



## Traveltogether / Finding fellow travelers

Summary of the project – a mobile application for iOS

Prepared by RENAISSANCE, Ltd.

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# GENERAL INFORMATION

## **THE NAME OF THE PROJECT**

Traveltogether

## **THE SEGMENT THAT THE PROJECT BELONGS TO**

Strategic computer technologies and software

## **BRIEF OVERVIEW OF THE PROJECT: THE CURRENT STATUS AND MAJOR GOALS OF DEVELOPMENT**

It is a social network for finding travel fellows. It gives an opportunity to get acquainted with people who are taking the same plane or train. The service is offered on the platform of an iOS mobile application (available on App Store). There is a promo site. As for monetization, it already allows users to buy plane and train tickets. It is necessary to take this project to a larger scale by launching it on the Android platform and building a bigger audience (advertising/promotion).

## **CONTACTS**

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## THE PROBLEM AND THE SOLUTION

### **DESCRIBE THE PROBLEM THAT THE PROJECT IS DESIGNED TO SOLVE**

The project enables people to get acquainted with fellow travelers who are taking the same plane or train. Both on the spot and beforehand you can find out whom you will share your flight or train trip with. You can see the pictures of your fellow travelers and establish who is available for communication.

### **THE WAY HE PROJECT SOLVES THE PROBLEM AND WHY YOU IT IS INNOVATIVE**

As you specify your flight details (destination, dates, flight numbers), you can see those who will share the trip with you.

## THE COMMERCIALIZATION STRATEGY

### **DESCRIBE THE MAIN COMMERCIALIZATION STRATEGIES, BOTH SHORT-TERM AND LONG-TERM**

Our users can buy plane and train tickets via the project and we receive a fee. Once we have a “critical mass” of users, we will introduce pro-accounts with extra features for users. In addition, an advertising section will be developed on the project’s platform.

## THE MARKET EVALUATION

### **DESCRIBE THE MARKETS WHERE THE PROJECT MAY BE LAUNCHED (NAME THE COUNTRIES, REGIONS, MAJOR CLIENTS, EVALUATE THE MARKET CAPACITY, ITS DYNAMICS, YOUR POSITIONING ON THE MARKET)**

At the moment we are present in such countries as Russia, the USA, China, England, Saudi Arabia, Germany, Japan, United Arab Emirates, and

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Kazakhstan. Users from these countries can download our app from App store. Our presence on the market is limited by the use of Apple in the region.

## **COMMENTS**

At the present moment there are services for finding fellow travelers for car rides (Beep Car, BlaBlaCar) and for finding fellow travelers for vacations (Mahnem.ru, TourBar). The first group targets people who want to find a car to get from point A to point B. The second group functions as a forum - users plan their trips and share with others (such offers are short-lived because they get lost among dozens of other offers). Both groups are not direct competition for us.

Our service is designed for specific flights or train trips. Our offers are valid as long as the trip is anticipated. We allow people to connect with those who are heading towards the same destination. It is a more up-to-date approach to find fellow travelers. Our mobile application is an extra advantage.

## **RESOURCES**

### **THE HISTORY AND THE DEVELOPMENT DYNAMICS OF THE PROJECT**

April 2016 - the idea of the project was formed

May 2016 - the team to develop the project was put together

June 2016 - the programmers started to work on the project

April 2017 - the app was tested on App Store

April 2017 - the promo site [www.gotraveltogether.ru](http://www.gotraveltogether.ru) was launched

May 2017 - the first version of Traveltogether application was released

The project is in progress right now.

### **HAVE YOU OR THE MEMBERS OF YOUR TEAM RECEIVED ANY GRANTS FOR THIS OR SIMILAR PROJECTS (DATES, SUMS, THE NATURE OF THE PROJECTS, RESULTS)?**

No, the project's development is financed through own capital only.

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## **HAVE YOU RECEIVED VENTURE CAPITAL OR ANY BORROWED CAPITAL (INVESTORS, SUMS, RESULTS)?**

No, the project's development is financed through own capital only.

## GOALS AND TASKS

### **DISCUSS THE CURRENT STATUS OF THE PROJECT (WHAT HAS ALREADY BEEN ACHIEVED AND HOW IT CAN BE DEMONSTRATED)**

The mobile app Traveltogether, version 1.01, has been released on the iOS platform. It is available on App Store: [appsto.re/ru/6SI9hb.i](https://appsto.re/ru/6SI9hb.i). The promo site has been created and launched - [www.gotraveltogether.ru](http://www.gotraveltogether.ru).

### **DESCRIBE THE KEY GOALS OF THE PROJECT AND THE ESTIMATED DEADLINE**

It is necessary to build a larger audience by launching the application on the Android platform. Aggressive promotion is required (advertising / PR). It is essential to scale up the project's outreach by expanding business capacity. With sufficient financing, the goals will be achieved within one year.

## INFORMATION ABOUT THE LEGAL ENTITY

### **THE NAME OF THE LEGAL ENTITY**

RENAISSANCE, Ltd.

### **PHONE NUMBER**

89250355449

### **WEB SITE**

[www.gotraveltogether.ru](http://www.gotraveltogether.ru)

### **PRIMARY STATE REGISTRATION NUMBER**

1177746491625

### **TAXPAYER IDENTIFICATION NUMBER**

7707385100

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