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Passports-Market Opportunity/Value Proposition

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Karen,

Please see below:

Although there have been numerous technological advancements created with the hope of making an individual's life easier, in many regards many would say that technology only tends to complicate things. Due to this, even though we are presently in the 21st century, when it comes time for a vacation recommendation or restaurant referral, we trust more the opinion of our family and friends and are generally relegated to reaching out via the phone to seek their advice. This is after we have invested considerable time searching the likes of Yelp and TripAdvisor to read the reviews and ratings from strangers.

Imagine an app that would sync with your social networks (Facebook and/or LinkedIn), and would also work in conjunction with your existing contacts stored in your phone to provide recommendations and referrals from people you know and have a personal relationship with (family, friends, work colleagues, etc.). This is Passports. Through this app one would be able to see when their contacts (personal and business) were traveling and where they were real time. Ideal for catching up with that longtime business colleague while they were in town on a business conference. Also, ideal for catching up with your JV basketball teammate that lives on the other side of the country but is in town to attend his sister's wedding. By launching the app directly, or by selecting a contact in your contact list that had an indicator that they were traveling (50+ miles away from their home-notifications would be pushed to smartphone to initiate update if phone is noted to be at this distance for 2+ hours), the user would be able to view pictures and video snippets chronicling their contact's travels (each picture or video would have a description of less than 100 characters). If interested in exploring the possibility of traveling there themselves, the user would get the option to be connected to third party sites (Expedia, Travelocity, Airbnb, New York Ballet, etc.) to explore associated travel costs. As users traveled to different locales, push notifications would be sent to phone when they were in close proximity to where members in their social network(s) were presently traveling or had traveled previously motivating to see what they had done and/or recommended. As users traveled to different locales their phone would be pushed specials/promotions only to places where a member(s) of their social network had traveled. Users with the largest participating networks would be rewarded with monthly cash dividends and additional VIP travel discounts to travel destinations around the world.

-Will