

# Traveltogether

Search for travel companions on the plane and train

# 01 PROJECT IDEA

**Traveltogether is an online service that allows people to meet each other on specific flights of planes/trains, as well as buy tickets for these flights.**

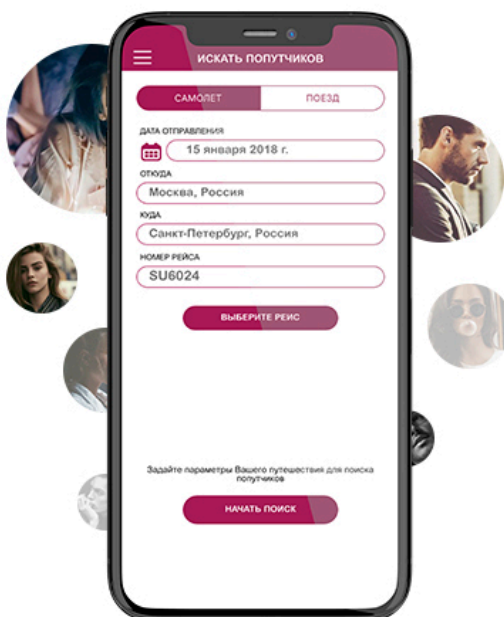
You can find out who you will fly with on the plane or take the train. Users have access to questionnaires with photos of future travel companions and the opportunity to enter into a dialogue with them.

By setting the parameters of your flight (direction, departure dates, flight number), you can see who is going on a trip with you.

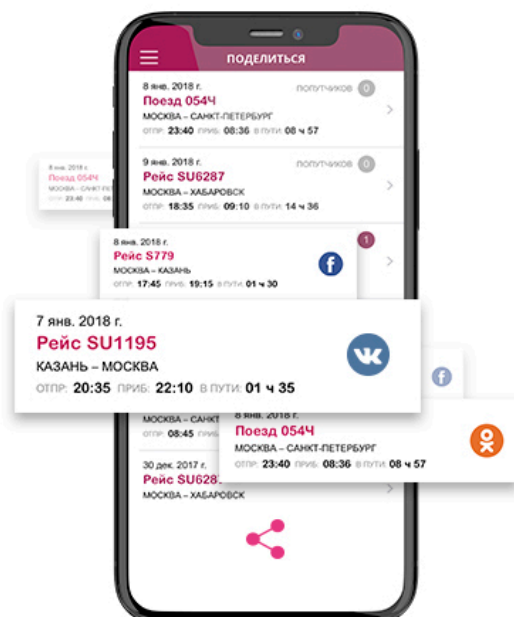
## Project audience:

Travelers and tourists. People during business trips. Passengers in the waiting rooms of airports and railway stations. Single people who postpone travel due to the lack of suitable company.

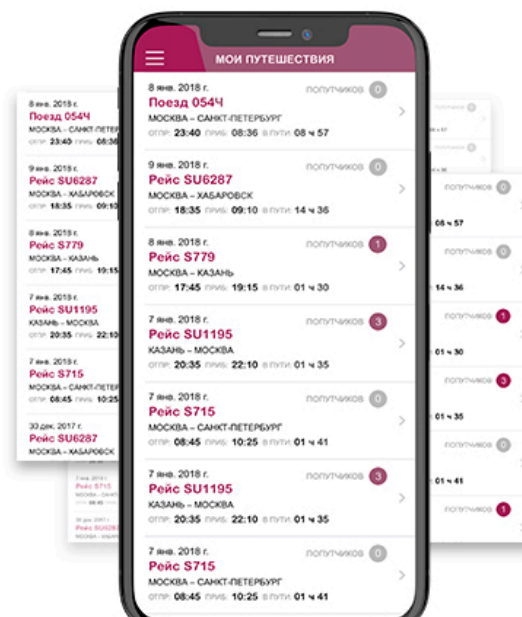
ИЩИТЕ ПОПУТЧИКОВ И ПУТЕШЕСТВУЙТЕ  
ВМЕСТЕ!



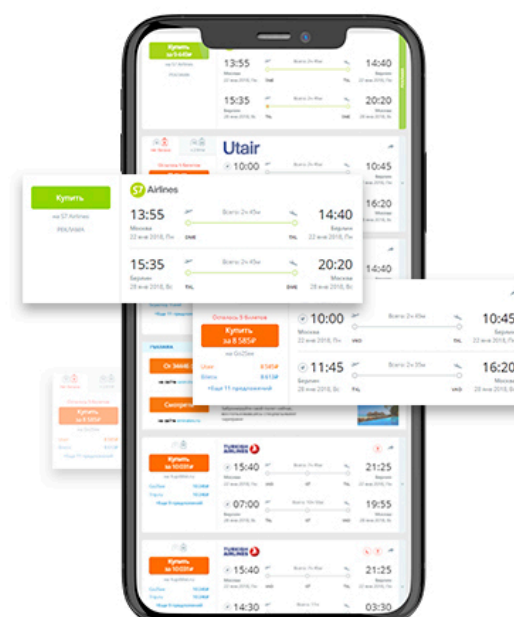
ДЕЛИТЕСЬ СВОИМИ ПУТЕШЕСТВИЯМИ  
В СОЦИАЛЬНЫХ СЕТЯХ



ХРАНИТЕ ВАШИ ПОИСКИ  
В РАЗДЕЛЕ МОИ ПУТЕШЕСТВИЯ



ПОКУПАЙТЕ БИЛЕТЫ НА  
ПОНРАВИВШИЕСЯ РЕЙСЫ





## 02 PROBLEMS THAT THE PROJECT SOLVES



***Helps you find like-minded people on specific flights of planes and trains.***



***Increases the interest of foreign tourists to Russia through acquaintance with the residents of our country.***

*(2/3 of the service users are foreigners).*



***Allows you to communicate with people based on their interests.***

*Example: you like a girl, but you are too shy to approach her in the cabin of the plane - it does not matter! Write to her in our app.*



***The service helps to cope with the fear of flying alone on a plane or traveling by train.***

*The service helps you find a travel companion on a particular flight and thereby reduce the feeling of fear, and therefore improve the quality of life of our users.*

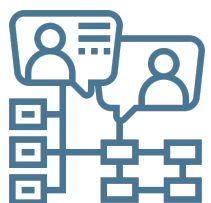


***It helps to have an interesting time in the waiting room while viewing the profiles of your future fellow travelers.***



***The service allows you to buy plane and train tickets.***

*You buy a ticket for the flight where your future fellow travelers will be, whom you met in the service.*



***The service helps you plan your holidays/trips: choose your departure date and find a company***

**136****million people****RUSSIAN MARKET**

The total number of passengers transported by air routes in 2020 is 68.9 million passengers.

More detailed: [https://www.avia-adv.ru/placement/in-flight/passenger-traffic.htm#placement\\_2](https://www.avia-adv.ru/placement/in-flight/passenger-traffic.htm#placement_2)

In 2020, the network of JSC "Russian Railways" carried (in the long – distance format) - 67.5 million passengers.

More detailed: <https://company.rzd.ru/ru/9397/page/104069?id=258589>

**70 million people  
PROMISING RUSSIAN MARKET  
(hotels/hotels)**

In 2020, the number of hotel guests in Russia amounted to 41.81 million people. For the period of 2019, the number of placed persons was 70.56 million people.

More detailed: <https://research-center.ru/analiz-gostinichnogo-rynka/>

**4 billion. human  
GLOBAL MARKET**

According to the International Air Transport Association (IATA), 37.5 million flights are made each year, which in 2017 carried approximately 4 billion passengers.

**300 million people.**

*The total number of internet users worldwide who use dating sites.*

**12 billion \$**

*The volume of the online dating market for 2020.*

According to Japanese analyst Mark Kelly, Nomura Instinet holding

**60%**

*The loneliest people in the world.*

**20-25%**

*The annual growth of the online dating market in Russia.*

**90%**

*Unions that require strengthening and development.*

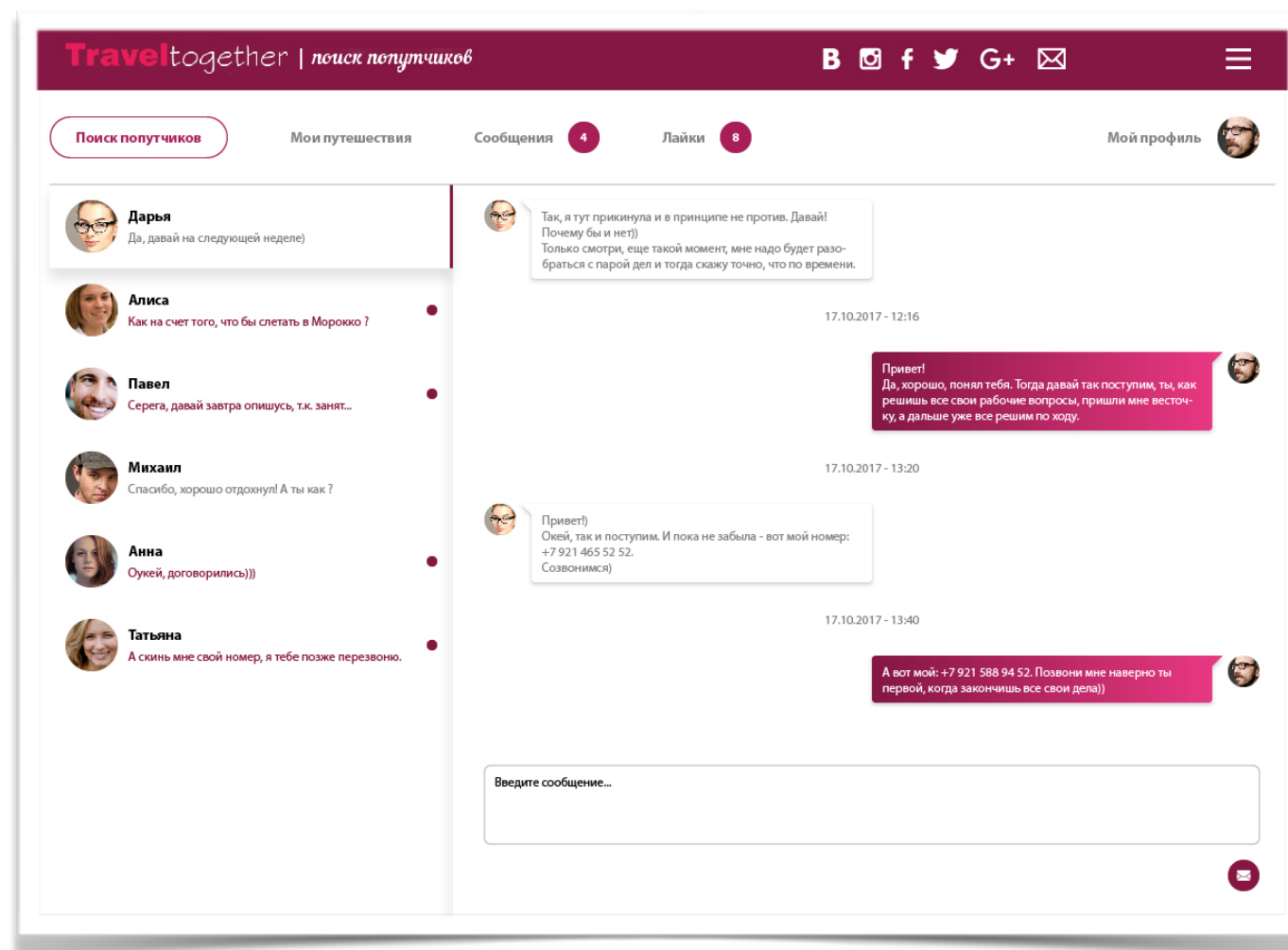
**5-6 million \$**

*Average ARPU of dating sites worldwide.*

According to FranchFamily, based on an analysis of open sources of information and expert assessments.

## 04 IMPLEMENTATION

1. The web version of the service is launched - gotraveltogether.ru;
2. Mobile app for iOS launched;
3. The project audience is more than 4,300 users;
4. The first sales of plane tickets.





&gt;4300

*More than 4,300 registered users in the Traveltogether service*



&gt;4100

*Over 4,100 completed travel companion searches by Traveltogether users*



&gt;6400

*More than 6,400 installs of the Traveltogether mobile app in the App Store*



&gt;1200

*Over 1,200 conversations between Traveltogether users*

**CAC=70₽**

*The cost of attracting one registered user is 70 rubles.*



## Traveltogether

Traveltogether has no direct competitors that provide search for travel companions for specific flights of planes and trains. We provide a unique service for searching for flights of planes and trains.

Business model: **freemium**.

*Traveltogether combines the advantages of indirect competitors: dating services, buying tickets and finding like-minded people to travel from point A to point B.*

### Indirect competitors:

*Service for finding travel companions to travel from point A to point B (share the cost of the trip).*



*Travel companion search service in the format of a bulletin board / forum*



*Search and purchase services for plane and train tickets*

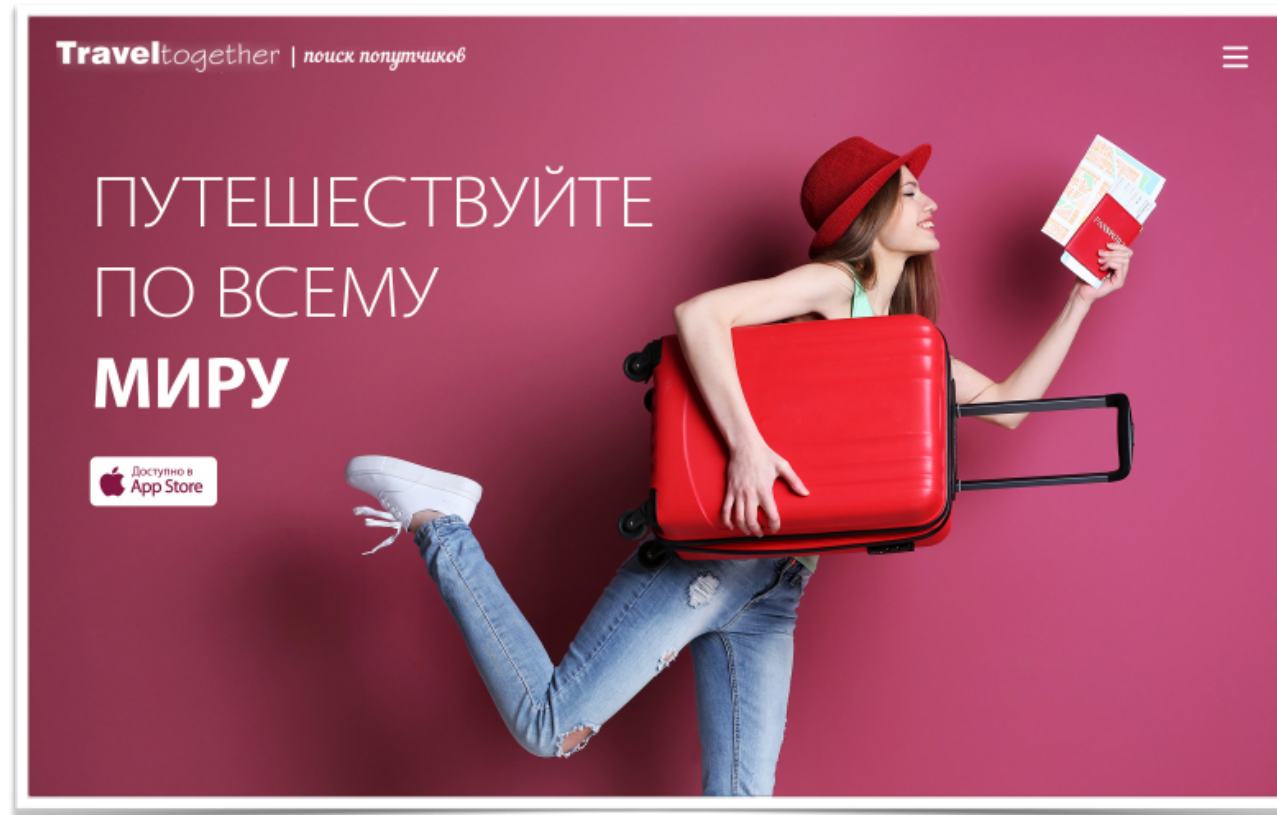


*Dating Services*





1. Launch the search for travel companions in hotels and hotels;
2. Android version of the mobile app;
3. English version;
4. Increasing the project audience;
5. Expansion in the markets of Europe, the USA and Asia.



## 08 INVESTMENT SEARCH

**We are looking for investment in the development and promotion of the Traveltogether project.**

**The investor is offered a share in the company, depending on the amount of investment.**

**3,5 million rubles**

*For the development of the project infrastructure (more details sl. 09)*



**5%-10%**

*We are ready to offer up to 5%-10% of the company for this amount of investment*

**35 000 000₽**

*To promote the service and build up the user base (for more information, see page 09)*



**15%-35%**

*We are ready to offer up to 15%-35% of the company for this amount of investment*

# 09 USE OF INVESTMENTS

**The work plan has been prepared for 2 calendar years. The events will cover the following areas: modernization and development of the service, promotion and launch of monetization.**

Events	Deadlines	Expenses
<b>Project works:</b> New hotel search (+ design). Redesign of the web and mobile applications (taking into account the new hotel search). Android version of the mobile app (including the new hotel search). English version (web + iOS and android). Improvement of the internal administration system (audience filters by active users, likes, flight occupancy, active destinations, number of dialogues, etc.) + ap metrics, etc. Working with the current system (cleaning the code, fixing current bugs, etc.).	<b>1st year of operation</b> The total period of work is about 12 months	<b>3.5 million rubles.</b> The figures are approximate. The estimate will be clarified at the stage of preparation of the TOR.
<b>Project promotion:</b> <b>For the web:</b> Contextual advertising, working with organic traffic (blog, seeding articles), CPA networks. For mobile apps: ASO apps for the App Store and Google Play, <b>General promo:</b> Creating video content with subsequent seeding through the programm in youtube and online cinemas. Additionally, you can consider seeding in social networks and collaborating with bloggers. <b>For a foreign audience:</b> Lead generation via the CPA network, ASO apps for the App Store and Google play.	<b>2nd year of operation.</b> Promotion of the project should be launched after the launch of the updated versions of the service. The plan to increase the user base is 500 thousand people.	<b>35 million rubles.</b> Today, the average cost of attracting one registered user is 70 rubles. The approach and budget may need to be adjusted for the start date of promotional events.
<b>Launch monetization (after reaching an audience of 500 thousand users):</b> - Advertising activities (you will need to refine the system to integrate various advertising systems). - Ticket sales within the service (improvement of the service for placing advertising formats, booking flights, hotels, etc.). - Sale of paid accounts (setting up the system for a new user format).	<b>Starting from the 3rd year of work (plan).</b> The launch of this direction after building up the base of 500 thousand people.	<b>About 2 million rubles</b> for integration with advertising programs. To prepare the service for monetization formats.

## 10 MONETIZATION OF THE PROJECT (hypothesis)

**Monetization tools will be implemented after reaching 500,000 users.**

On average, a year of monetization for all tools can bring-32,748,000₽ (with a total audience of 500K users).

**The tool "Buying tickets for flights" - implemented.**

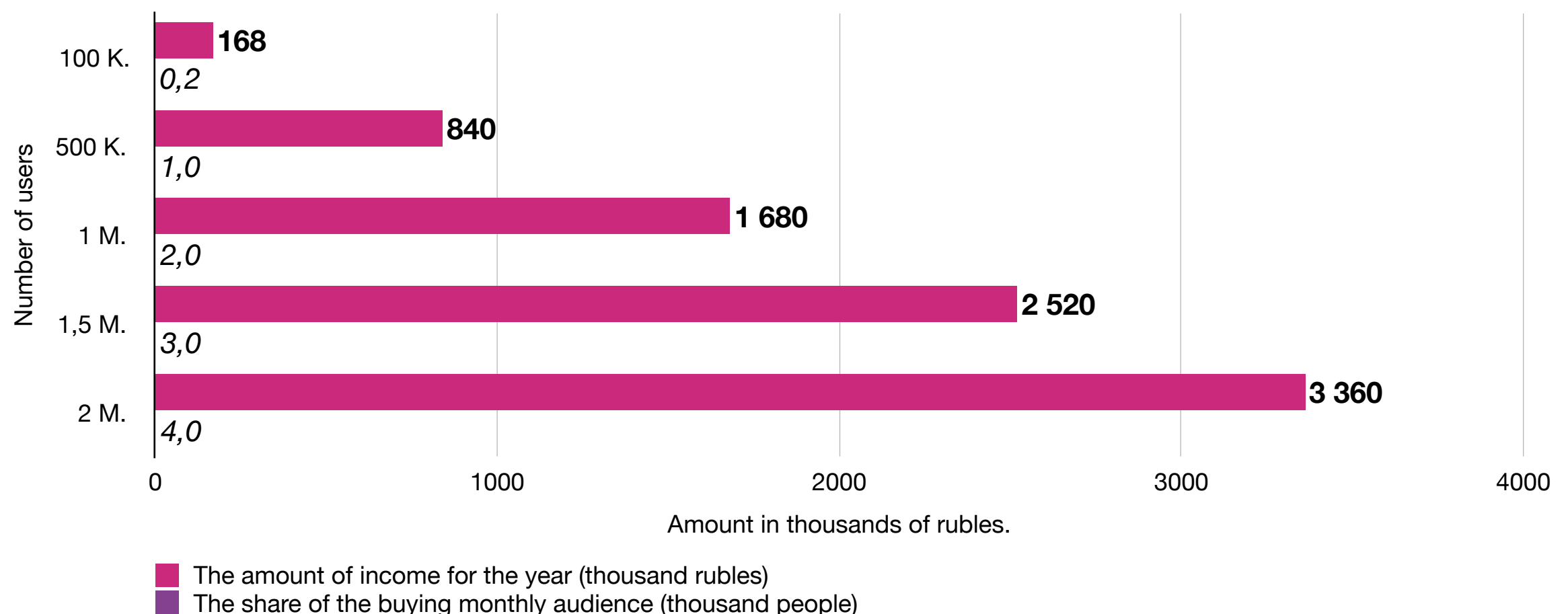
Receiving commission income for the sale of plane and train tickets (calculated from a total audience of 500 thousand users):

The average % for the purchase of plane tickets is-1.7% = 70₽. The volume of the active audience is 100 thousand users (the Pareto principle).

3% (of the active monthly audience) who buy tickets per month will give - 210 000₽ (3%= 3 000).

1% (from the active monthly audience) who buy tickets per year will bring - 840 000₽ (1%= 1 000).

***Example of annual monetization from ticket sales depending on the number of users***



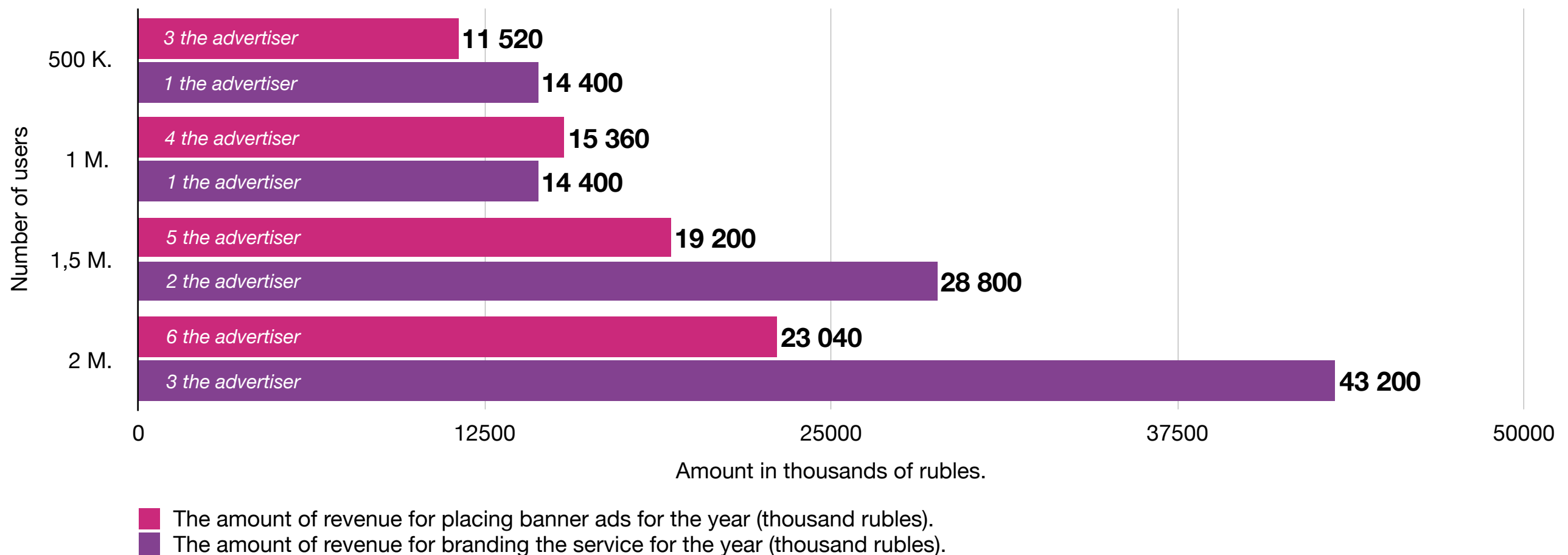
# 10 MONETIZATION OF THE PROJECT (hypothesis)

## Advertising tool

Placement of ads on the website and in the mobile application of the Traveltogether service.

The estimated volume of active users per month (when the minimum threshold of 500,000 users is reached) is 100,000 users (Pareto Principle).

Example of annual monetization from ad placement depending on the number of users



Pricing (based on the total audience of 500 thousand users): 800₽ per 1,000 impressions (banner 240x400). Weekly package 100 000\*800₽ = 80 000₽. Month about = 320,000₽. On average, 3 advertisers are able to fill a month with advertising in the amount of 960,000 rubles. Year - 11,520,000₽.

Branding of the service (3,000₽ per 1,000 impressions). Weekly branding package of 100,000 impressions - 300,000₽.

Monthly package for one advertiser: 400,000 impressions - 1,200,000₽. The year of branding by one advertiser is 14,400,000 rubles.



## 10 MONETIZATION OF THE PROJECT (hypothesis)

### Tool "Buying a paid account "

Selling" Paid accounts" to users with an additional set of functions (more active chats, likes to other users, profile views, priority place in the search results, etc.):

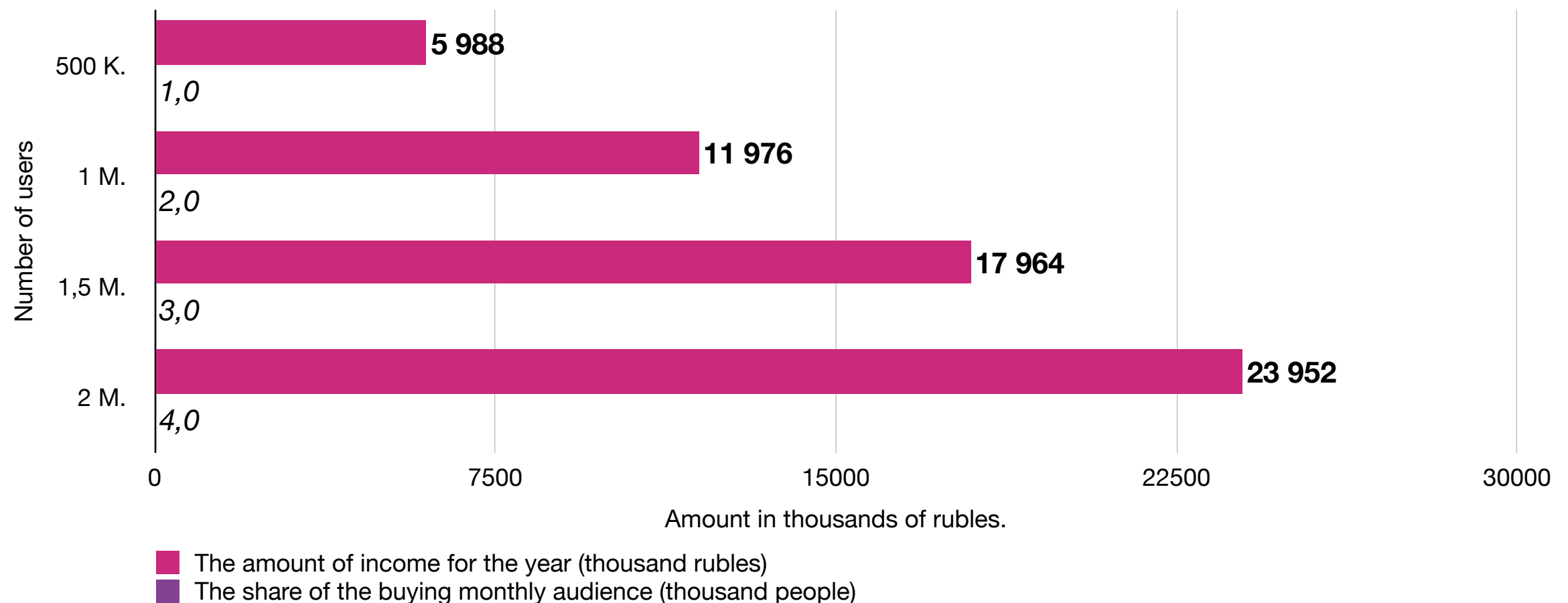
1-week subscription - 199₽; 1-month subscription-499₽.

If there are 500,000 users (the active part of the audience is 100,000 Pareto users), we expect a monthly interest of 1,000 users (1% of the active audience).

A month of paid accounts - 499,000 rubles.

The year of paid accounts is 5,988,000 rubles.

***Example of annual monetization from the sale of paid accounts, depending on the number of users***





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Certificate of state registration of the computer program.



**gotraveltogether.ru**



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