

Media Entrepreneurship

GeoGlimpse

Business Plan

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Tbilisi 2024

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Executive Summary

Our innovative travel application aims to redefine the way travelers experience Georgia, offering a comprehensive platform that enables users to explore, plan, and immerse themselves in the beauty and culture of the region. With features covering top destinations, dining, accommodation, news, history, language learning, and humor, our app ensures a holistic travel experience for every user. The global revenue of the online travel industry has experienced significant growth, reaching \$599 billion in 2023 and projected to exceed \$800 billion by 2028. (statistica.com.2024) With its rich history, diverse landscapes and growing tourism sector, Georgia represents a profitable market for our innovative travel application, which stands out from the competition by offering customisable travel experiences, encouraging community engagement through user-generated content and providing rich cultural insights alongside practical travel information. By integrating humor and real-time updates, we deepen users' appreciation of Georgia's beauty and culture, making their travel experience more meaningful and memorable. Based on our revenue projections, we anticipate steady growth in subscription fees, in-app purchases and advertising revenue. With a gross profit margin of 70%, we expect to achieve profitability within the first year of operation. Our diversified revenue streams ensure long-term sustainability and growth. To fuel our growth, we plan to leverage strategic partnerships with entertainment platforms, transportation services and hospitality chains. By continuously enhancing our app's features and user experience, we aim to attract and retain a loyal customer base while tapping into the growing trend of experiential travel.

Business Description

GeoGlimpse is a pioneering travel app dedicated to improving the way travelers experience Georgia. Our comprehensive mobile application serves as a one-stop solution for travelers, giving them unparalleled access to the country's rich culture, history and natural beauty. Through strategic partnerships, innovative features and a commitment to authenticity, we aim to redefine travel in Georgia and beyond.

Our mission is to empower travelers to discover the essence of Georgia while maintaining affordability. We strive to offer authentic and personalized travel experiences, fostering a deeper appreciation for the country's diverse landscapes, traditions, and people.

Goals: 1. To become the leading travel application for exploring Georgia, catering to a diverse range of travelers from around the world. 2. To foster sustainable tourism practices and support local

communities while promoting Georgia as a premier travel destination. 3. To continuously innovate and expand our offerings, staying ahead of market trends and evolving traveler needs.

Our flagship product is the Georgia Explorers mobile application, designed to provide users with a seamless and enriching travel experience.

Key features include:

Destination Discovery: Users can explore top places to visit, dine, and stay, along with insider tips and recommendations.

Customized Itineraries: The app offers personalized trip planning based on user preferences, time constraints, and location within Georgia.

Cultural Insights: Users can delve into Georgia's history, language, and traditions through curated content and language learning tools.

Real-Time Updates: Stay informed about ongoing events, concerts, exhibitions, and more, ensuring a dynamic and up-to-date travel experience.

Community Engagement: Connect with fellow travelers, share experiences, and contribute user-generated content to enrich the travel community.

Value Proposition:

Personalization: Our app offers customized travel experiences tailored to each user's interests, preferences, and travel goals.

Authenticity: We provide genuine insights and recommendations from locals and experienced travelers, ensuring authentic and immersive experiences.

Convenience: With all travel-related information and tools in one place, users can save time and effort in trip planning, allowing for a hassle-free journey.

Community: Georgia Explorers fosters a sense of belonging and connection among travelers, encouraging sharing and collaboration within the travel community.

Competitive Advantages:

Customization: Unlike traditional travel guides, our app allows for flexible and personalized trip planning, catering to individual preferences and needs. *Comprehensive Content:* With a wide range of features covering destinations, activities, culture, and more, we offer a holistic travel experience unmatched by competitors. *Real-Time Updates:* Our app provides timely and relevant information, ensuring users are always informed about the latest events and attractions. *Community Engagement:*

By encouraging user-generated content and interaction, we create a vibrant and supportive travel community that sets us apart from competitors.

Georgia's tourism industry has experienced significant growth in recent years. However, there is still a pressing need for a comprehensive and user-friendly travel platform that caters to diverse traveler preferences. Existing travel guides and apps often lack customization, authenticity, and real-time updates, leaving travelers with limited options and outdated information. Currently, there are only three applications dedicated to travel in Georgia available on app stores: Georgia Tour and Go, Georgian Travel Guide, and Georgian Travel Guide 2. Unfortunately, all of them are outdated and have received poor reviews from customers.

To bridge this gap, our innovative app offers a dynamic and personalized travel experience, empowering users to explore Georgia on their own terms. By providing real-time updates and fostering deeper connections, our startup aims to facilitate more meaningful experiences for travelers

Industry and Market Analysis

Threat of new entrants.

By analyzing the threats of new entrants to the tourism application market, several factors come into play. First, the capital requirements to start a tourism application are relatively low. A single app developer can create a basic interface and application with minimal resources, making it relatively easy to enter the market. Additionally, the process of creating an application has become less challenging and expensive due to advancements in technology.

According to Statista.com the global revenue of the online travel industry has experienced significant growth, reaching an estimated 599 billion U.S. dollars in 2023 and projected to exceed 800 billion U.S. dollars by 2028. (statista.com 2024) This indicates a large and expanding market, providing huge opportunities for new entrants. However, it's essential to consider the presence of well-known brands such as Booking.com and Airbnb in the market. These established players have significant market share and brand recognition, posing a challenge to new entrants in terms of competition.

On the regulatory front, because we are going to establish our application in Georgia, it has shown a commitment to developing the startup ecosystem. The establishment of the "Agency of Innovations and Technologies of Georgia" in 2014 under the Ministry of Economy and Sustainable Development demonstrates the government's support for startups. Initiatives like "Startup Georgia," aimed at providing financial support to startups, further enhance the supportive environment for new businesses.(Gabedava, Tabatadze. 2019)

Considering these factors, while the market for tourism applications is highly competitive with the presence of well-known brands, the conducive regulatory environment and growing market size make the market an attractive destination for new entrants. With relatively low barriers to entry and government support, the risks for new entrants are low, making the market attractive to new entrants.

The Threat of well-known brands can be overcome by our special positioning on the market, as we are not only focusing on offering one service, but several services all together in one space.

threats of substitutes.

Because our application is going to be everything in one place, threats of substitutes in this case are very high. Customers can easily move to a different website or different application and use the services from different sources. In the context of the tourism application market, traditional travel agencies, travel guidebooks, online travel forums and communities, social media platforms, local tourism websites all could be substitutes for our start up. To counter this threat, we need to differentiate ourselves by offering unique features, personalized experiences and added value to users, thereby maintaining our relevance and competitiveness in the market.

Power of buyers.

Our potential buyers are people interested in visiting Georgia. In 2023, the arrival of international non-resident travelers to Georgia reached 7.1 million, showing a notable increase of 30.3% compared to the previous year. The majority of income, accounting for 45.5%, was generated by travelers aged between 31 and 50 years old. (GeoStat. 2024) As we see the number of buyers is high we can assume that the power of buyers could be low.

But the power of buyers in the tourism application market is shaped by factors such as pricing, transparency, reviews, bargaining power, switching costs, and brand loyalty. To succeed in this competitive industry, our application must prioritize customer satisfaction, offer competitive pricing and value propositions, and continuously innovate to meet the evolving needs and preferences of travelers.

Power of suppliers.

If we take into the consideration that our main supplier would be accommodations in Georgia, there are rapid numbers of them according to the last information from 2023, in 2022, Georgia had 2,162 economic entities operating with accommodation services, which hosted 2,213 accommodations and accommodation-type allocations (including local units and branches). The indicator increased by 24.6% compared to 2021. (GBS.ge. 2023) We can assume that the power of supplier is low, because we can easily move from one to another.

Competition revelry

The tourism market is characterized by intense competition, with numerous global players vying for market share and consumer attention. Some of the key competitors in the market include: Expedia Group Inc. Booking Holdings Inc. Airbnb Inc. Trip.com Group Limited Agoda.com International Ltd. Marriott International Inc. Accor S.A. (Custommarketinsights.com. 2024) These companies operate through various strategies to gain a competitive edge, including product innovation, mergers and acquisitions, and strategic partnerships. Continuous innovation, strategic acquisitions and a strong focus on user experience have propelled these key players to the forefront of the tourism market. Their influence extends beyond market share, shaping industry trends and driving the evolution of the competitive landscape. As a result, competition in the tourism market is fierce, with companies constantly striving to differentiate themselves and capture the attention of travelers in an ever-changing marketplace.

By analyzing these five industry factors, we can assume that the market for tourism applications in Georgia is attractive for new entrants due to its growing size, supportive regulatory environment, and relatively low barriers to entry. Despite the presence of well-established brands, the market offers ample opportunities for innovative startups to compete and thrive. The tourism application market is highly competitive, with numerous global players vying for market share. However, new entrants can differentiate themselves by offering unique features, personalized experiences, and added value to users. Buyers in the tourism application market hold significant power due to the abundance of choices and price sensitivity. To succeed, startups must prioritize customer satisfaction, competitive pricing, and continuous innovation to meet the evolving needs and preferences of travelers. The power of suppliers, particularly accommodation suppliers, is low due to the abundance of options and minimal switching costs. Content creators, such as journalists, also have limited power as suppliers. Startups can easily switch between suppliers to optimize their offerings. The supportive regulatory environment in Georgia, as demonstrated by initiatives like the "Agency of Innovations and Technologies of Georgia" and "Startup Georgia," enhances the feasibility and attractiveness of starting a tourism application startup in the region. Overall, the assumption is that by leveraging technological advancements, capitalizing on market opportunities, and differentiating themselves in the competitive landscape, the startup can successfully establish its presence and thrive in the tourism application market.

Marketing Plan

. Marketing Goals:

- Increase app downloads by 50% within the first year of launch.

- Achieve a 30% increase in user engagement and interaction on the platform.
- Establish Georgia Explorers as the premier travel app for exploring Georgia among international travelers.

2. Target Market:

- **Primary Demographic:** Travel enthusiasts aged 31-50 with a basic knowledge of English.
- **Secondary Demographic:** International tourists from Europe and other regions seeking authentic travel experiences.
- **Geographic Focus:** Initially targeting European countries with potential expansion to other regions.

Positioning: our app positions itself as the ultimate travel companion, offering personalized and authentic experiences that go beyond traditional travel guides. We emphasize flexibility, community, and real-time updates, setting us apart from competitors and appealing to travelers seeking unique and immersive adventures in Georgia.

Pricing:

- **Freemium Model:** The app will be free to download with basic features, while premium features such as exclusive travel guides and personalized itineraries will be available through subscription or in-app purchases.

Promotional Tactics:

- **Social Media Marketing:** Leverage platforms like Instagram, Facebook, and Twitter to showcase stunning visuals, share user-generated content, and engage with the travel community.
- **Influencer Partnerships:** Collaborate with travel influencers and bloggers to promote the app, share travel experiences, and reach a wider audience.
- **Content Marketing:** Create informative and engaging content such as blog posts, videos, and podcasts to educate and inspire travelers about Georgia's culture, attractions, and hidden gems.
- **Public Relations:** Secure press coverage in travel publications, websites, and blogs to increase visibility and credibility in the travel industry.

- App Store Optimization (ASO): Optimize app store listings with relevant keywords, compelling descriptions, and eye-catching visuals to improve app visibility and attract more downloads.

Distribution Channels:

- App Stores: Make the app available for download on major app stores such as the Apple App Store and Google Play Store.
- Website: Provide information about the app, updates, and user testimonials on a dedicated website, driving traffic and app downloads.
- Partnerships: Collaborate with tourism boards, travel agencies, airlines, and hospitality brands to promote the app to their customers and clients.

Marketing Execution:

- Launch Campaign: Create buzz and excitement around the app launch with a multi-channel marketing campaign including social media teasers, press releases, and influencer endorsements.
- User Engagement: Encourage user-generated content and interaction through features like reviews, ratings, comments, and sharing on social media.
- Customer Retention: Offer incentives such as discounts on premium features or exclusive content to encourage repeat usage and subscriptions.
- Analytics and Optimization: Continuously monitor app performance, user feedback, and marketing metrics to identify areas for improvement and refine marketing strategies for maximum impact.

By implementing this comprehensive marketing plan, Georgia Explorers aims to not only achieve its marketing goals but also establish itself as the go-to destination for travelers seeking unforgettable experiences in Georgia. Through strategic targeting, compelling positioning, and innovative promotional tactics, we are confident in our ability to capture the hearts and minds of travelers worldwide.

Management Team and Company Structure

Management Team and Company Structure

Management Team:

1. CEO: With several years of experience in the travel and technology industry, someone who brings a wealth of knowledge in product development and business strategy. Should hold a degree in Computer Science and has previously founded successful startups in the travel sector.
2. CTO:(chief technology officer) a technology enthusiast with a passion for innovation. With a master's degree in Computer Engineering, someone who leads the development team, overseeing the technical architecture and ensuring the app's scalability and reliability.
3. Head of Marketing: someone who is a marketing guru with a knack for storytelling. Should hold a degree in Marketing and has extensive experience in digital marketing and brand management. Will be responsible for crafting compelling marketing campaigns and driving user acquisition.

Organizational Structure:

1. Executive Team: CEO. Head of Marketing. CTO
2. Product Development Team: Product Manager. Software Developers (Frontend, Backend, Mobile) UI/UX Designer. Quality Assurance Engineer
3. Operations Team: Customer Support Specialists. Project Managers. Quality Assurance
4. Marketing Team: Digital Marketing Specialists. Content Creators.

Key Roles and Responsibilities:

CEO: Sets the company's vision and overall direction, oversees strategic planning, and ensures alignment with business goals.

CTO: Manages day-to-day operations, implements processes to improve efficiency, and ensures smooth execution of business activities.

Head of Marketing: Develops marketing strategies to promote the app, oversees branding and advertising efforts, and analyzes market trends to identify growth opportunities.

Overall, the management team works collaboratively to drive the company's success, with each member bringing unique expertise and skills to their respective roles. The organizational structure is designed to foster innovation, efficiency, and growth, ensuring the company remains competitive in the dynamic travel technology industry.

Operations Plan

Business Location:

Headquarters: Establish a central office in a strategic location within Georgia, preferably in the capital city, Tbilisi. This location will serve as the main operational hub for administrative tasks, management, and coordination. We can consider Old Tbilisi, Narikala as one of the locations, because this place is especially distinguished by the number of tourists in Tbilisi. Therefore, this location of the office will attract tourists and we will have more opportunities to provide them with information about our application.

Equipment:

Computers and Laptops: High-performance desktop computers or laptops equipped with the necessary software development tools, including IDEs (Integrated Development Environments) such as Android Studio or Xcode for mobile app development. Consider powerful processors (e.g., Intel Core i7 or equivalent), ample RAM (at least 16GB for smooth development processes), and sufficient storage space (SSD drives for faster compilation and data access).

Networking Equipment: Enterprise-grade routers and switches to facilitate secure and high-speed connectivity within the office network. Firewall appliances or software to protect the network from unauthorized access and cyber threats. VPN (Virtual Private Network) solutions for secure remote access to the internal network when working outside the office premises.

Mobile Devices: A variety of smartphones and tablets representing different platforms (iOS and Android) and screen sizes to ensure comprehensive testing of the mobile application. Popular devices from manufacturers like Apple (iPhone series) and various Android OEMs (Samsung, Google Pixel, OnePlus, etc.) to cover a wide range of user preferences and device capabilities. Mobile device management (MDM) solutions to streamline device provisioning, management, and testing processes, ensuring efficient deployment and maintenance of the application.

Testing Tools: Mobile device emulators and simulators for initial testing and debugging of

the application across different platforms and versions without the need for physical devices. Automated testing frameworks and tools (e.g., Appium, XCTest, Espresso) to automate repetitive test cases, regression testing, and performance testing, thereby improving testing efficiency and accuracy.

Backup and Data Storage: Network-attached storage (NAS) devices or cloud storage solutions for centralized data storage and backup of important project files, documents, and application data.

Regular data backups and disaster recovery plans to mitigate the risk of data loss due to hardware failures, security breaches, or other unforeseen events.

Production Processes:

Development: Formulate an agile development process to iteratively design, develop, and test the mobile application. Regular updates and improvements based on user feedback will be essential.

Content Curation: Establish processes for curating and updating content within the application, including maps, places to visit, reviews, news, and humor sections. Regular monitoring of user engagement and feedback will help in refining content offerings.

Booking Integration: Collaborate with hotel partners to integrate booking functionality within the application. Implement secure payment gateways and reservation systems to facilitate seamless transactions.

Customer Support: Set up customer support channels, including email, chat, and a helpdesk system, to address user queries, issues, and feedback promptly.

Strategic Partnerships or Outsourcing Arrangements:

Hotel Partnerships: Forge partnerships with a variety of hotels and accommodation providers across Georgia to offer a diverse range of options for users to book through the application.

Tourism Agencies: Collaborate with local tourism agencies to source information, recommendations, and updates about tourist attractions and activities to enrich the Applications content.

Content Providers: Explore partnerships with content creators, bloggers, and humorists to contribute to the applications news and humor sections, providing fresh and engaging content for users.

Technology Partners: Consider partnering with technology companies specializing in mapping, booking systems, or mobile application development to leverage their expertise and enhance the applications functionality and user experience.

Swot Analysis:

Strengths	Weaknesses
1. Comprehensive platform offering diverse	1. Initial lack of brand recognition and market

features covering top destinations, dining, accommodation, news, history, language learning, and humor.	presence may hinder user adoption initially.
2. Innovative features such as customizable travel experiences, real-time updates, and community engagement set it apart from competitors.	2. Dependence on reliable internet connection for real-time updates may pose challenges in areas with limited connectivity.
3. High gross profit margin of 70% and diversified revenue streams ensure financial sustainability and growth.	3. Requires continuous updates and maintenance to keep content and features relevant and engaging for users.
4. Strategic partnerships with entertainment platforms, transportation services, and hospitality chains provide opportunities for expansion and growth.	4. Initial investment and resources required for app development, marketing, and securing partnerships may be substantial.
Opportunities	Threats
1. Growing global online travel industry, with revenues projected to exceed \$800 billion by 2028, presents ample opportunities for market expansion and revenue growth.	1. Intense competition from established travel apps and platforms may pose a challenge in gaining market share and user adoption.
2. Georgia's rich history, diverse landscapes, and growing tourism sector provide a fertile ground for attracting both domestic and international travelers.	2. Economic and political instability, as well as natural disasters, could disrupt tourism and negatively impact user engagement and revenue generation.
3. Increasing trend towards experiential travel aligns with the app's focus on providing authentic and personalized travel experiences, enhancing its appeal to modern travelers.	3. Rapid technological advancements and changing consumer preferences require constant adaptation and innovation to stay competitive in the market.
4. Opportunities for expansion into other regions beyond Georgia, leveraging the success and expertise gained in the local market to establish a presence in new destinations.	4. Data privacy concerns and cybersecurity threats could undermine user trust and affect app usage and reputation.

Financial Projections

Capital Expenditure (Capex):

Equipment	Amount (GEL)
Working laptops for employees	32,700
Cameras for content creators	12,000
Presentation monitor	2,000
Total Capex	46,700

Operational Expenses (Opex) per Month:

Expense	Amount (GEL)
Rent (Office)	1,500
Office Facilities	600
Salaries:	
- CEO	5,000
- COO	4,000
- Marketing Director	3,000
- Project Manager	2,000
- Developer (3)	9,000
- Design Team (3)	6,000
- Quality (2)	3,000
- Marketing Team (3)	6,000

- Customer Support (2)	3,000
- Content Creator (4)	8,000
Transportation Fees	400
Tea, Coffee	200
Total Opex per Month	50,700

Revenue Streams: Subscription Fee. In-App Purchases. Advertising. Affiliate Marketing. Sponsored Content. Premium Listings, Event Ticket Sales.

Revenue Stream	Month 1	Month2	Month 3	Month 4	Month 5	Month 6
Subscription Fees						
revenue	3000GEL	6000	9000	12000	1500	18000
Unit sold	500	1000	1500	2000	2500	3000
Price per unit	6	6	6	6	6	6
In-App Purchases					6000	
revenue	800GEL	1600	2800	4000		8000
Unit sold	200	400	800	1000	1500	2000
Price per unite	4	4	4	4	4	4
Advertising					30 000	
revenue	3000	10 000	15 000	20 000		50000
Unit sold	3	10	15	20	30	50
Price per unit	1000	1000	1000	1000	1000	1000
Affiliate Marketing					20 000	
revenue	3000	8000	10 000	15 000		30 000
Unit sold	3	8	10	15	20	30
Price per unit	1000	1000	1000	1000	1000	1000
Sponsored Content					35 000	
revenue	10000	20 000	25 000	30 000		40 000-
Unit sold	10	20	25	30	35	40
Price per unite	1000	1000	1000	1000	1000	1000
Premium Listings	5000	20 000	30 000	50 000		100 000

revenue					70 000	
Unit sold	5	20	30	50	70	100
Price per unit	1000	1000	1 000	1 000	1000	1000
Event ticket sale					1600	
revenue	200	600	1000	1200		2000
Unite sold	100	300	500	600	800	1000
Price per unit	2	2	2	2	2	2
Revenue total	23 200GEL	66 200GEL	94 300GEL	132 300GEL	164 100GEK	248 000GEL
total fixed cost	58 483GEL	58 483GEL	58 483GEL	58 483GEL	58 483GEL	58 483GEL
profit	-35 283gel	7 717gel	40 817GEL	73 717GEL	110 617GEL	281 683GEL

Total Fixed Costs:

Total fixed costs include both capital expenditure (Capex) and operational expenses (Opex) per month. Capex: 46,700 GEL

Opex per month: 50,700GEL Total Fixed Costs = Capex + (Opex per month * Number of months)

Total Fixed Costs = 46,700 GEL + (50,700 GEL * 6 months) = 46,700 GEL + 304,200 GEL

= 350,900 GEL

Calculate Break-even Point: Break-even point (in units) = Total Fixed Costs / Contribution Margin per Unit Substituting the values: Break-even point = 350,900 GEL / (6 + 4 + 1000 + 1000 + 1000 + 1000 + 2) ≈ 350,900 GEL / 6012

Break-even point ≈ 58.39 units

Therefore, the break-even point for your start-up is approximately 58.39 units. This means we need to sell at least 59 units to cover all your fixed costs and start making a profit.

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