



Group 1's Write-Up for Trip.n

DON'T BE TRIPPIN', JUST USE TRIP.N

KILEY JOAN HAWKINS

SALLY POTEAT

SVETLANA SEMENUK

ELEAZAR MORALES

SEPHORA XAVIER

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Our Motivation

Organizing a trip can be difficult as you must consider various aspects, like room and board, parking, transportation, and entertainment. While there are apps that focus on just one or two of these elements, an all-inclusive app to cover all aspects of a trip would be both convenient and unique. The motivation behind our project is to produce a free, all-in-one app for both planning and experiencing a trip, both individually and for groups. In addition, we wanted to revolutionize the GPS with specific features. With Trip.n, users can create an itinerary featuring everything

from hotel check-ins, what events and restaurants to visit, where to park, and even what rest-stops and gas stations to stop at during the trip.

Trip.n's Marketing Mix – Five Ps

Product - What Does Trip.n Look Like?

Trip.n will be offered in both application and website form. It will feature four main sections: a home page, the GPS, their profile, and settings.

The Home Page

The home page will feature the current or upcoming trip. The current trip will show the trip name at the top. To the right will be an information button (which, when clicked, will show information such as trip budget, people on the trip, etc.) and a settings button (where the creator can add people to the trip, enable notifications, etc.). Each day of the trip is collapsible and will have the date and a title. When the day is collapsed, the user will see various timestamps with a title. To the right, the creator can add a clip button and a GPS location button. The clips can hold event tickets, reservation information, notes, pictures, etc.. The GPS button can hold either a specific location or a keyword. When pressed, the GPS will look up the imbedded text; this prevents the user from having to type if they are driving. The home page will also feature a button you can press to take the app tutorial and a "Surprise Me" button. Users can press this button and Trip.n will ask them questions such as where you want to go, your budget, and how long you can spend. The user can choose to skip each question to increase the level of surprise. Trip.n will then create a trip for them which can be anything from a day trip to a weeklong cross-country vacation. In addition, if the itinerary has free time, a "Surprise Me" button will be

available. Users can press it for a surprise that can fill in the time between scheduled events. Users can toggle this feature on or off in the trip-specific settings.

The GPS

The GPS page, when clicked, will show a map of your current area. At the top will be a search bar. You will also see different location/event pins, notably a red pin with a heart shape, a blue pin with a circle shape, and a yellow pin with a star shape (you may recognize these from the app logo). The blue pin is placed on the locations featured in the current trip's itinerary for easy access. The red pin is placed on locations the user has put in their "favorites list" (see button below search bar). The yellow pin is placed on locations the user has put in their "wish list" (see button below search bar). The user can also create different lists for their own use, which will be located under the button titled "lists" available below the search bar. For each list, the user can choose the location pin's color. The user may wish to use the search bar to find nearby events, restaurants, transportation, or public parking. Each location/event that shows up will have basic information (name, contact information, website, etc.), reviews, reservation/ticket booking, etc. Users can add the listing they are viewing to a trip or add to a list. There will also be filtering and sorting options available.

Speaking of filtering, Trip.n will have many game-changing filtering options. For example, there is a filter option to only search for locations in the direction you are traveling. You can also decide how many miles out of the way you want to detour from your current route. This will save people from choosing stops that are in the opposite direction they are going. The filters will also allow users to filter search results for "kid-focused entertainment," "family-friendly entertainment," or "adult entertainment." Kid-focused may mean playgrounds. Family-friendly may mean arcades, amusement parks, historical sites, or museums. Adult entertainment

may mean clubs, bars, wineries, or breweries. There will also be an option to filter for places that are pet friendly. In addition, there is an option for a scenic route. This option will allow people to avoid as many highways as they wish and allow them to see the beautiful scenery.

One of the main frustrations with the modern market GPS systems and apps is that traffic is not always included and accurate. We plan to design our app to be constantly updated with upcoming traffic, wrecks, detours, speed checks, etc. These notices can be toggled on or off in the settings.

[The Profile](#)

The profile will feature an optional profile photo, the user's name, the user's username, and the user's number of friends. Below those features is the point tracker (see gamification explanation below). Below that will be a search bar saying, "search your trips." All the user's trips – past, present, and future – will be available for view here (whereas only the current trip or closest trip is available for view on the home page). There are also options to sort and filter your trips. Below the trip search bar, you can see each trip's name in a clickable box so that you can search manually if preferred. However, before the trips is an "add new trip" button; once clicked, the user can choose to follow a formula or create their trip from scratch.

The point tracker is an integral part of our gamification strategy. Once users reach a certain number of points, they can redeem them to get different prizes. This can consist of discounts and coupons. In addition, users can earn badges. This can be a fun way to compete against your friends. The badges will be earned based on:

- Number of points they have received
- Number of trips they have planned
- Number of times they have made a purchase or booked through our app

The Settings

The settings are laid out like your typical app's settings. We will only list out the basics so as not to go into an exhaustive amount of detail.

- Display and Accessibility
 - Theme (Light mode, dark mode, change mode with time of day)
 - Text (font, size)
 - Language
- Notifications
 - Push (toggle on and off)
 - Email (toggle on and off)
 - Sound type
 - Friend requests
 - Invited to join a trip
- Account
 - Profile Picture
 - Username
 - Name
 - Email
 - Password (“forgot password?” for resetting, fingerprint, face ID)
 - Birthday
 - Dietary needs and preferences (so friends know before choosing restaurants and so that your GPS can automatically filter for listings that meet those needs)

- Pets (so that friends can know if you will need to take them and so that the GPS can filter pet-friendly listings)
- Children (so that friends can know you may need to take them and so that the GPS can filter for family-friendly listings).
- Disability status (so friends can know and so that the GPS can filter for accessible listings).
- payment options (join a paid tier, cancel a paid tier, make a payment)
- Location sharing (public, with all friends, with trip partners when on trip (recommended for safety), with specific people, no)
- GPS Settings
 - Map type (satellite, terrain)
 - Map details (public transportation, traffic, police, etc.)
 - Updates on road conditions while driving (toggle on and off)
 - Route options (avoid tolls, avoid highways, avoid ferries, prefer fuel-efficient routes)
 - Engine type (gas, diesel, electric (preference for EV charging stations over gas stations), hybrid)
 - Distance units (miles, kilometers)
 - Voice (type, volume)
 - Show speed limit (toggle on and off)
 - Show speedometer (toggle on and off)
 - Show location pins (toggle on and off)
- More

- FAQs
- Report an issue, offer feedback
- Contact Support
- Terms of Service
- Privacy policy

Price

[What are the Costs for Trip.n?](#)

Prior to running the app to make money, it first needs to exist. We will take four months with four App Developers to create Trip.n. Given their mean yearly salary of \$88,064 (Indeed), leads to a monthly cost of \$7,339 each, so by the end of our development period, we will have an up-front cost of \$117,418.67. We are going to assume we can get a loan or pay these funds out of pocket.

Once the app is up and running, we will need to deal with the salaries of our two remaining programmers, the fixed costs for our server provider, the Google Maps partnership, and our variable costs of marketing and licensing fees of the App & Google Play store. Luckily, the licensing fee is irrelevant until we make \$1M of revenue, and the marketing budget is dictated by us to begin with. We decided on a flat rate of \$2,000 a month, as that will be enough to sponsor various online personalities to advertise for us, given there is no consistent standard or requirement for those sponsorships. This is subject to change as more is needed, as our promotion strategy will naturally change over time.

[How Will Trip.n Make Money?](#)

Trip.n will create revenue through Advertising and a tiered Subscription service. We will always have a small banner at the top of the application, with an interstitial (full screen) ad only

appearing when the user first creates a trip. Using the lowest estimate from Publift®, we assumed Trip.n would receive \$0.03 per ad view. Our calculations also assume that each user will use the app 15/30 days of the month, so each user will see 15 ads in a month. If a user prefers, there are two subscription tiers. A \$1 a month plan to remove ads entirely, and a \$3 a month plan to access more premium features like custom lists, higher gamification rewards, and removing ads. Given data from Saima University, roughly 50% of people are willing to pay for apps, but to show our worst-case scenario, we cut that percentage down to only 25%, where 15% would pay the \$1 tier, while only 10% would pay the \$3 tier. Our user base is assumed to be half WeCash®, a Chinese loan and banking app, which we used as a reference for an app that was successful in its first year on the market. Given all these estimates, Trip.n will take a loss in its first 3 months on the market but will hit a “break-even point” in the fourth month, so if our loan can account for the roughly \$40,000 of losses we will incur early on, we could begin Trip.n and be profitable within 4 months.

While it would have been more standard to receive a portion of the proceeds from transactions done through our app, we decided in favor of advertisements for being easier to achieve as a smaller company. It will be more difficult for us to strike favorable deals with these established brands and events to cover our costs, given the lack of “street-cred” we’d have at this point. Meanwhile, advertising is much easier to get into with companies like Publift and has been more feasible to estimate for the purposes of this project, as most of the licensing deals done between companies like Expedia and the hotels are not available to the public.

| INCOME STATEMENT Month 1 | | INCOME STATEMENT Month 2 | |
|---------------------------------|---------------------|---------------------------------|---------------------|
| REVENUES | | REVENUES | |
| Advertising | \$843.75 | Advertising | \$2,446.88 |
| Subscription | \$1,125.00 | Subscription | \$3,262.50 |
| Total Revenue | \$1,968.75 | Total Revenue | \$5,709.38 |
| EXPENSES | | EXPENSES | |
| Salaries - Programmers | \$14,677.33 | Salaries - Programmers | \$14,677.33 |
| Salaries - Owners | N/A | Salaries - Owners | N/A |
| Server | \$300.00 | Server | \$300.00 |
| Licensing - App Store | \$0.00 | Licensing - App Store | \$0.00 |
| Licensing - Google Play | \$0.00 | Licensing - Google Play | \$0.00 |
| Google Maps Partnership | \$200.00 | Google Maps Partnership | \$200.00 |
| Marketing Fees | \$2,000.00 | Marketing Fees | \$2,000.00 |
| Total Expenses | \$17,177.33 | Total Expenses | \$17,177.33 |
| Net Income | -\$15,208.58 | Net Income | -\$11,467.96 |
| INCOME STATEMENT Month 3 | | INCOME STATEMENT Month 4 | |
| REVENUES | | REVENUES | |
| Advertising | \$4,725.00 | Advertising | \$8,437.50 |
| Subscription | \$6,300.00 | Subscription | \$11,250.00 |
| Total Revenue | \$11,025.00 | Total Revenue | \$19,687.50 |
| EXPENSES | | EXPENSES | |
| Salaries - Programmers | \$14,677.33 | Salaries - Programmers | \$14,677.33 |
| Salaries - Owners | N/A | Salaries - Owners | N/A |
| Server | \$300.00 | Server | \$300.00 |
| Licensing - App Store | \$0.00 | Licensing - App Store | \$0.00 |
| Licensing - Google Play | \$0.00 | Licensing - Google Play | \$0.00 |
| Google Maps Partnership | \$200.00 | Google Maps Partnership | \$200.00 |
| Marketing Fees | \$2,000.00 | Marketing Fees | \$2,000.00 |
| Total Expenses | \$17,177.33 | Total Expenses | \$17,177.33 |
| Net Income | -\$6,152.33 | Net Income | \$2,510.17 |

Place - Where Will Trip.n Operate?

The app itself will be available for download on Google Play and on the Apple Store. The website will be available nationwide.

While Trip.n is learning how to run profitably, event listing will be focused on more tourist-heavy areas. However, all other features will not be focused on a specific area and run the same nationwide. After Trip.n has grown and has the resources to spare, we will focus on listing events nationwide, even in less tourist-heavy areas.

Promotion

- Launch Team Advertising- Beta testers can apply to test this application while also posting a review for the app by a certain date to get lifetime access to the premium tier.

- We will pay social media influencers to promote our product. We will also give them free lifetime access to the premium tier.
- We will have time periods where we give the first month free or a discount on one of the tiers so that they will be more likely to subscribe to our app.

Positioning

Our product's positioning is a new generic tool, designed with a national demographic initially, with an "in-between" feel. Trip.n will not be the established, luxury brand, but it also is not going for "scrappy underdog." We are creating a competent, appealing application with a down-to-earth feel by using an intuitive interface and focusing on consumer complaints from our competitors, such as less intrusive advertising and more focused suggestions.

We will have a national focus, particularly on the United States. While we have plans to go globally later, an initial focus on the United States allows us a large, diverse market to both test the viability of our app, but to also discover and solve potential issues.

Our product is "generic" in the sense that it is not fully customized for each user, but rather a standardized tool that anyone can use. While not accounting for each person's individuality, the person supplies customization themselves through the trips they create much like going to a buffet. A buffet is just a building with food in it, but you make the experience by creating the meal yourself.

Analysis 1: Product-Market Growth Matrix

We are placing our product under the product development category of the product-market growth matrix. This is because our product is relatively new (an entire trip planning package as opposed to only supporting one part of a trip) and intended for an existing market

(those who want to plan and pay for their trip ahead of time). But it also has a relatively minimal risk as we enter this market.

For there to be a market, there needs to be a developed product, specifically in the digital world. It needs specific features for users to be interested in this new application. That is why we emphasized how the app is to be developed along with how it will grow. This analysis supports our strategies by drawing users in with unique features the new application will have.

[How will this analysis fit with the strategy of the business?](#)

The Product-Market Growth Matrix analysis is greatly beneficial to our app. It allows us to break down and target the specific markets we are trying to enter. This strategy will allow us as entrepreneurs to market a product that will succeed in the targeted market. This analysis explains how users will be more attracted to our product because it is ‘designed for them.’

Analysis 2: SWOT Analysis

Strengths

- Unique features
- All-in-one offering
- Streamlined Feedback: During the initial testing phase, we will be receiving feedback from our beta testers directly to our programming team, reducing the latency of our key issues from being solved. Once the app has been released to the public, it has a means to receive feedback from users in a similar way.

Weaknesses

- Need more ways to make a profit.
- There is a big learning curve. It can be confusing to use and has many steps.
- App glitches are very possible. App updates as we are starting up.

Opportunities

- Out-of-school seasons
- Vacation seasons
- Certain destinations becoming trendy
- Big events like concerts and conventions
- Future partnerships with companies like Google, music apps, and rideshare apps
- Good reviews and word-of-mouth

Threats

- Competitor apps with similar ideas such as Waze, Eventbrite, Facebook events, and Google Maps. However, we can emphasize the combination of additional features in our app while partnering with these potential competitors.
- Another pandemic
- Natural disasters
- Inflation.

How will this analysis fit with the strategy of the business?

The SWOT Analysis is an essential analysis for the success of our business. After reviewing this analysis, you will be able to have valuable and useful information about our app's strengths, weaknesses, opportunities, and threats. This analysis will keep the company grounded and focused on constantly improving. Improvements are always available and the SWOT analysis will make sure we are always reaching for them.

By leveraging its all-in-one offering, the business can focus on strategies to enhance profitability and address the learning curve. The streamlined feedback process ensures

continuous improvement, while opportunities in seasonal trends, trendy destinations, and strategic partnerships pave the way for future growth.

To mitigate threats posed by competitors, external events, and economic factors, the strategy involves emphasizing the app's unique value proposition and flexibility in adapting to changing circumstances. Overall, the SWOT analysis serves as a roadmap for strategic decision-making, guiding the business towards constant improvement and resilience in a dynamic market.

Future Plans

Future plans for Trip.n are already being thought out.

- We will one day make multiple color scheme options for the app; it is basic and colorless right now, but users will have the option to make it colorful with this future update.
- While some features (basic GPS functions, itinerary creations) are already offered wherever the app and website can be accessed, other features (event listing, scenic routes) can only be offered when Trip.n expands resources to that area. Currently, we have only expanded resources to tourist heavy areas of the United States. We hope one day to expand all operations across the United States, and then to other countries, and maybe one day run all operations globally.
- As the app grows, we plan to partner with other companies. We may consider rideshare companies (like Uber and Lyft), music companies (Spotify, Apple Music, YouTube Music), Air Bnb, etc. This will bring more revenue to our company while also benefiting our partners as well.
- We hope to have merch like clothing, stickers, and knickknacks with our logo. While we will make money from selling merch, our app will also be advertised worldwide without us needing to spend additional money on advertising. Some merch ideas include possible

QR codes for accessing profiles of people with itinerary plans. This will make it easy to add friends and family to your plans. Other ideas are potential merchandise like T-shirts, bracelets, and hats.

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Presentation:



TRIP.N

TRAVEL APP GROUP 1

Created by, Kiley, Eleazar, Svetlana,
Sally, and Sephora

***“Don’t be Trippin’,
Just use Trip.n”***

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- Future Plans

OUR MOTIVATION

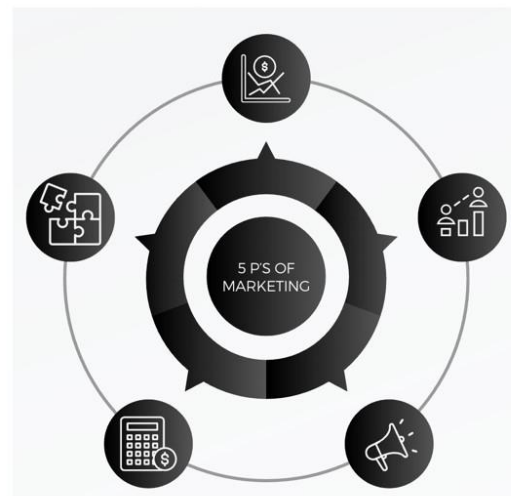
Revolutionizing travel planning and booking



The motivation behind TRIP.N is to simplify the travel planning process and enhance the overall travel experience.

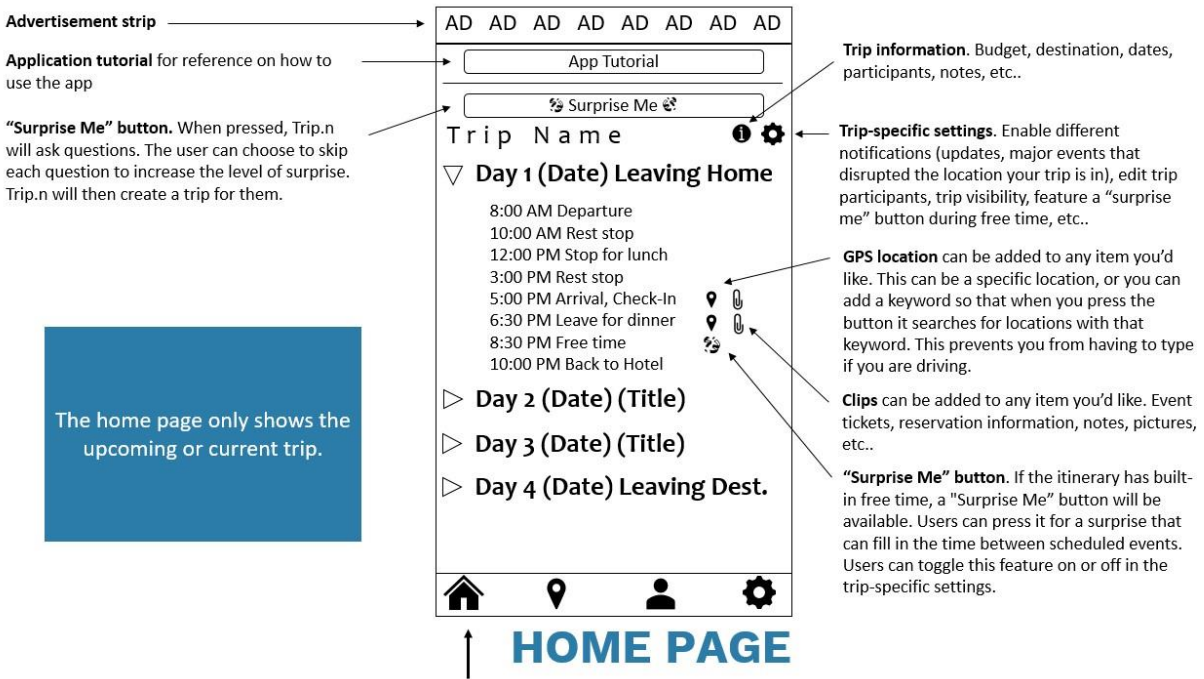
TRIP.N'S MARKETING MIX

Product, Place, Price,
Promotion, and Positioning



PRODUCT

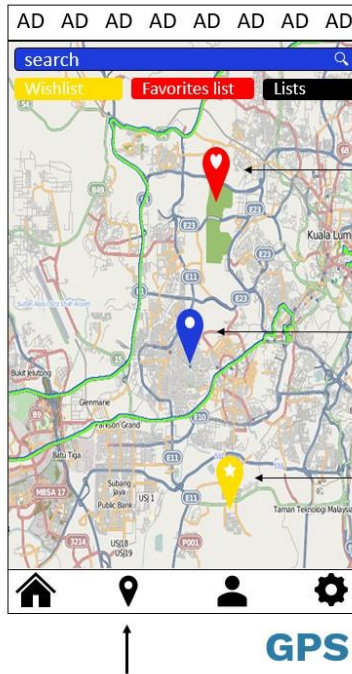
- App and website for travel itinerary planning and GPS navigation
 - Account not necessary
- Four main sections:
 - Home Page
 - GPS
 - Profile
 - Settings



Advertisement strip

Cool features of Trip.n's GPS:

- Sorting
- Filtering
 - Locations in the direction you are travelling
 - Kid-focused entertainment
 - Family-friendly entertainment
 - Adult entertainment
 - Pet friendly
 - Accessible
- Scenic route



Other reference lists.

"Favorite" pin. You can mark a listing as a "favorite" and it will show up in your favorites list.

Current trip location/event pin. You can mark a listing so that you can see everything you're visiting on your trip all at once.

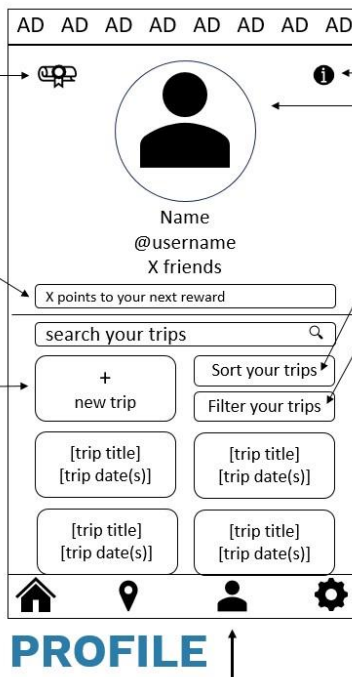
"Wishlist" pin. You can mark a listing as part of your wishlist so that you know to include it in future visits or so that you can visit in any free time you may have during your current visit.

Advertisement strip

Users can earn **badges**. This can be a fun way to compete against your friends. The badges will be earned based on number of points they have received, number of trips they have planned, and number of times they have made a purchase or booked through our app.

Point tracker. Users earn a point for every dollar they spend through the app. Once users reach a certain number of points, they can redeem them to get different prizes. This can consist of discounts and coupons.

"Add New Trip" button. Once clicked, the user can choose to follow a formula or create their trip from scratch.



User Information. Dietary needs and preferences, children, pets, birthday, etc..

Profile photo.

You can **sort your trips** by date, location, length, or name.

You can **filter your trips** by date, location, length, past, present, future, etc..

Advertisement strip

AD AD AD AD AD AD AD AD

Display and Accessibility
 Theme
 Text
 Language

Notifications
 Push
 Email
 Sound
 Friend requests
 Invited to join a trip

Account
 Profile Picture
 Name
 Username
 Email
 Password
 Birthday
 Dietary needs and preferences
 Pets
 Children
 Payment options
 Location sharing

Home, Location, Profile, Settings icons

SETTINGS

GPS Settings

- Map type
- Map details
- Route options
- Engine type
- Distance units
- Updates on road conditions while driving
- Voice
- Show speed limit?
- Show speedometer?
- Show location pins?

More

- FAQs
- Report an issue, offer feedback
- Contact Support
- Terms of Service
- Privacy policy



Distribution Channels

App available for download on Google Play and App Store.

Website available on all browsers.



Geographic Reach

Some features available wherever app and website is accessed while other features are only available in tourist-heavy areas of the United States.



Target Market

Young adults

PLACE

PRICE - COST PER MONTH

1. Pricing Strategy

- Trial Pricing: Offering free and paid tiers to grow user base.
- Utilizing advertising to get revenue from users regardless of subscription retention.

2. Competitive Analysis

- While our competitors have an established user base, many have grown in spite of competition.

3. Value Proposition

- Instead of needing several different, potentially paid apps, you can just use one to do it all with Trip.n, at the same price of just one of the competitors.

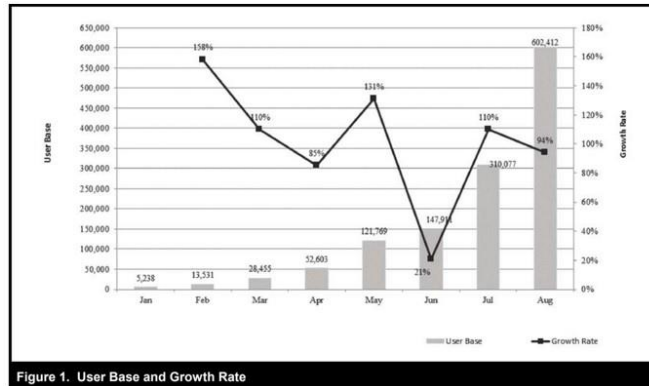
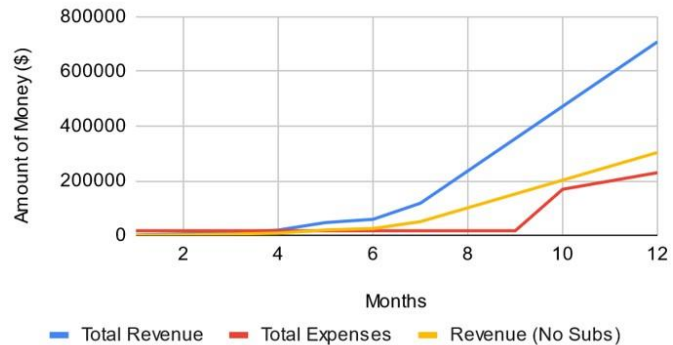


Figure 1. User Base and Growth Rate

Price

- Advertising
 - Interstitial (Full-Screen) Ads only when initially creating a trip.
 - Banner Ads: Always on-screen.
- Tiered Pricing
 - Free tier
 - \$0.99 a month tier
 - \$3.00 a month tier

Break-Even Analysis



Price

ASSUMPTIONS/NOTES:

User Base and Growth Rate are half of WeCash®.

Lowest Ad View Income from Publift® (\$0.03/view).

Revenue assumes 15/30 of the days of the month will have all users viewing.

The first 9 months will not have App Store Licensing, only required beyond the first \$1M of total revenue.

Trademarks, copyrights, and taxes were not accounted for.

Average Yearly Programmer Salary is \$88,064.

Advertising Revenue only uses Banner Ads.

25% of user base pays subscription, 10% are \$3 and 15% are \$0.99.

| INCOME STATEMENT Month 1 | |
|--------------------------|---------------------|
| REVENUES | |
| Advertising | \$843.75 |
| Subscription | \$1,125.00 |
| Total Revenue | \$1,968.75 |
| EXPENSES | |
| Salaries - Programmers | \$14,677.33 |
| Salaries - Owners | N/A |
| Server | \$300.00 |
| Licensing - App Store | \$0.00 |
| Licensing - Google Play | \$0.00 |
| Google Maps Partnership | \$200.00 |
| Marketing Fees | \$2,000.00 |
| Total Expenses | \$17,177.33 |
| Net Income | -\$15,208.58 |

| INCOME STATEMENT Month 2 | |
|--------------------------|---------------------|
| REVENUES | |
| Advertising | \$2,446.88 |
| Subscription | \$3,262.50 |
| Total Revenue | \$5,709.38 |
| EXPENSES | |
| Salaries - Programmers | \$14,677.33 |
| Salaries - Owners | N/A |
| Server | \$300.00 |
| Licensing - App Store | \$0.00 |
| Licensing - Google Play | \$0.00 |
| Google Maps Partnership | \$200.00 |
| Marketing Fees | \$2,000.00 |
| Total Expenses | \$17,177.33 |
| Net Income | -\$11,467.96 |

| INCOME STATEMENT Month 3 | |
|--------------------------|--------------------|
| REVENUES | |
| Advertising | \$4,725.00 |
| Subscription | \$6,300.00 |
| Total Revenue | \$11,025.00 |
| EXPENSES | |
| Salaries - Programmers | \$14,677.33 |
| Salaries - Owners | N/A |
| Server | \$300.00 |
| Licensing - App Store | \$0.00 |
| Licensing - Google Play | \$0.00 |
| Google Maps Partnership | \$200.00 |
| Marketing Fees | \$2,000.00 |
| Total Expenses | \$17,177.33 |
| Net Income | -\$6,152.33 |

| INCOME STATEMENT Month 4 | |
|--------------------------|--------------------|
| REVENUES | |
| Advertising | \$8,437.50 |
| Subscription | \$11,250.00 |
| Total Revenue | \$19,687.50 |
| EXPENSES | |
| Salaries - Programmers | \$14,677.33 |
| Salaries - Owners | N/A |
| Server | \$300.00 |
| Licensing - App Store | \$0.00 |
| Licensing - Google Play | \$0.00 |
| Google Maps Partnership | \$200.00 |
| Marketing Fees | \$2,000.00 |
| Total Expenses | \$17,177.33 |
| Net Income | \$2,510.17 |

PROMOTION

Different ways to promote your brand



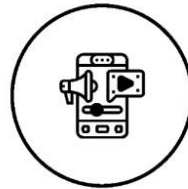
Launch Team Advertising

Print, TV, Radio, Digital, and Social Media



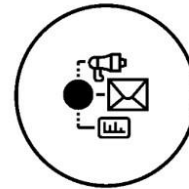
Beta Testers for App

Practice run drive the application before release



Social Media Influencers

Facebook, Instagram, Twitter, Snapchat



Promotional Pricing

Listing on search and advertisements

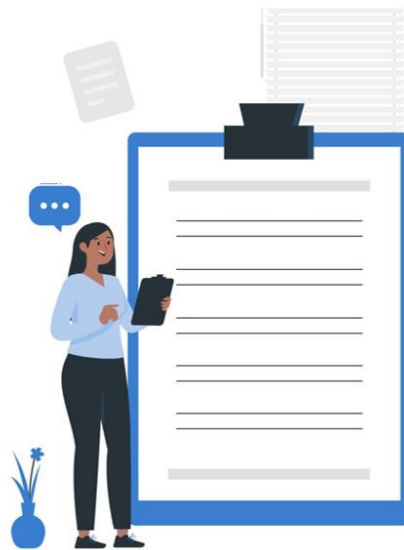
POSITIONING

Differentiating your product from competitors and targeting the right audience



ANALYSES

Product-Market Growth Matrix and SWOT Analysis



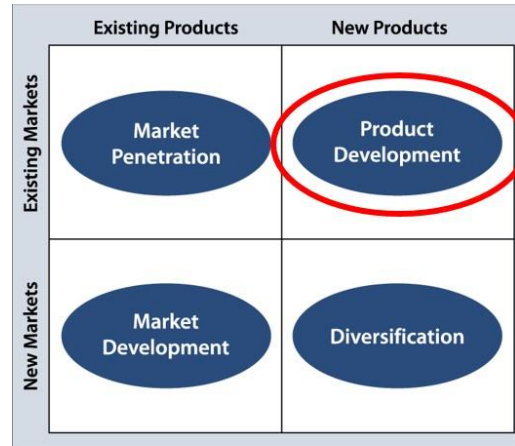
ANALYSIS 1: PRODUCT-MARKET GROWTH MATRIX

Product Development

Our tactic is Product Development. We're entering an existing market with a new product.

Trip.n is a unique combination of several different types of software, allowing us to enter the existing app market by displacing existing competitors that are too specialized.

We've developed our product to fix critiques and failings of other apps while doing more of the same jobs.



ANALYSIS 2: SWOT ANALYSIS

Strengths

- Unique features
- All-in-one offering
- Streamlined feedback

S

Weaknesses

- Needs ways to make more profit
- Learning curve
- App glitches

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Opportunities

- Out-of-school seasons
- Trendy destinations
- Big events (concerts, conventions)
- Future partnerships
- Good reviews, word of mouth

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T

Threats

- Competition
- Pandemics
- Natural Disasters
- Inflation

FUTURE PLANS

- Short term
 - Improving aesthetics
 - Merch
- Long term
 - Partnerships with other companies
 - Expand all operations to other countries and eventually globally



REVOLUTIONIZE YOUR TRAVEL PLANNING

Thank you for your attention. Join us on this exciting journey to revolutionize travel planning and make every trip unforgettable!

