



Follow travelling Facebook & LinkedIn contacts in real-time on trips in photo & video snips. Offers sent from local businesses.

Quick Overview

- ◆ Serves as add-on to Facebook and LinkedIn

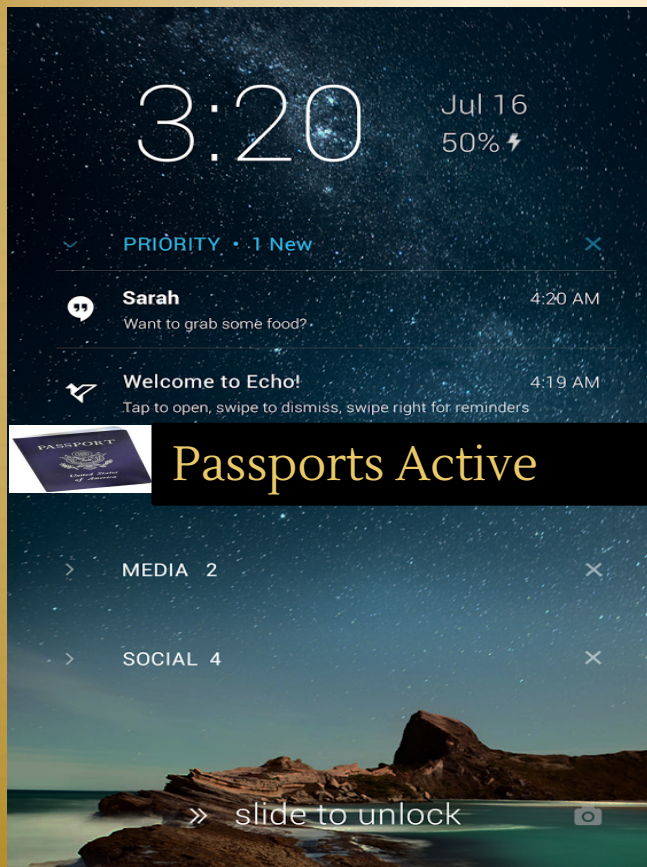


- ◆ Allows you to follow the location of your travelling Facebook and LinkedIn contacts in real-time, and see what they're doing on their trip through pictures and video snippets
- ◆ Provides offers and special deals from local restaurants and retailers, and other businesses

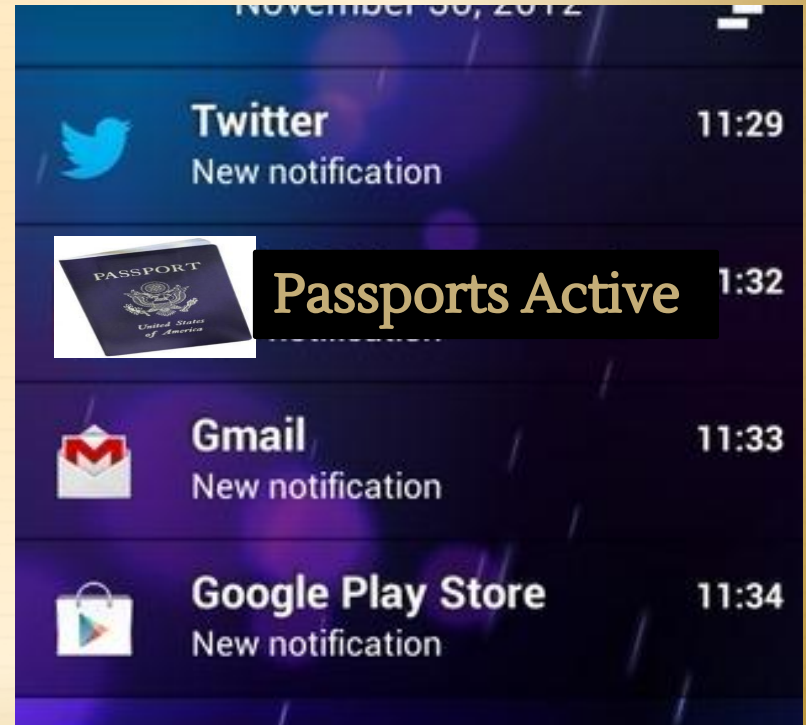


Notification of “Active” Passport

IOS



Android



Active Passports

List of Active Contacts

- ◆ George Clooney
Buenos Aires, Argentina
Today; Now



- ◆ Kate Bosworth
Rio de Janeiro, Brazil
Today; 9:34 PM



- ◆ Robert Downey Jr.
Miami, FL (US),
Today; 8:15PM



- ◆ Oprah Winfrey
Los Angeles, CA (US),
Today; 5:30PM



By hovering over the Globe, you will also see those contacts who were recently active

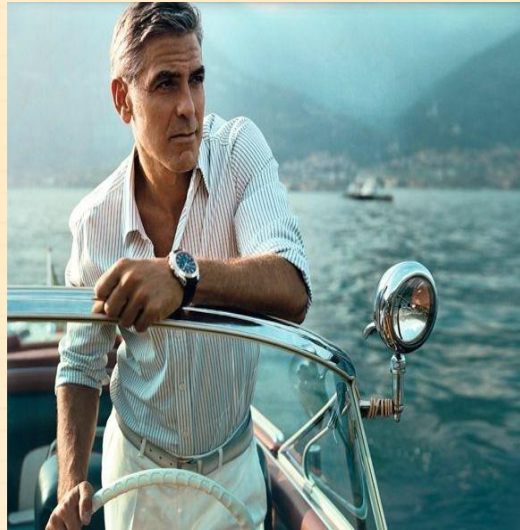
Contact: George Clooney



- ◆ Current Location: Buenos Aires, Argentina



“Rented a boat from Messi’s Boat House. Great boats and even better service.”



“Enjoying the wind in my air while in the ocean!”



“Rented a Harley from Harley of Buenos Aires. Great ride along the coast with my buddy Leo!”

User Status Levels

◆ Silver	◆ Gold	◆ Platinum
◆ Requirement	◆ Requirement	◆ Requirement
<ul style="list-style-type: none">• 20 hours active/month	<ul style="list-style-type: none">• 40 hours active/month	<ul style="list-style-type: none">- 60 hours active/month
◆ Benefits	• Benefits	◆ Benefits
<ul style="list-style-type: none">• Get 10% discount at local retailers	<ul style="list-style-type: none">• Get 20% discount at local retailers• Free city tour of select cities through World Tour Guides	<ul style="list-style-type: none">- Get 40% discount at local retailers- Free city tour of select cities through World Tour Guides- Reduced admission to participating nightclubs and bars in select cities

Passports Sales and Marketing Strategy and Analysis



Best Marketing Sales Strategy: 20-30 second video presentation in person at retailer site with owner or general manager

The plan is to first roll out Passports in the US, and if it takes off here, then later expand to the rest of the world. A regional brand manager would need to be present in each country to be best able to communicate within that culture.

To acquire users/subscribers to the Passports application, given you must have either a FaceBook or Linked In account to use it, an advertisement on those sites would lead you if you clicked on it to a free download of the Passports application.

It would overlay your contacts on your smart phone. Other marketing campaigns could be done on the travel web sites, since Passports is a travel application. To track user/subscriber acquisitions, we would track the download.

The survey Passports prepared:

https://docs.google.com/forms/d/1uouTNvJjsKrDewf3kN5ApWlz2ztKy3R_O2VBqqm24/viewform?c=0&w=1&usp=mail_form_link

Passports Survey results (from phone calls and surveys):

<https://docs.google.com/forms/d/1uouTNvJjsKrDewf3k...>

Passports Revenue Estimates



Monthly Revenue Estimate: --monthly revenue from the travel web sites. Passports earns 1-3% for each booked trip – so for 1000 users or 1 person with 1000 contacts : \$8640 revenue per month per 1000 users or 1 person with 1000 contacts

– 8-12% of the 1000 contacts take a trip booked on Passports each month. 12% of 1000 is 120 people book a trip on Passports in any given month. \$1000 per booked trip, that would be \$1200, and if each person took only 1 other significant other with them, \$2400 per month. \$2400 times 3% that Passports would earn from the sale on the travel web site is \$72. \$72 times 120 people is \$8640 in revenue per month for Passports per 1000 contacts of one person, or 1000 users.

Tourism Partners and Revenue Model: monthly recurring revenue from tourism partner or retail partner (\$200/month fee), and if each tourist city has 180 retail businesses, that is \$36,000 (\$200 x 180 retailers in each toured city) per month recurring revenue from a tourist city in advertisement fees. If there are 100 top tourist cities, then that would be \$3,600,000 per month in advertising fees from the top 100 tourist cities' retailers.

Other Revenue Streams: may be from learning lessons on how to do something while traveling, such as horse back riding, scuba diving, sailing, power boating, jet skiing, fishing, golfing, bike riding, or even music. If you base it on the 120 people, perhaps half of these may learn one of these above listed excursion type activities. Excursion has a cost of \$100, earning 3% of those, that would be \$3 more for Passports, multiplied by 60 people who booked excursions, that would be \$180 per month more for excursions people book to learn and do through a travel web site.

Passports Cost Estimates



Cost of Passports infrastructure:

--cost of employees and equipment: 2 managerial staff, 5 software engineers, 1 marketing, 1 sales, and those that have other roles (managerial and software) could be guided by the marketing and sales people to contribute to that effort too, so they would wear an additional “hat” or role within the company, and you do not need to hire as many for this purpose. 9 people times \$100,000 per year is \$900,000 per year in employees. For their equipment: \$5000 times 9 people = \$45,000 per year.

--cost of acquiring a user: \$200 to advertise on each site per month, times 4 web sites (Linked In, FaceBook, Travelocity, Expedia to start): \$800/month


--cost of acquiring a paying customer retail advertiser or tourism partner: 180 retailers times \$50 to visit them times 100 cities = \$900,000 annually

--any tactics to lower the cost of user acquisition or retail advertiser/tourism partner – once you are more well known, you do not have to visit each one in person, lowering the cost for acquiring retail advertiser/tourism partner, and for user/subscribers, over time, the monthly advertising fee on the websites would go down.

--cost of web server and hosting, which is how the product is delivered, when they click on ad that takes them to site to download passports app: \$15 / month

--cost of customer support: Software people would cover this to start

Passports Conclusion - It's a Viable Business



Annual Passports Costs - based on the above numbers: $\$945,000 + \$9600 + \$900,000 + \$180 = \$1,854,780$

Annual Passports Revenue: $\$43,200,000 + \$103,680 = \$43,303,680$

Passports Annual Revenue – Passports Annual Costs = $\$41,448,900$ profit per year

Therefore, based on the above estimate, we expect Passports to be a viable business, since revenue exceeds costs by a significant margin.