

A dense collage of numerous small, overlapping photographs. The images depict a wide variety of travel-related scenes: historical landmarks like the Arc de Triomphe and Big Ben; natural beauty like yellow flower fields and beaches; cityscapes and architecture; and leisure activities like a guitar and a beach chair. The overall theme is global travel and exploration.

**Where do  
you want  
to go?**

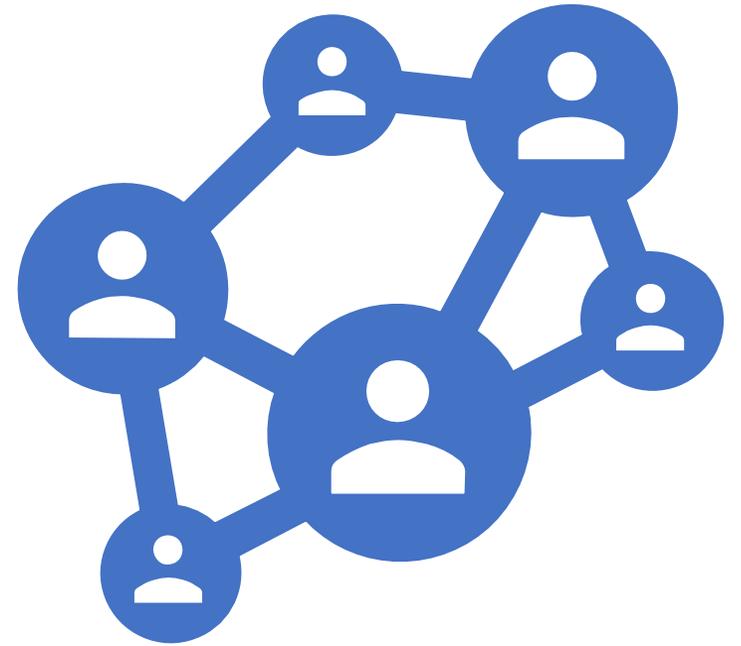
Think about a time in your past when you arrived at a destination. Remember the excitement of stepping off the plane or boat or car and just anticipating all the new adventures and experiences you will have? Or revisiting favorite spots before discovering something new. Now imagine you had a good friend telling you where everything is, how to get there, what you need, or what you don't. Imagine they could introduce you to new and interesting people along the way. Imagine being somewhere new and exciting but with the knowledge and confidence of someone who's been there a hundred times. That's what we wanted too, and that's what we've built.



Spetses Las Vegas Rehoboth Beach  
Mykonos Southampton Rhodes  
Cape May Martha's Vineyard Paros  
Ios Santorini  
Kos  
Samos  
Nantucket Corfu Chania Portland  
Naxos Venice Newburyport  
Williamsburg Hilton Head Ibiza Ogunquit

# What does our company do?

We create apps for small, niche destinations that serve as a tour guide and social network for our members.



Continue to  
see the  
example of  
our flagship  
app named  
iLoveSantorini





**The first app dedicated to the island of Santorini that combines a tour guide, social network, and deal finder into one!**



**iLoveSantorini will be a free app available on Apple's App Store, the Google Play store, as well as at the iLoveSantorini website.**



The app will be aimed at anyone visiting Santorini. Users will be able to discover cool places around them no matter where they are. They can see if any members are nearby. They can receive amazing deals & discounts at businesses near them or anywhere around the island.

By using the users' location, we can connect them to their immediate surroundings or guide them across the island with ease. They can discover places and learn about them before going. Looking for a casual restaurant that accepts credit cards? Find the closest spot to where you are at any moment. Looking for a great view without the crowds, find an intimate table anywhere on the island.

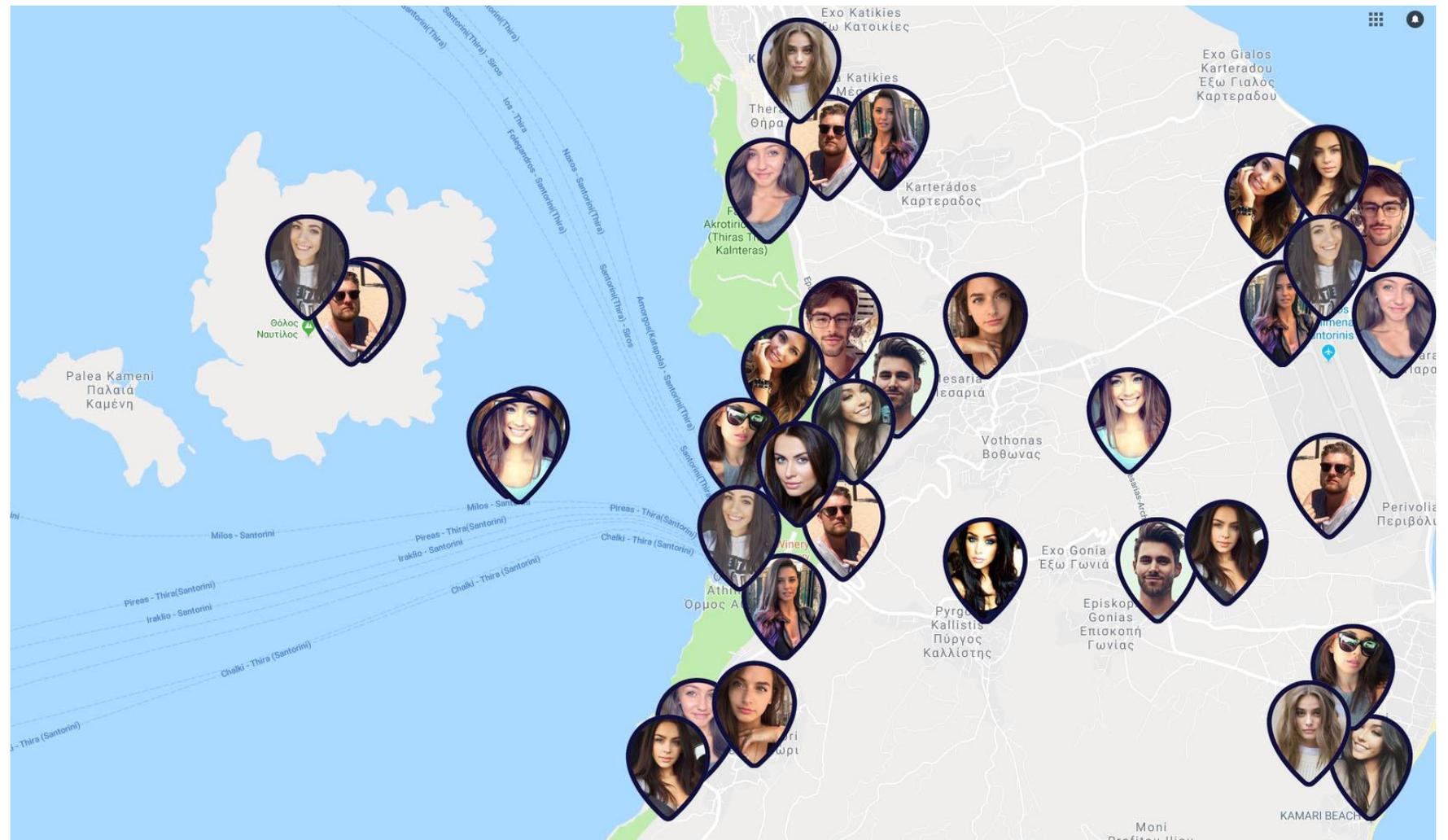
Our deals & discounts section will allow businesses to offer any deal or discount to attract more and more customers. The business receives new or repeat customers, but more importantly the users have many choices to save a little bit of money on their trip! They can see what deals are nearby or head to any establishment on the island to redeem.



Our geolocation feature creates amazing new opportunities for our users. They can see other users nearby or across the island, see what's lively and crowded or what is quiet and intimate and make their decisions on where to go.

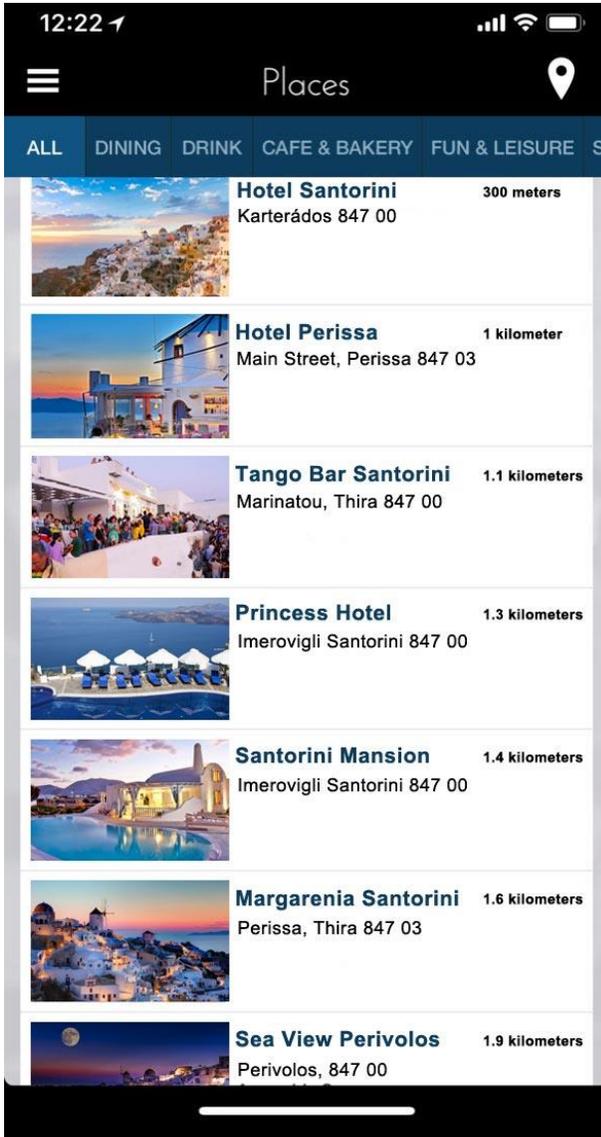
The messenger can be used in many ways, from getting advice from other travelers, or even as an ice breaker for new friends or singles.

Imagine being able to arrive on the island and having an entire community of users a few taps away. Like a neighbor asking for a recommendation or an emergency arising and being able to ask fellow users for info or help – the possibilities are truly endless. And for users looking to meet new friends or even romantic interests, there couldn't be an easier way than the app!



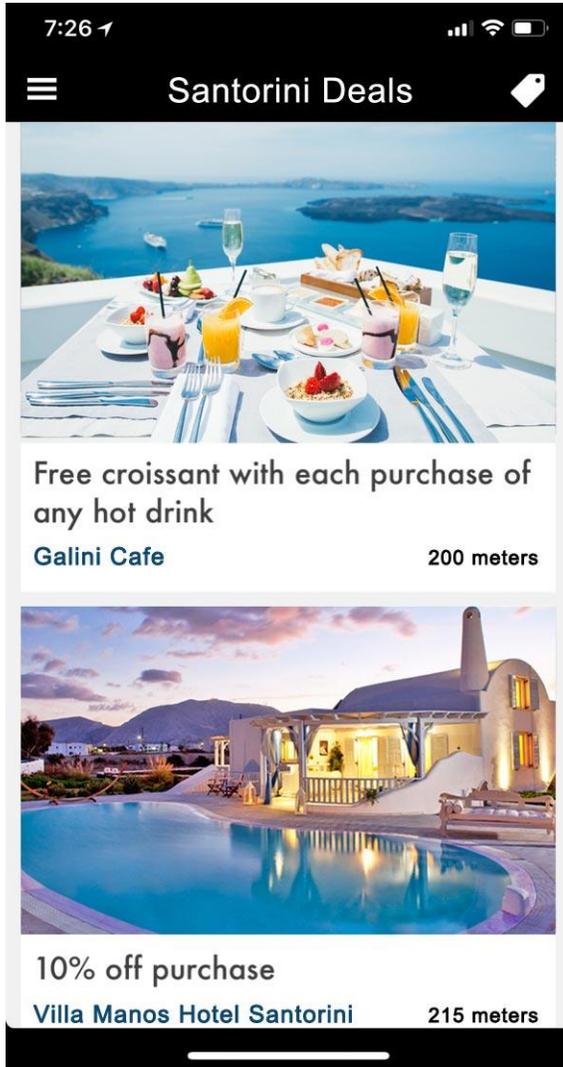


Businesses and event holders can send notifications, offer deals or discounts, be listed in our categorized listings, and be displayed based on the users proximity. Working with the various businesses and establishments of Santorini helps their bottom line while giving our users more info, content, and savings!



On the app, Places are listed by All or by Category, and they are displayed by what is closest to you at that moment. Each listing also displays the exact distance to you down to 1 meter.

You can also view a live street view, check out their social media, descriptions, get directions, and call or email at the tap of a button.



Any business can offer a deal or discount to our users. This will drive new and repeat customers for the price of a discount, which most businesses already offer in a variety of ways. Our method puts the deal right in the user's pocket, available at all times whether a visit to the business was planned or spontaneous.

Each business can track how many deals have been redeemed or used. Members can share deals via text, email, or social media. They can save deals in a Favorites list, and track what they've used, right from the app.

## Statistics

- **76 square kilometers** The island's area and **69** kilometers is the length of its coastline.
- **2,000,000** Approximate number of tourist arrivals in 2014.
- **512** The number of cruise ships that docked at Santorini in 2014, carrying **742,553** passengers.
- **70,000** The total number of beds in hotels and rooms-to-let.
- **310,433** Arrivals by airplane in 2014
- **1,066,106** Cable-car tickets sold last year.
- **77** Windmills used to operate on the island.
- **75** Kilometers of walking trails on the island.
- **600** Churches and chapels; **50** of them are dedicated to the Virgin Mary.

## Our Mission

**Our simple mission is to build up a large user base in the shortest amount of time possible.**

- Do an aggressive marketing campaign for 1 year
  - Advertise the free app on the island through any means available (kiosks, posters, welcome packages, etc.) at the ferry port and the airport.
  - Advertise the free app at partner hotels and businesses via posters, flyers, stickers, etc.
  - Create an aggressive Google campaign for when people search anything Santorini.
  - Create an aggressive Facebook/Instagram campaign for all posts pertaining to Santorini.
  - Create campaigns through travel booking websites for travelers booking trips to Santorini.
- Capture 20% market share for Santorini travelers, equal to about 400,000 users
  - With an average user valued at a conservative \$15 per user, we will create a company valued at \$6,000,000. With more data mining, each user can be valued at up to \$30-\$40 per user.
  - Generate revenue by charging a small listing fee for businesses on the app, as well as affiliate fees, ticket purchases, booking fees, and products sales.

# BUDGET REQUIREMENTS

\$400,000

Google 30%

\$120,000

Instagram 20%

\$80,000

Other 5%

\$20,000

Facebook 20%

\$80,000

Print 10%

\$40,000

Design/Dev 12%

\$48,000

Pinterest 3%

\$12,000

