TRIP N TAP

Experience the Outdoor

REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

ENI CBCMED
Cooperating across borders in the Mediterranean

وزارة الثقافة
Ministère de la Culture

TRIPNTAP LLC
Limited Liability Company
SEAL
2021
DELAWARE

Tourism in rural areas suck...

... Carbon dioxide from the air more than cities, but they need our help.

Market Size: Worldwide Impact by Covid-19

-74%

decrease from 2020 to 2021

Global Tourism Market

7.5%

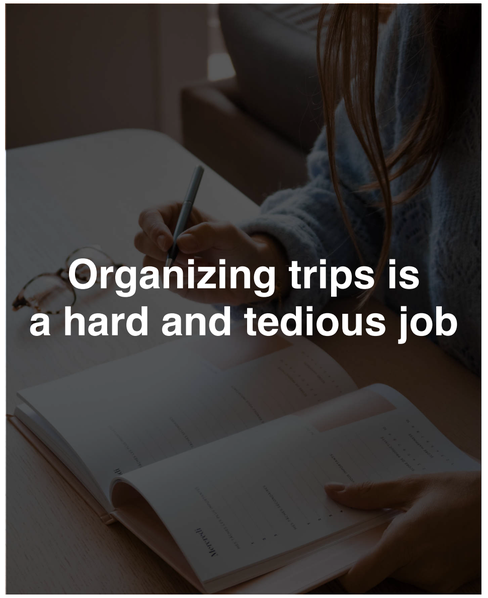
increase from 2020 to 2021
586 Billion USD with a CAGR of 13.3%

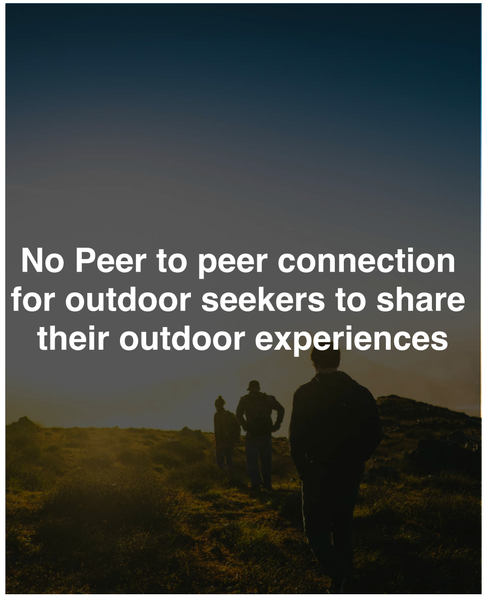
Outdoor Travel Market

Global News Wire Global Tourism Market. URL :
https://www.globenewswire.com/news-release/2019/10/29/1937012/0/en/The-global-adventure-tourism-market-was-valued-at-586-3-billion-in-2018-and-is-projected-to-reach-1-626-7-billion-in-2026-registering-a-CAGR-of-13-3-from-2019-to-2026.html (Accessed 18/01/2021)

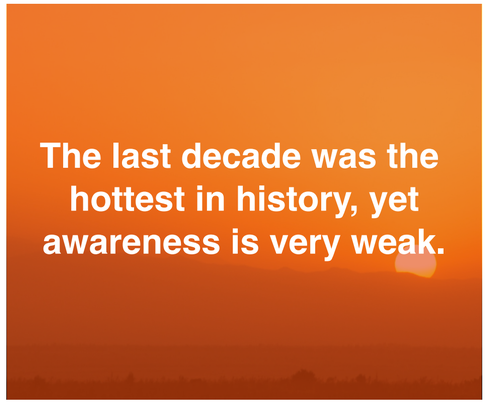
Problem

Business



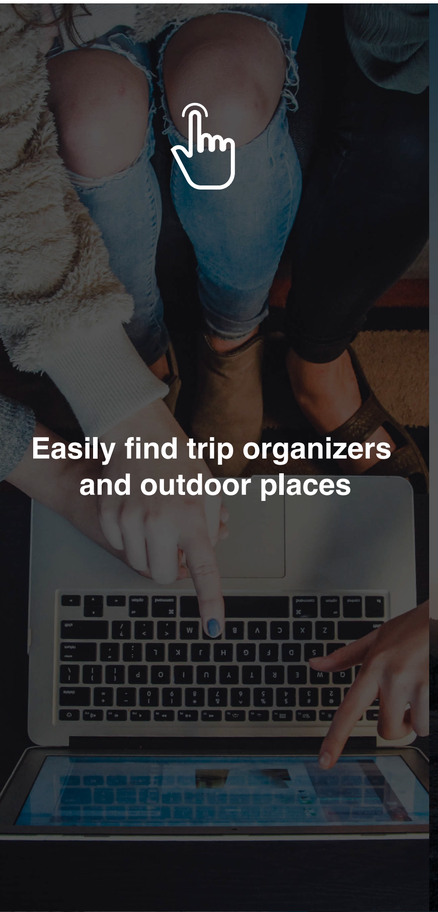


Social

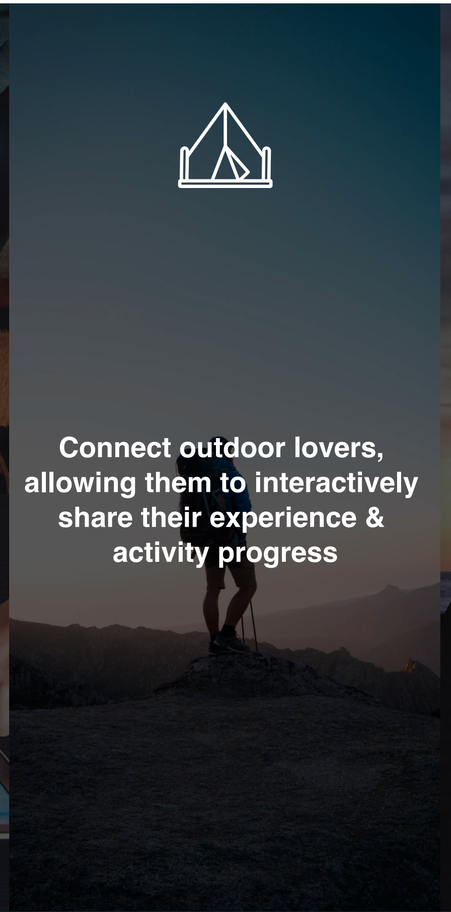


Solution

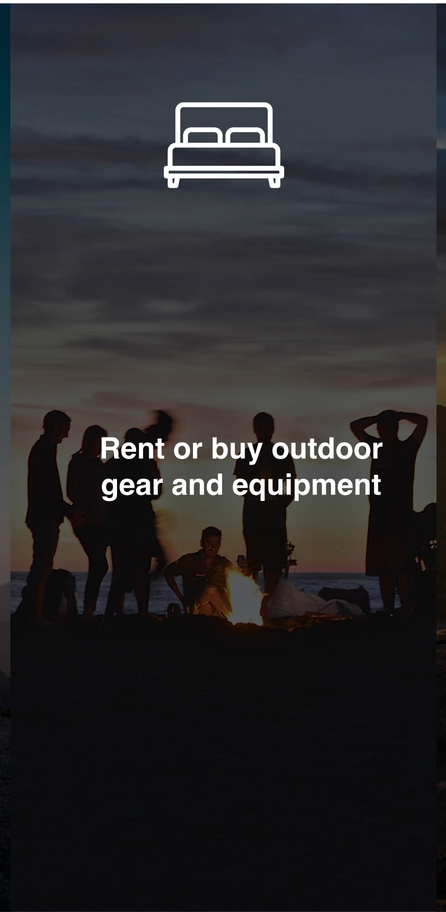
Tripntap is a website and mobile application that links outdoor seekers and tour operators, connects users, while building a community that contributes to a sustainable world.



Easily find trip organizers and outdoor places



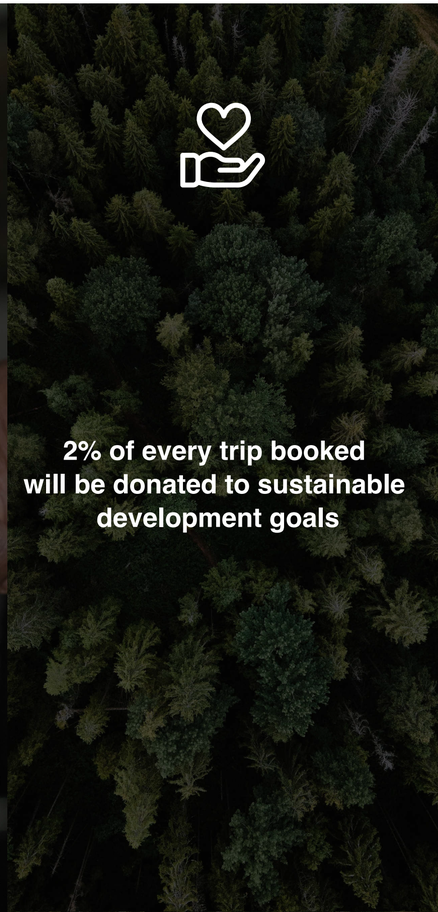
Connect outdoor lovers, allowing them to interactively share their experience & activity progress



Rent or buy outdoor gear and equipment

Gather a dynamic group of youth to fulfil the UN SDGS

Create partnerships with local and international organisation



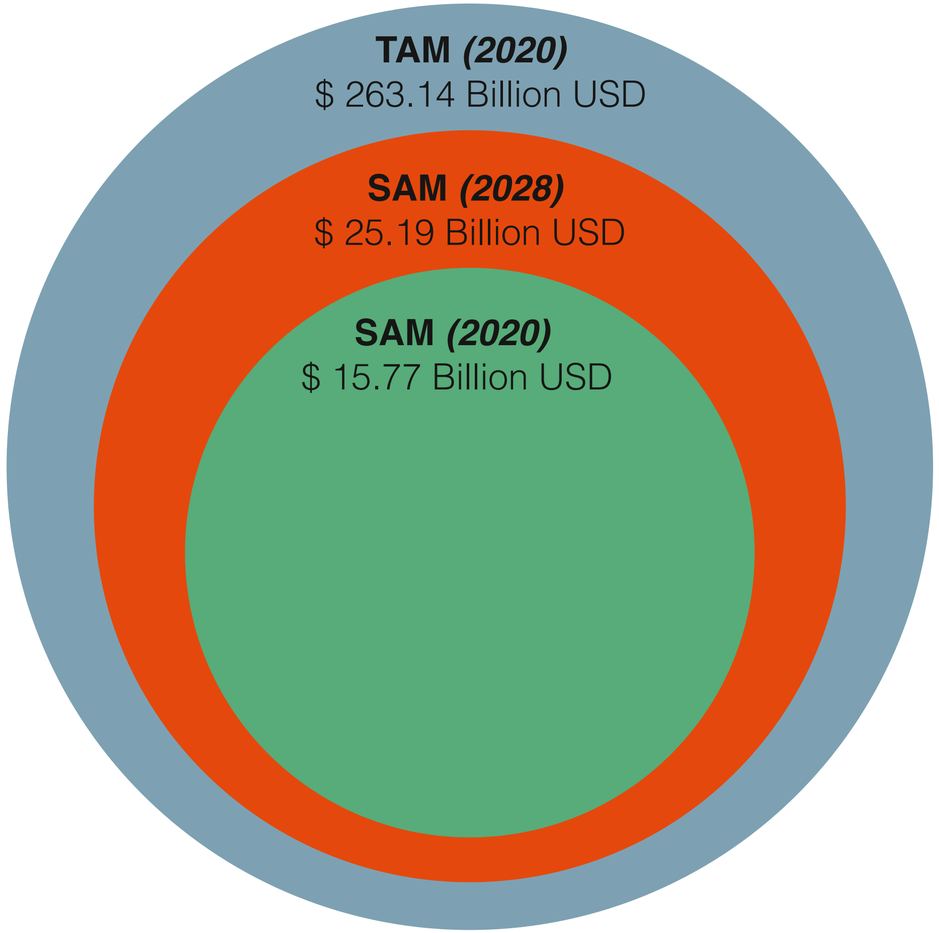
2% of every trip booked will be donated to sustainable development goals

United Nation: Sustainable Development Goals

The Global Goals are our best hope for people, for planet, for prosperity, for peace, and for partnerships.
With our approach, we are achieving the listed SDGs, in order to make a change.

Market Size: MENA + KSA's **"Vision 2030"**

Outdoor Activities



550%
Increase in number of tourists in 2030

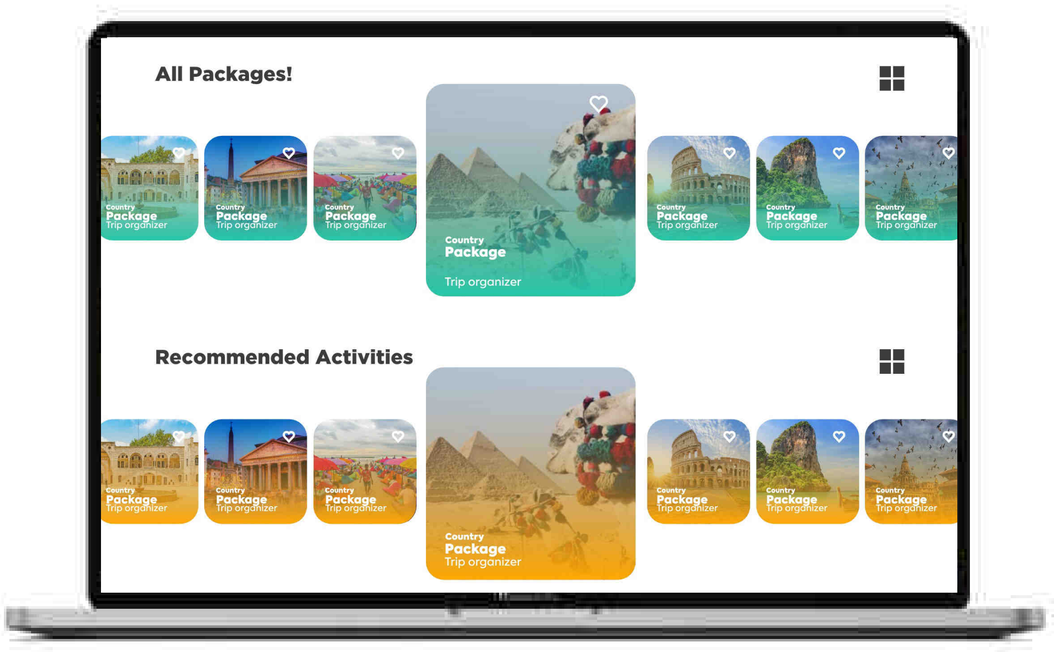
233%
Increase in GDP contribution

100%
Increase in Job opportunities

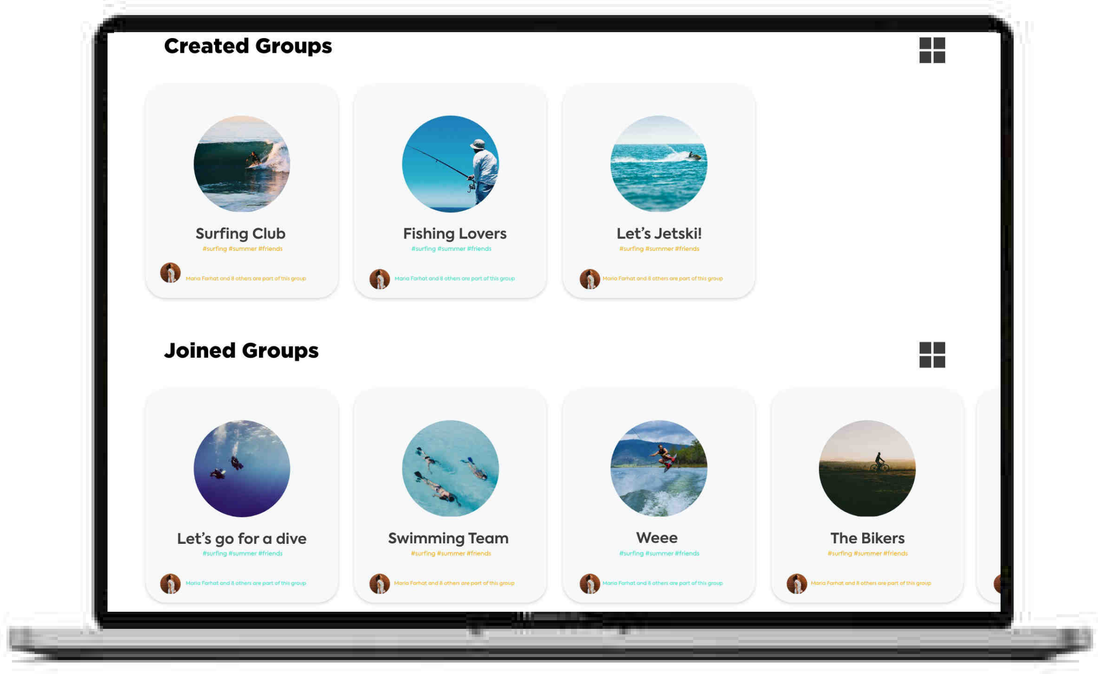
UNWTO (2019), Tourism in the MENA region. URL https://www.e-unwto.org/doi/pdf/10.18111/9789284420896 (Accessed 18/01/2021)
https://castlereagh.net/tourism-as-a-pillar-of-the-new-saudi-arabia/
https://www.export.gov/apex/article2?id=Saudi-Arabia-Travel-Tourism-and-Entertainment

Product:

AI and Machine Learning



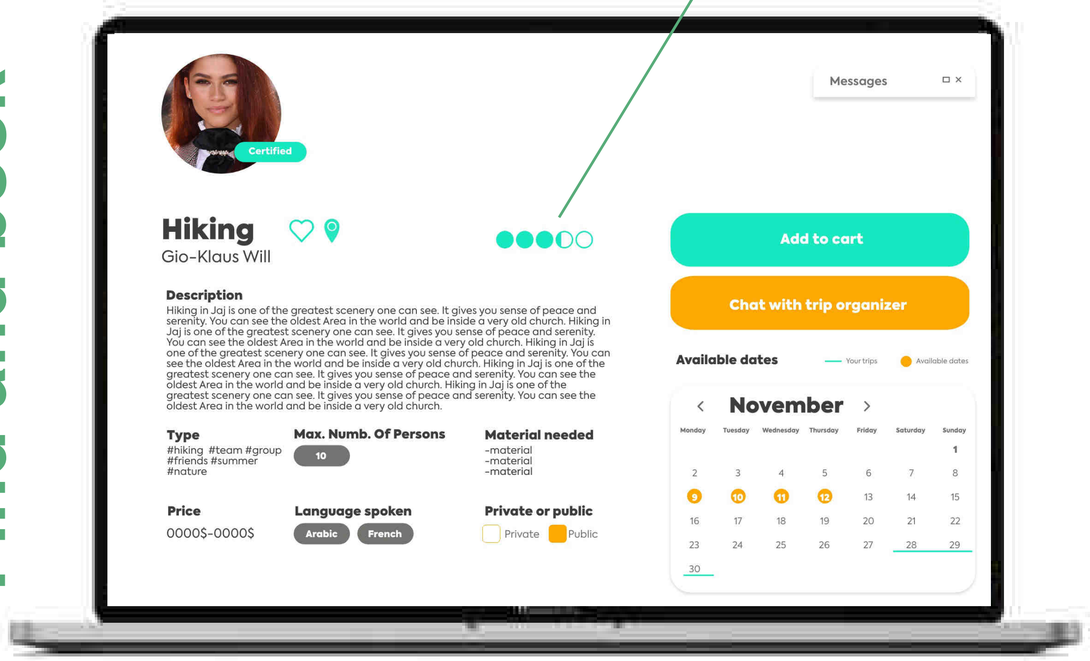
Suggests the right trips according to each persona's interest and capabilities



Suggests community groups to users according to their interest

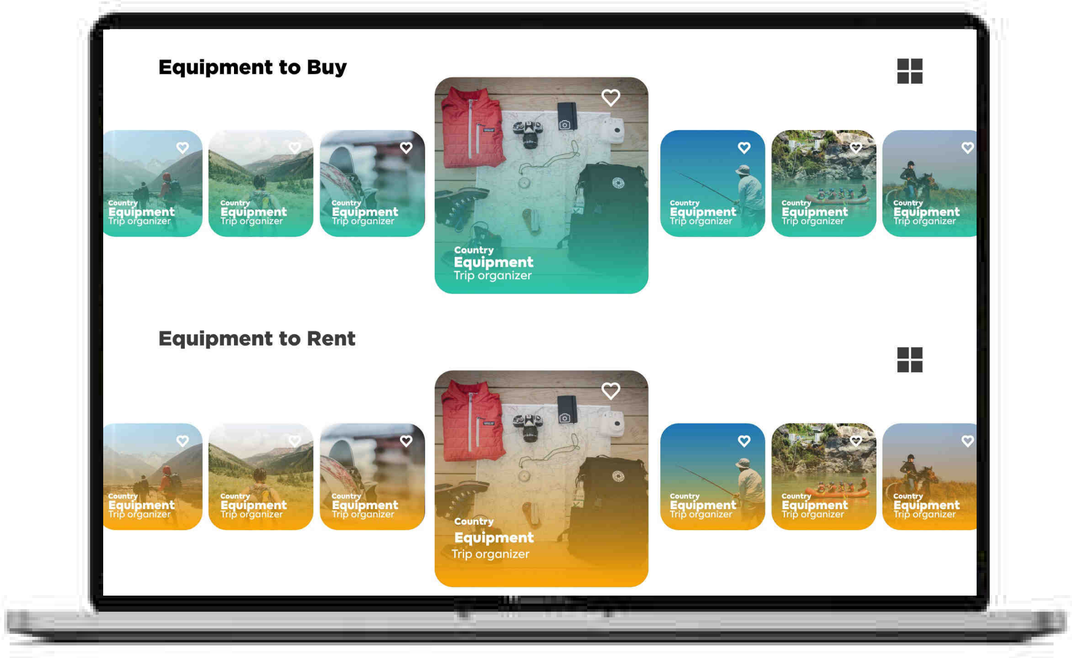
Find and book

Trips are ranked according to user interactions on specific communities and satisfaction of the trip



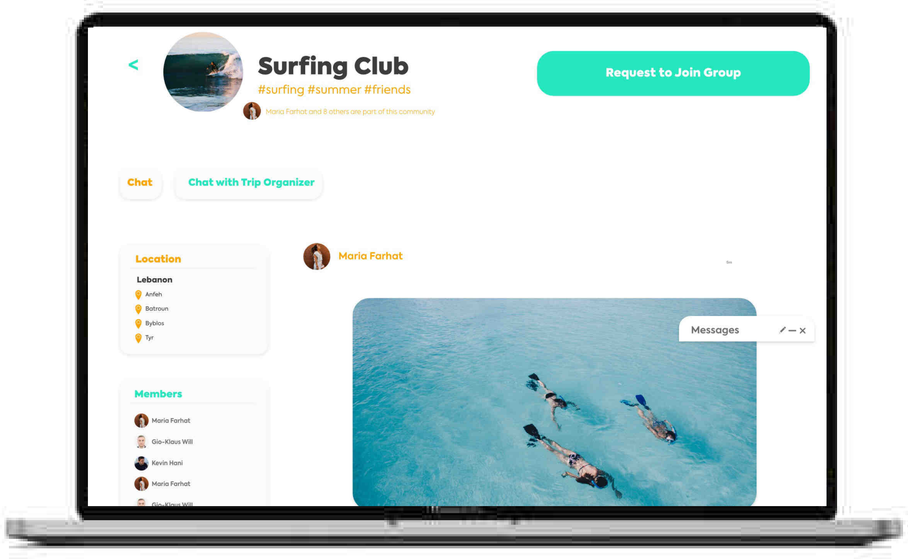
Find & book with all available outdoor activity organizers and find the right destination with just a few clicks

Adventure Ecommerce

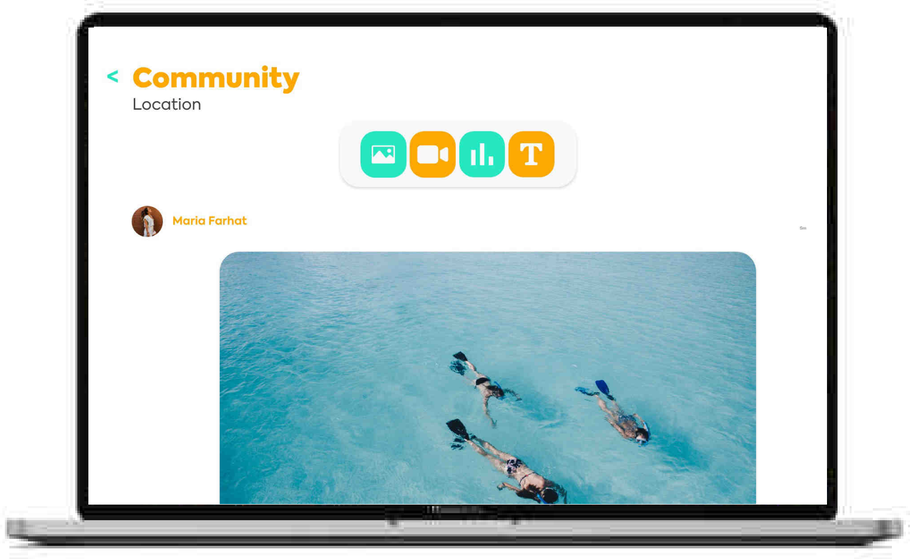


Users can Rent or Buy directly from our app, and receive the items when going on your adventure

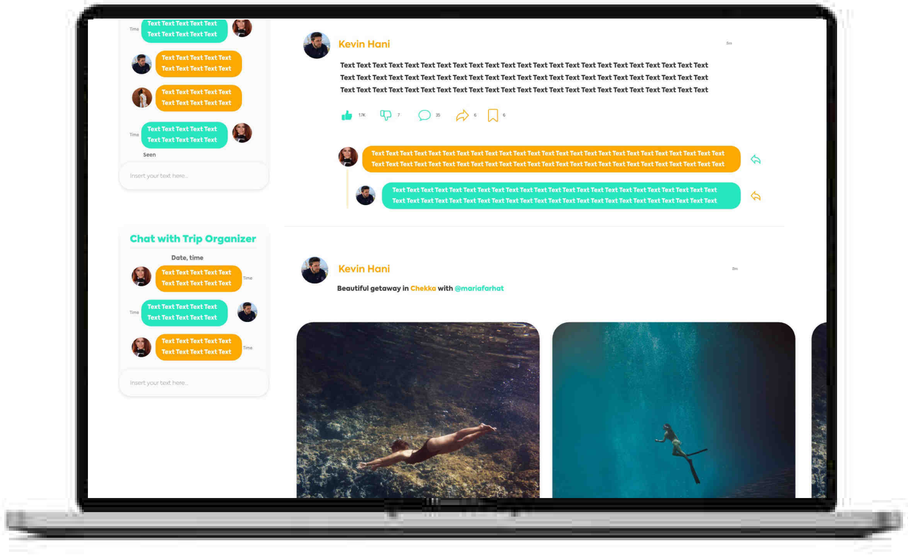
Social



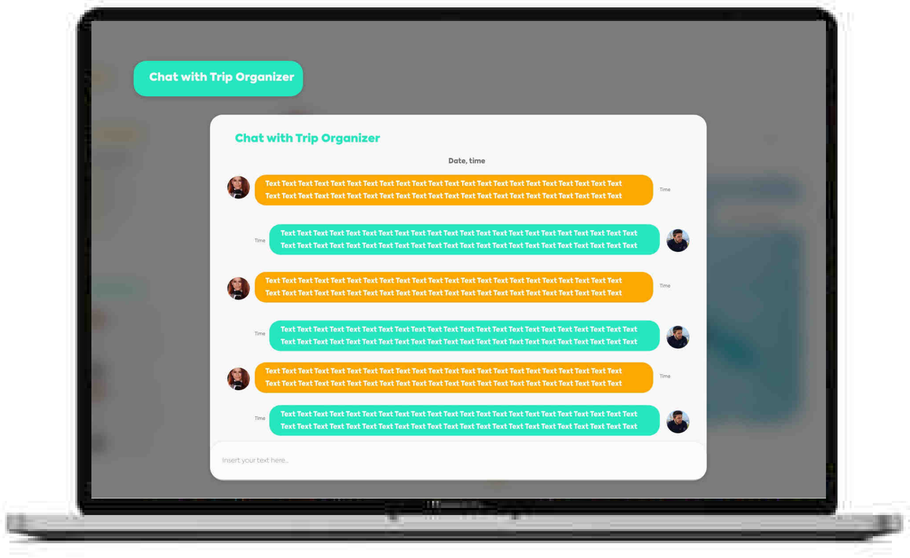
Users can join any group



Members can upload their own content

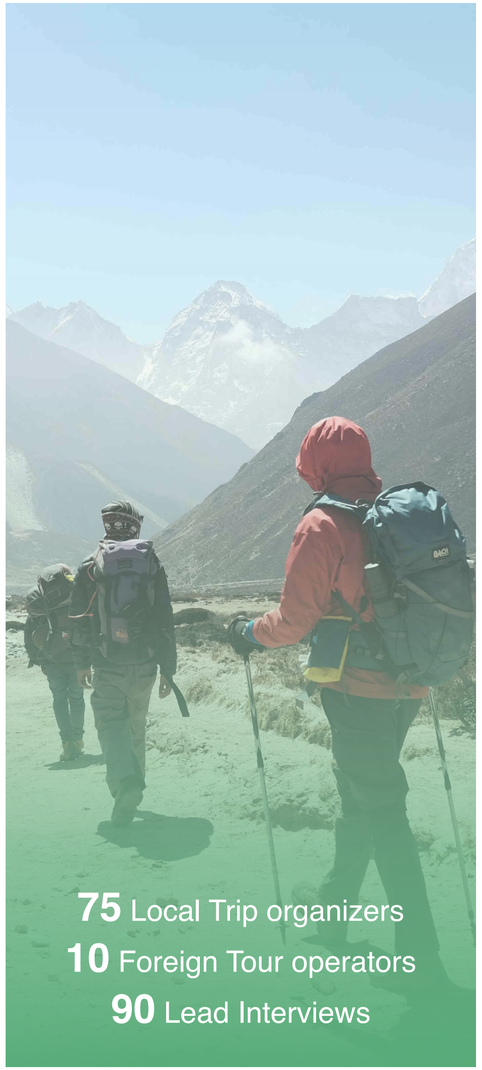


Users can connect and interact with each other.

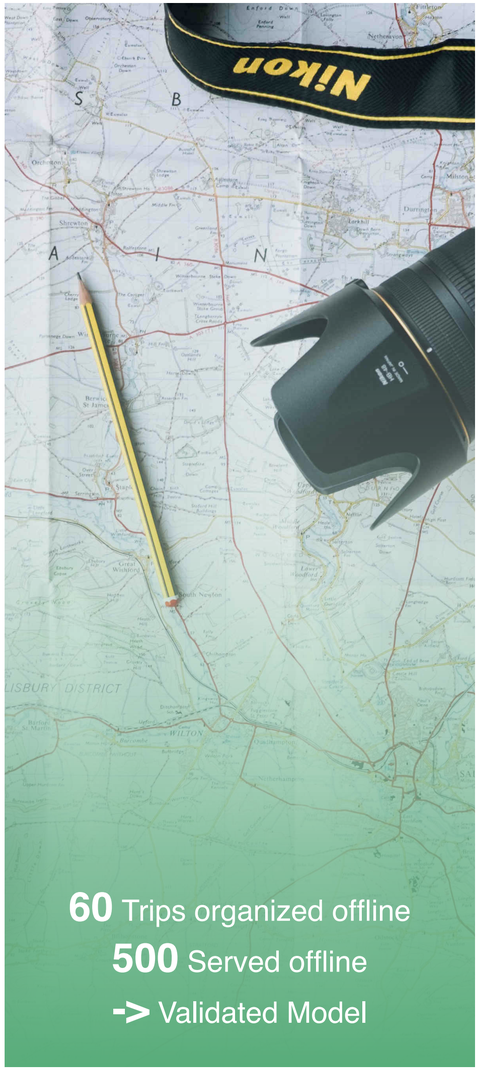


Trip organizers can communicate with members

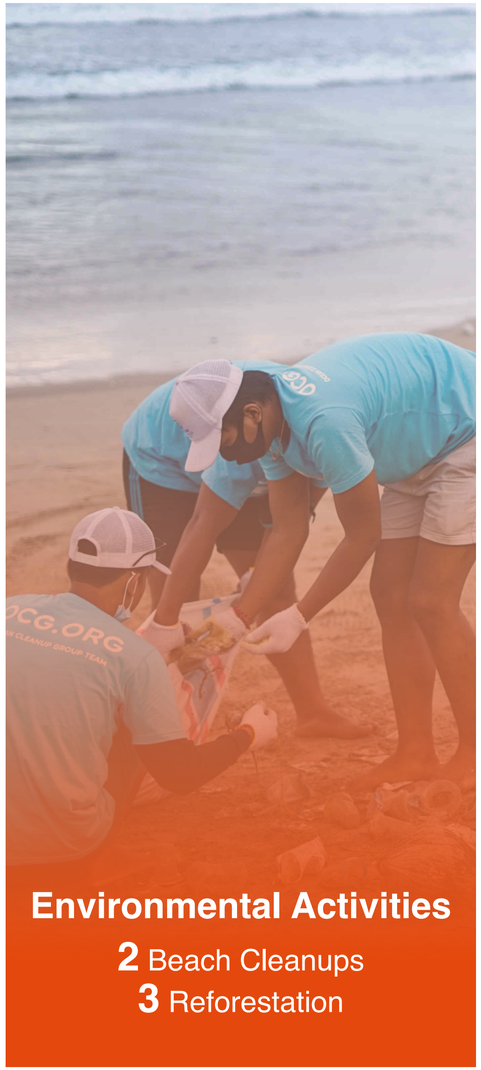
Traction:



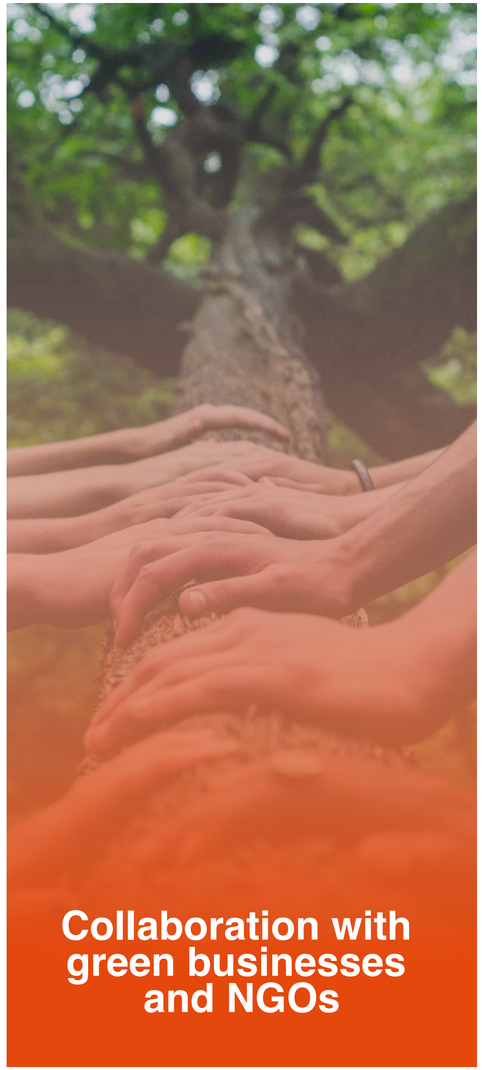
75 Local Trip organizers
10 Foreign Tour operators
90 Lead Interviews



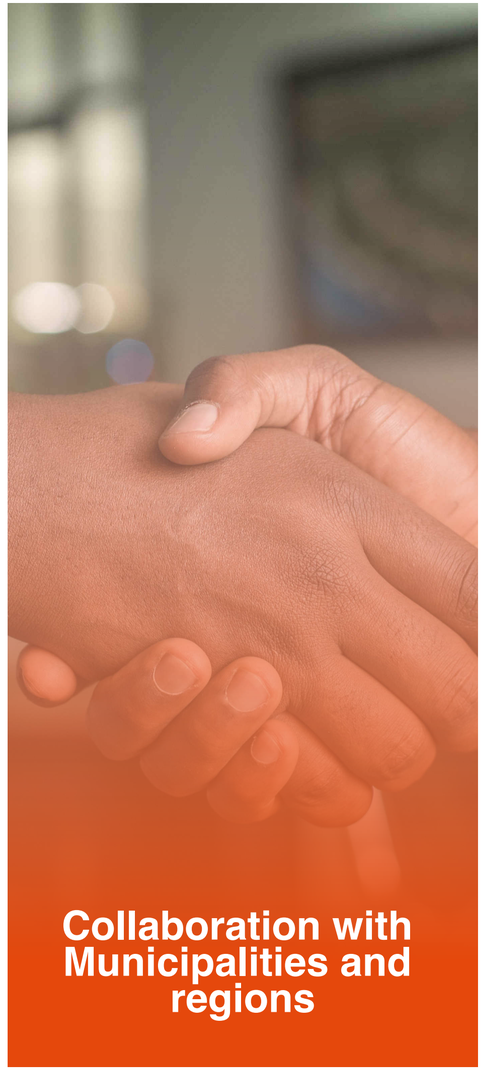
60 Trips organized offline
500 Served offline
-> Validated Model



Environmental Activities
2 Beach Cleanups
3 Reforestation



Collaboration with green businesses and NGOs



Collaboration with Municipalities and regions

Energy PHOENIX Member of INDEVCO Group
LIVE LOVE RECYCLE
ecoSERV
بلدية جونيه Jounieh Municipality

Competitive Advantage

- Adventure focused, non static
- Community based by raising awareness, contributing to green tourism events, and group the youth around sustainable development Goals
- First to market tourism platform applying SDG’s and empowering economy at the same time
- Gathering tour operators and agencies in one place to access difficult locations
- Modern UI/UX and seamless booking experience

Adventure Focused

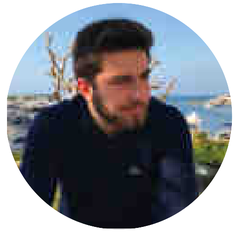
Static

Community Based

Non-Focused

Team

Founders



Kevin Hani
CEO and Business Development

Gio-klaus Will
COO and Sales &Legal

Tech

David Lahoud
CTO and Software Engineer

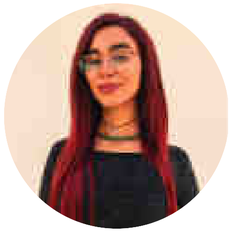
Yasir
Backend Developer
(.Net Core APIs)

Adnan
Frontend Developer
(Angular & .Net Core developer)

Ali
Full Stack Engineer
(HTML SCSS)

Creative & Content

Maria Farhat
Graphic Designer



Chloe Jabbour
UX/UI

Advisory Team

Himanshu Vashishtha

Founder & CEO of
SixthFactor Consulting,
Retail ME, Super Brands Council, Asian
Brand Council, Gemas Awards

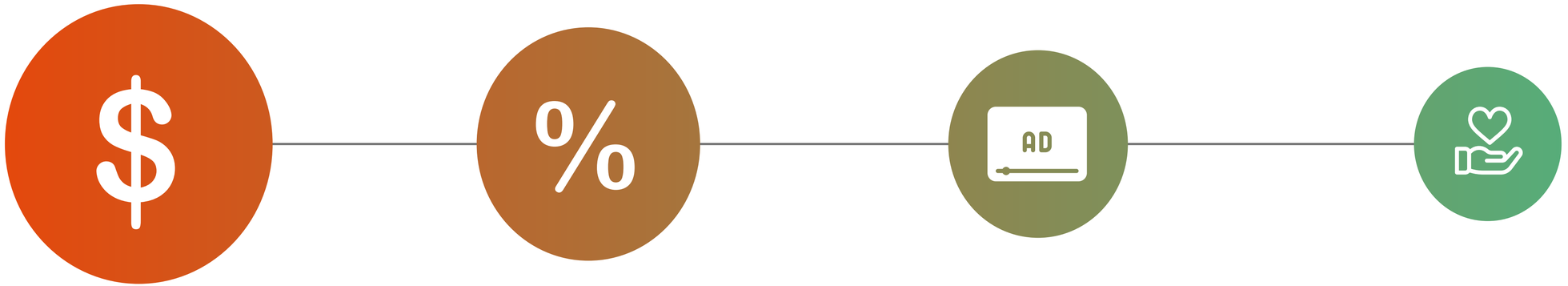
Abdel Kader Yousfi

Founder & CEO of Sprinthub
and Venture Capitalist

Bilal Arkadan

Business Consultant
Bee Network Founder and
Project Manager for USAID

Revenue Stream:



Commission

- Trips
- Equipment Rented or Sold

Subscription for Discounts

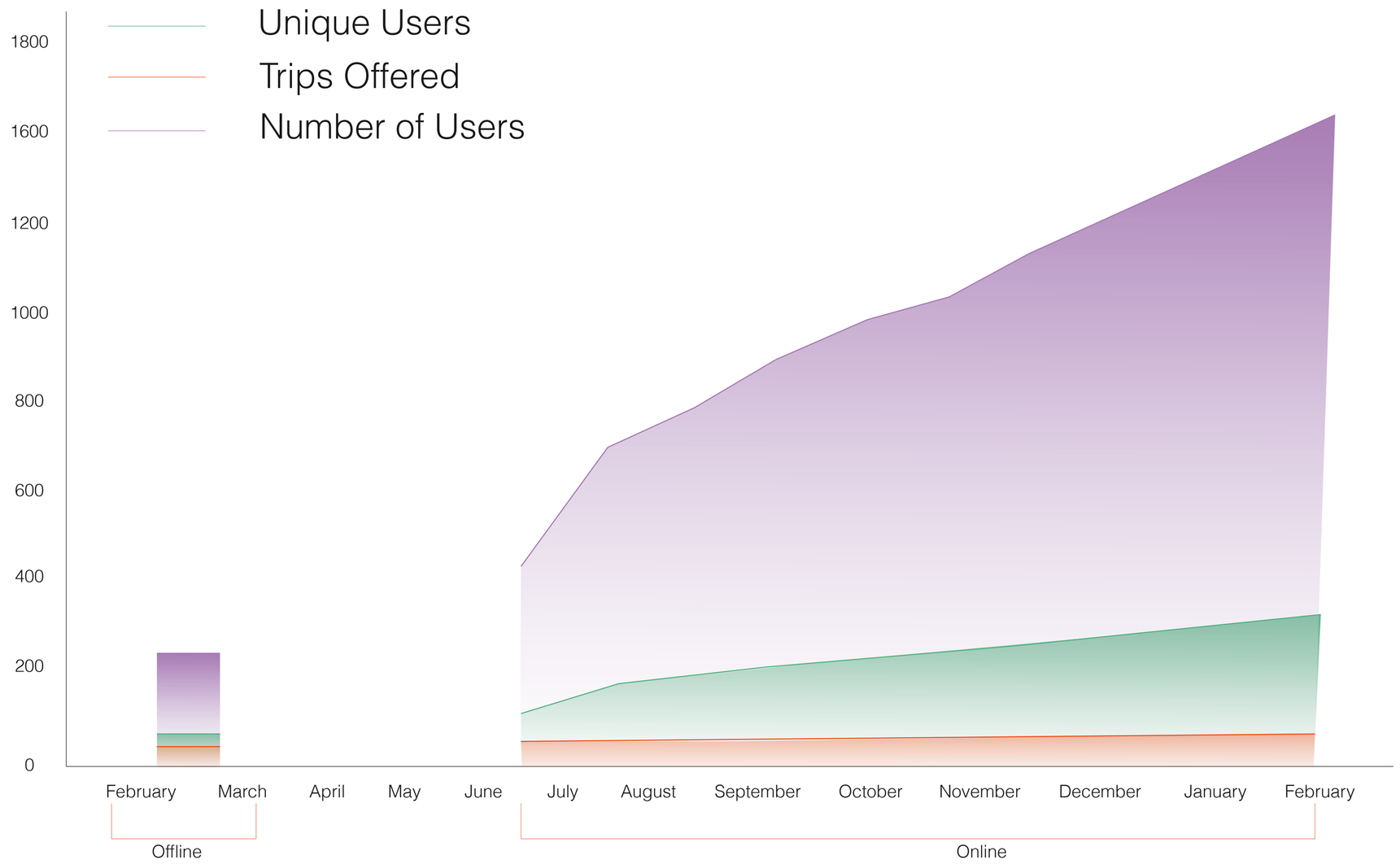
Ads

5% from direct contributions

Go To Market:

Tour Operators
Educational Institutions
Educational Institutions
Equipment Stores
Outdoor Lovers
Influencers
Equipment Stores
NGOs
NGOs
Community
Local government
Wildlife Organizers
Marketing and ads
Tour Operators
Big Brands
International Organizations
Social Media

Traction Database & Projection



CPA : 44 USD

LTV : 5 Trips

Milestones

2020

May 2020

TRIP N TAP

1st Place competition
winners: 10 000$

MEDSt@rts

1st Place competition
winners: 10 000$

MED GAIMS

MENA Hackathon
1st Place
10 000$ Amazon Credits

Etijah
Coaching and Consulting

Sprinthub Mentorship
Program

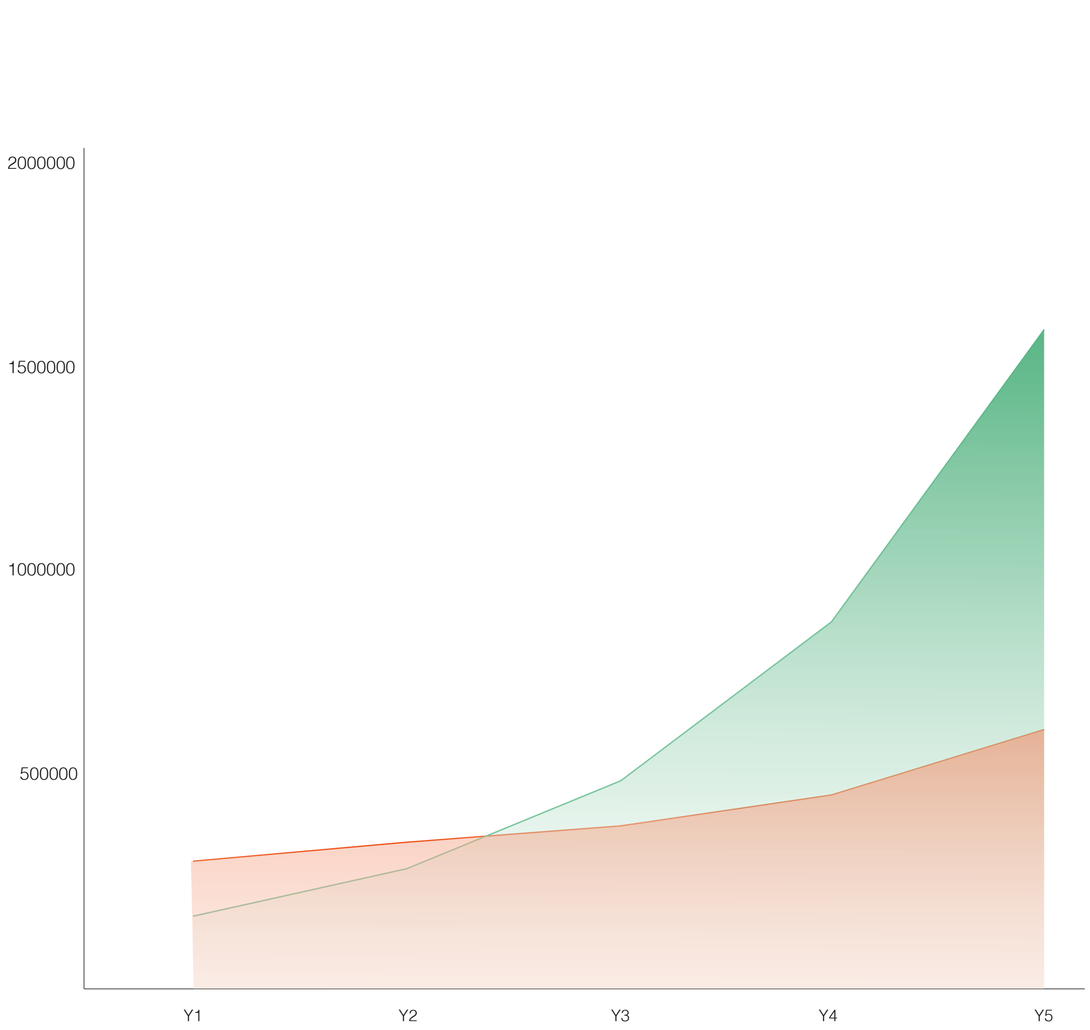
1 000$ AWS

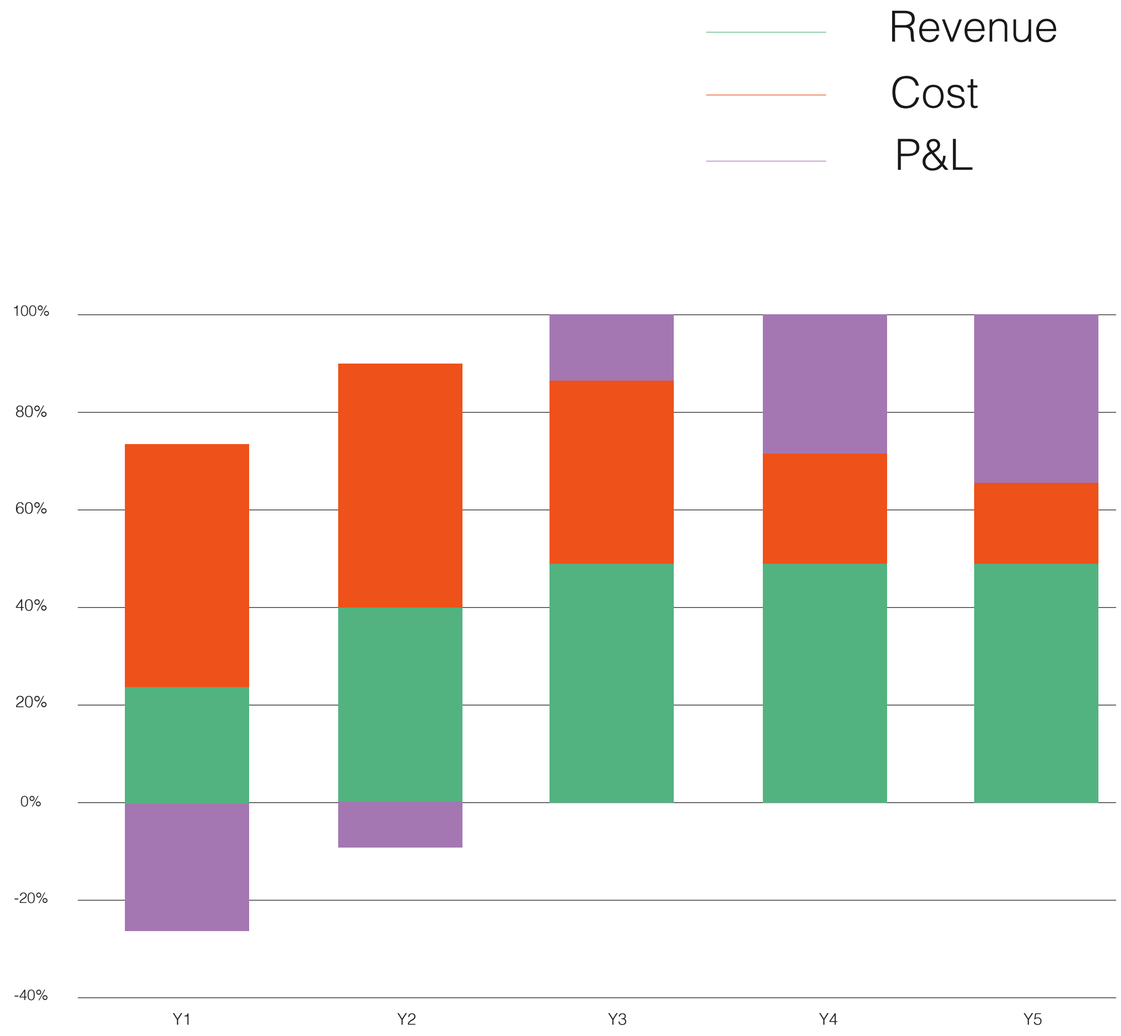
Test in Lebanon
May 2021

Scale up to
MENA Region
end of 2021

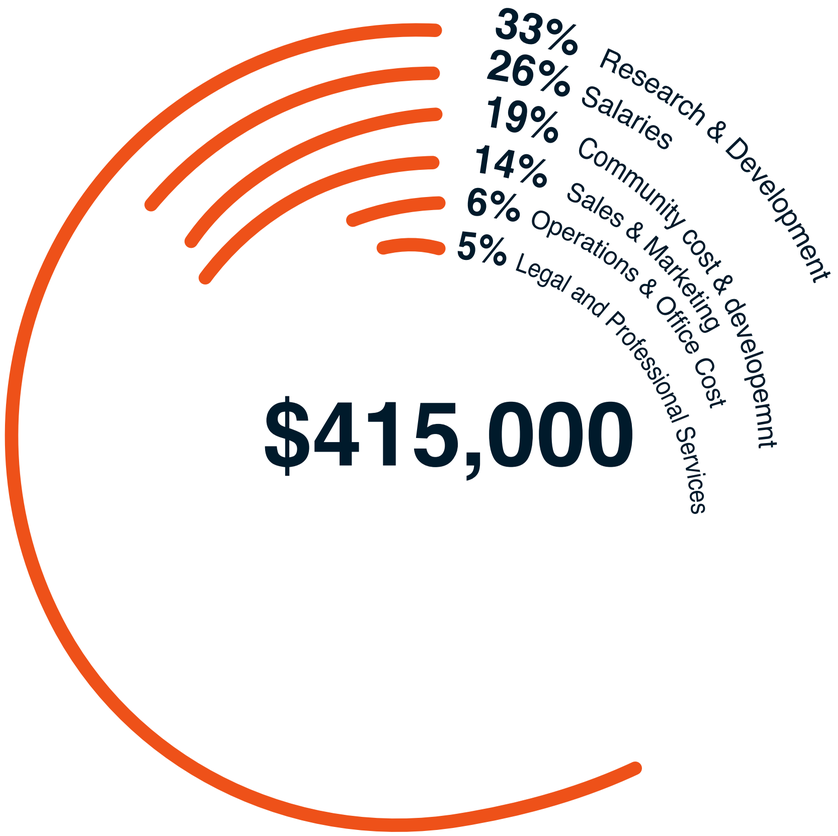
2021

Financials: 5 years Projection





Investment Needed: First Year



the pre-seed round of raising a total of 415,000 USD is planned to be closed by end of September 2021 to give a runway till end of year 2022

Due to Covid-19, the tourism sector has shifted to eco-tourism, being a great opportunity to grasp the emerging market.

“We have to change course and transform our relationship with the natural world. By living in harmony with nature, we can avert the worst impacts of climate change and recharge biodiversity for the benefit of people and the planet.”

– UN Secretary-General, 30 Sept 20