

# TRAVELGLOBE COMPREHENSIVE BUSINESS PLAN

Document Version: 1.0

Date: 2025

Launch Date: **September 1st, 2025**

Status: Pre-Launch Investor Funding Phase

## EXECUTIVE SUMMARY

# TravelGlobe is a revolutionary mobile application

TravelGlobe transforms how people visualize, organize, and share their travel memories. Using an interactive 3D globe, users can see all their travel photos mapped to their exact locations, creating a beautiful visual journey of their adventures.

## PRODUCT OVERVIEW

TravelGlobe is a mobile app (iOS & Android) that:

- Maps travel photos to a beautiful 3D interactive globe
- Automatically organizes photos by location using GPS data
- Creates visual timelines of trips
- Connects users with friends to share travel experiences
- Tracks travel statistics (countries, trips, distance traveled)
- Offers premium AI features for trip summaries and smart organization

Sept 1  
2025

500M+  
Travel enthusiasts globally

\$1M  
\$500K - \$1M

\$2.1M  
Projection

Launch Date

Target Market

Investment Needed

Year 1 Revenue

# COMPANY DESCRIPTION

## MISSION STATEMENT

To help people preserve, visualize, and share their travel memories in the most beautiful and meaningful way possible.

## VISION

TravelGlobe will become the #1 platform for travel memory management, combining:

- Beautiful 3D visualization
- Smart organization
- Social connection
- Business integration
- AI-powered features

## LONG-TERM GOALS

### Global Platform

Millions of travelers sharing their journeys

### AI-Powered

Intelligent trip planning and suggestions

### Community

Largest travel memory network

### Ecosystem

Partnerships with travel industry leaders

### Impact

Inspiring more people to explore the world

## COMPETITIVE ADVANTAGE

### What Makes Us Different:

- ✓ **3D Globe Experience** - Unique visual way to see travels
- ✓ **Automatic Organization** - Zero manual work required
- ✓ **Social + Private** - Best of both worlds

- ✓ **AI-Powered** - Smart features that learn
- ✓ **Business Integration** - Revenue from B2B accounts
- ✓ **Mobile-First** - Built for modern travelers

# PRODUCT & SERVICE DESCRIPTION

## CORE FEATURES

### 3D Interactive Globe

- Beautiful Earth visualization with photo pins
- Click pins to see photos and location details
- Smooth rotation and zoom controls
- Real-time location tracking
- Pin stacking for multiple photos at same location

### Smart Photo Management

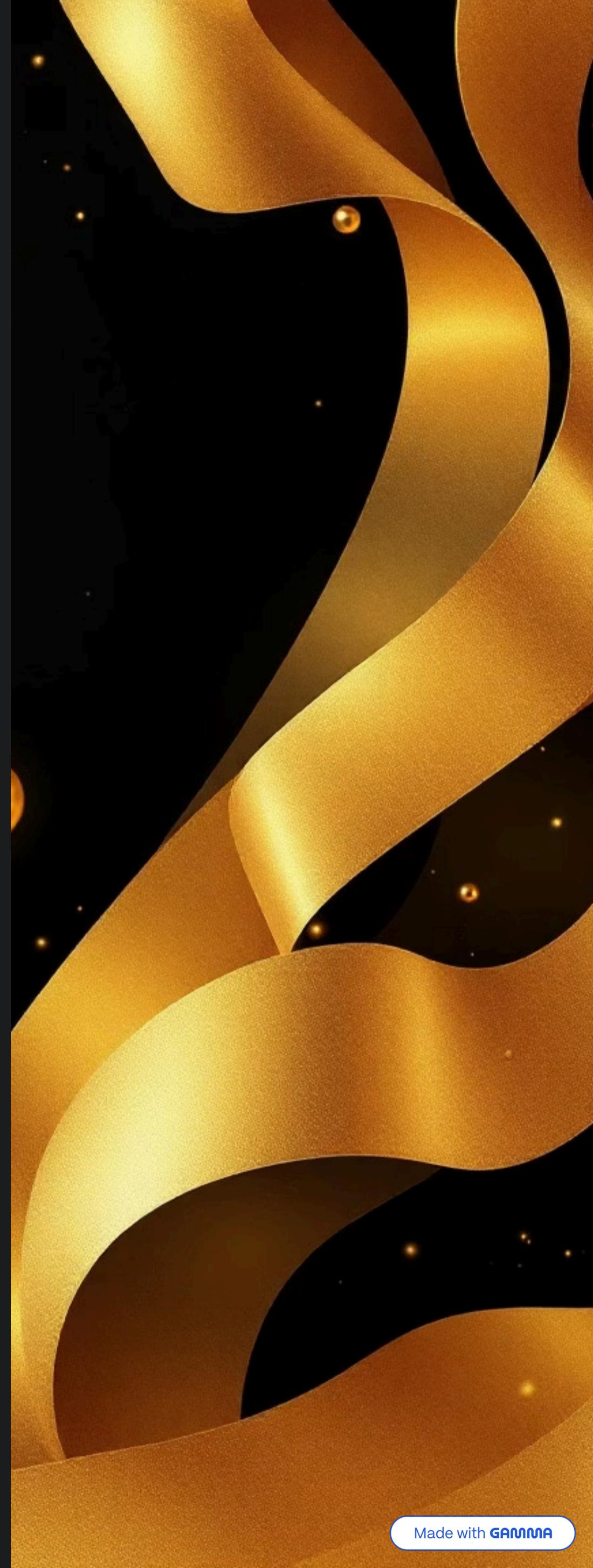
- Automatic GPS extraction from photos
- Camera folder integration
- Batch upload support
- Timeline view by date
- EXIF data reading for location and time
- Reverse geocoding for location names

### Social Network

- Share trips with friends
- Follow other travelers
- Comments and likes on posts
- Public/private controls
- Social feed with travel posts
- Friend suggestions from contacts
- Online status and chat features

### Travel Analytics

- Countries visited counter
- Distance traveled calculator
- Photos per location
- Trip statistics dashboard
- Travel timeline visualization
- Personal travel map



# PREMIUM FEATURES

**\$20/month or \$200/year**



# TECHNICAL ARCHITECTURE

- React Native/Expo for cross-platform mobile development
- Firebase for backend (Auth, Firestore, Storage)
- Globe.gl for 3D globe visualization
- EXIF data extraction for GPS coordinates
- Reverse geocoding for location names
- Real-time synchronization
- Scalable cloud infrastructure

# CURRENT DEVELOPMENT STATUS

✓	MVP Complete	3D Globe	Photo Upload
	Core features working	Fully functional with pins and previews	GPS extraction working
⌚	Firebase Backend	UI/UX	Social Features
	Scalable infrastructure	Modern, beautiful design	Friends, feed, comments implemented
💼	Business Accounts		
	Architecture designed and ready		

# MARKET ANALYSIS

## MARKET SIZE

**\$8.8T**

Global Travel Market

2024

**\$4.2B**

Photo Storage Market

Growing 15% annually

**2.5B+**

Social Travel Apps

Active users

**500M+**

Target Audience

Travel enthusiasts globally

## MARKET TRENDS

- Mobile-first travel experiences
- Social sharing culture
- AI-powered personalization
- Freemium model success
- Visual content dominance
- Location-based services growth

## TARGET CUSTOMERS

### Primary Market (B2C)

- Travel enthusiasts (ages 25-55)
- Frequent travelers
- Social media users
- Photo organizers
- Adventure seekers
- Digital nomads

### Secondary Market (B2B)

- Travel agencies
- Hotels & accommodations
- Tour operators
- Booking platforms (Booking.com, Expedia, Airbnb)
- Destination Marketing Organizations
- Travel bloggers/influencers

## COMPETITIVE ANALYSIS

### Direct Competitors:

#### Google Photos

No 3D visualization, no social features

#### Instagram

No travel organization, no globe view

#### Polarsteps

Limited features, no 3D experience

#### TravelMap

Basic, outdated interface

### Competitive Advantages:

- Only app with true 3D interactive globe
- Automatic GPS-based organization
- Combined social + private features
- AI-powered trip summaries
- Business account integration
- Modern, intuitive design

## MARKET POSITIONING

TravelGlobe positions itself as the **premium travel memory platform**, combining the best features of photo storage, social networking, and visualization tools into one beautiful experience.

# BUSINESS MODEL & REVENUE STREAMS

## REVENUE STREAM 1: FREEMIUM SUBSCRIPTION MODEL

### Free Tier:

- Basic photo upload
- Public sharing
- Limited storage (1,000 photos)
- Basic globe view
- Standard resolution

### Premium Tier: \$20/month or \$200/year

- All premium features
- Unlimited storage
- AI-powered features
- Private albums
- Priority support
- HD uploads
- Offline access
- Stories/Reels
- Gamification

5%

Target Conversion Rate  
Of free users

5,000

Premium Users Year 1  
Subscribers

\$1.2M

Premium Revenue Year 1  
ARR

## REVENUE STREAM 2: BUSINESS ACCOUNTS (B2B)

		
<p><b>Starter Plan</b></p> <p><b>\$99/month</b></p> <ul style="list-style-type: none"><li>• Up to 5 locations on globe</li><li>• Basic business profile</li><li>• Standard pin markers</li><li>• Basic analytics</li><li>• Email support</li></ul>	<p><b>Professional Plan</b></p> <p><b>\$299/month</b></p> <ul style="list-style-type: none"><li>• Up to 25 locations</li><li>• Custom branded pins</li><li>• Advanced analytics</li><li>• Booking integration</li><li>• Lead management</li><li>• Priority support</li></ul>	<p><b>Enterprise Plan</b></p> <p><b>\$799/month</b></p> <ul style="list-style-type: none"><li>• Unlimited locations</li><li>• Fully customized branding</li><li>• White-label options</li><li>• Full API access</li><li>• Dedicated account manager</li><li>• Custom integrations</li></ul>

### Target Businesses:

- Travel agencies
- Hotels & accommodations
- Tour operators
- Booking platforms
- Destination Marketing Organizations

**200**

Business Accounts Year 1

Projected

**\$394K**

B2B Revenue Year 1

ARR

## REVENUE STREAM 3: TRANSACTION COMMISSIONS

- 2-5% commission on bookings made through platform
- Integrated with booking systems
- Revenue share with business partners
- Affiliate partnerships

**Projected Commission Revenue Year 1: \$300K ARR**

## REVENUE STREAM 4: ADVERTISING & PARTNERSHIPS

- Travel agency partnerships
- Hotel and accommodation ads
- Travel equipment brands
- Targeted, non-intrusive advertising
- Sponsored content

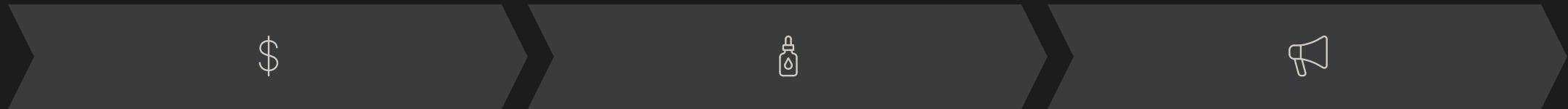
**Projected Advertising Revenue Year 1: \$200K ARR**

**TOTAL YEAR 1 REVENUE PROJECTION: \$2.1M ARR**

# MARKETING & SALES STRATEGY

## GO-TO-MARKET STRATEGY

### Pre-Launch (Now - August 2025)



#### Phase 1: Investor Funding

- Investor pre-sale campaign
- Equity investment opportunities
- Strategic partnerships

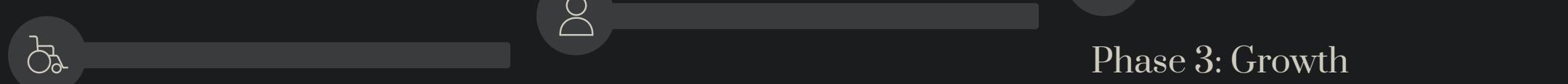
#### Phase 2: Beta Testing

- 100-500 beta testers
- Feedback collection
- Feature refinement
- Early adopter community building

#### Phase 3: Marketing Preparation

- Landing page optimization
- Social media presence
- Content creation
- Influencer partnerships
- Press kit preparation

### Launch (September 1st, 2025)



#### Phase 1: App Store Launch

- iOS App Store release
- Google Play Store release
- Press release
- Social media campaign
- Launch event

#### Phase 2: User Acquisition

- Content marketing
- SEO optimization
- Referral program
- Partnership with travel brands
- Influencer collaborations

#### Phase 3: Growth

- Paid advertising (targeted)
- International expansion
- Feature updates
- Community building
- User retention campaigns

## MARKETING CHANNELS

- App Store Optimization (ASO)
- Social Media Marketing (Instagram, TikTok, Facebook)
- Content Marketing (Blog, YouTube)
- Influencer Partnerships
- Travel Blog Partnerships
- SEO & SEM
- Referral Program
- PR & Media Coverage
- Community Building
- Email Marketing

## SALES STRATEGY (B2B)

- Direct sales to travel companies
- Partnership with booking platforms
- Trade show participation
- Industry conference presence
- Referral program for business accounts
- Case studies and testimonials

# Join us in revolutionizing travel memories

Investment Needed

**\$500K - \$1M**

Launch Date: **September 1st, 2025**

Year 1 Projection

**\$2.1M**

Annual Recurring Revenue

## Contact Information

### TravelGlobe

Email: [investors@travelglobe.app](mailto:investors@travelglobe.app)

Website: [travelglobe.app](http://travelglobe.app)

Status: Active Investor Pre-Sale

#### Premium Investor Tier - **\$10,000+**

- Current app download (as is)
- 24-hour demo access
- Private sales pitch
- Complete business documentation
- Option to purchase equity shares
- Full refund if not proceeding