIEW OF OUR APP DESIGN




Log In


Email Address

Password


☐ Remember me [Forgot Password?](#)

Log In

 Log in with Google

 Log in with Apple

[No account yet? Sign Up](#)




Selling my Journey

Where are you want to go?

Cambodia, Phnom Penh

1.




Name: Simon Lee
Subscribes: 1.62K
Travellers Score: 4.8/5.0

profile

A Day in Phnom Penh: A Tapestry of History and Culture.....

2.




Name: Yerin Lim
Subscribes: 1.23K
Travellers Score: 4.9/5.0

profile

Two Day in Phnom Penh: Amazing city in my life!! I saw amazing friends....

3.




Name: Aok Sokunkanha
Subscribes: 1.13K
Travellers Score: 4.1/5.0

profile

A one-day tour explained by a local in Cambodia I've been a guide for three years....

more +




Recording my Journey


Sharing my Journey

Recommendation for a Journey

My Friends

My profile

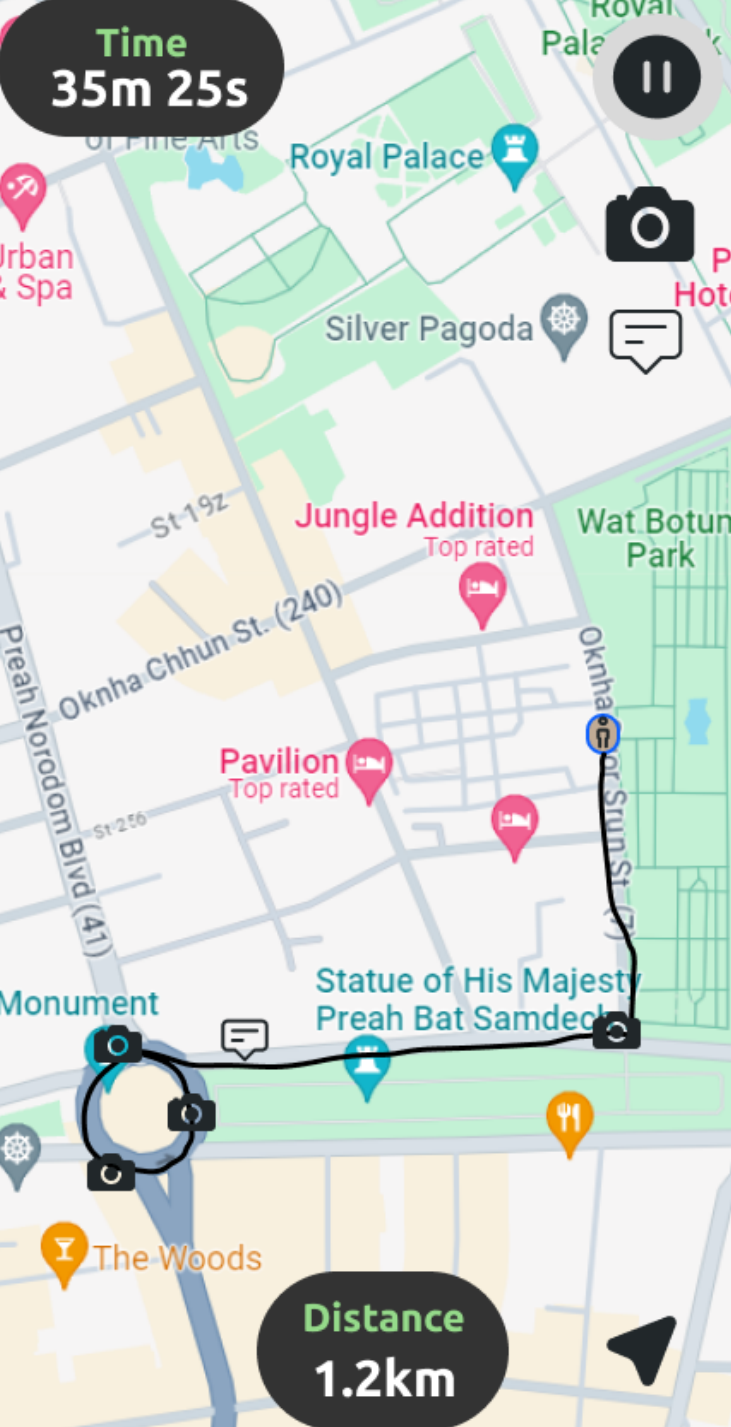




Recording my Journey

Time 35m 25s

Distance 1.2km





THANK YOU.

S I N C E 2 0 2 3

