



You need a map to get to your destination.
But what map do you have for the local people?

Welcome to CultureMee.
A B2B content API to bring the local culture to life.



CultureMee Traction

Global Youth Travel Awards Winner September 2018



**Community From
130+ countries**



Booking Cares Lab



Ireland Start-up Awards

Our Inspiration

People really care about culture



2

Culture is the #2 reason
people travel.

Visa Global Travel Intentions Survey

78

78% of business travelers research the
local culture and customs beforehand.

FCM Business Traveller Report

CultureMee
Conversion &
Engagement



Extremely high conversion (32%+) and content
engagement metrics (28% monthly active users).

A photograph of a wooden sauna interior. The walls, ceiling, and benches are made of light-colored wood. The benches are arranged in a U-shape. A white towel is rolled up and placed on the right-hand bench. The lighting is warm and soft, coming from a small vent or light fixture on the left wall.

Ever Done Business Naked In A Sauna?

Welcome
To Finland.

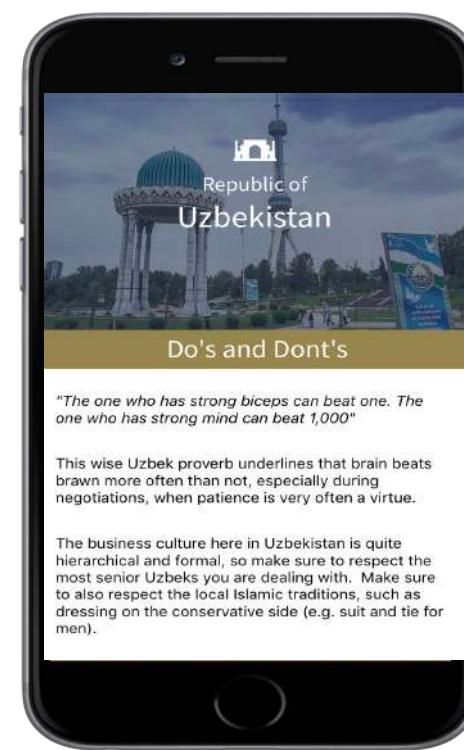
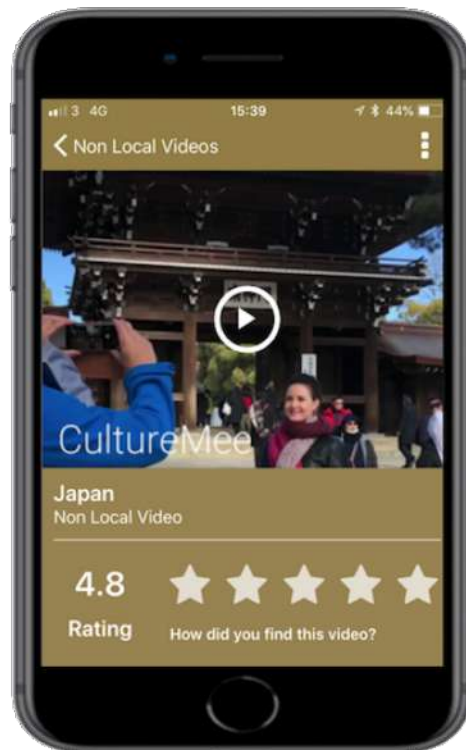
Ever Eaten A Fried Tarantula For Dinner?



Welcome To Cambodia.

CultureMee

A B2B Content API To Bring Culture To Life
For Business Travelers.



The Problem

Cultural screw-ups are costing business travelers

millions

in lost deals and broken relationships.



CultureMee Use Case

How Our Content API Helps TMCs



- Our content will **differentiate** their brand.
- We are addressing a **real need**.
- We can help drive **ancillary** revenue.

CultureMee Revenue Model

Licensing Our Content On A Subscription Basis
To TMC Business Traveler Customers

Content Creation

CultureMee content

Co-creation with partners

Crowdsourced content



Content Monetization

GrayDawesGroup
#makingsenseoftravel

Licensing to TMCs

CultureMee Market Opportunity

€2bn+ Market Ready To Be Unlocked



€2bn+ *market*
totally underserved.

180m business travelers globally.

140m of those business travelers
research the local culture.

Competitors charge
\$100+ per user annual subscription.

Culture Is Deep In Our DNA

This Is More Than Just A Start-up For Us



*We have a successful track record operating in international FTSE 100 & investment banking roles, so we have experienced business traveler frustrations around culture **first hand**.*

- **Experience:** 6 languages, 80+ countries, 150+ locations across Europe.
- **Commitment:** We have done this all as a family. By 17 months' old, our daughter Rosa had already been to 23 countries.

Some Of Our Advisors

A number of other travel industry leaders
have helped mentor Dee and John



Matt Zito (USA)
*Managing Partner of Travel
Startups Incubator*



Charlotte Lamp-Davies (DK)
*Advisory boards of Travel Technology Europe
and Phocuswright*



Michael Collins (IRE)
MD Travelmedia.ie



Andrew Keogh (IRE)
Executive coach & CEO of Aristo.ie

CultureMee Competitors



B2C culture players have lots of travel content, but only scratch the surface of culture.

B2B culture players have a heavier, more technical focus.



COUNTRY
NAVIGATOR

CultureMee Roadmap

Deliver on partnerships & raise €1m-€3m Seed

Done



In Progress



In early discussions with a number of other global TMCs



Content API under development

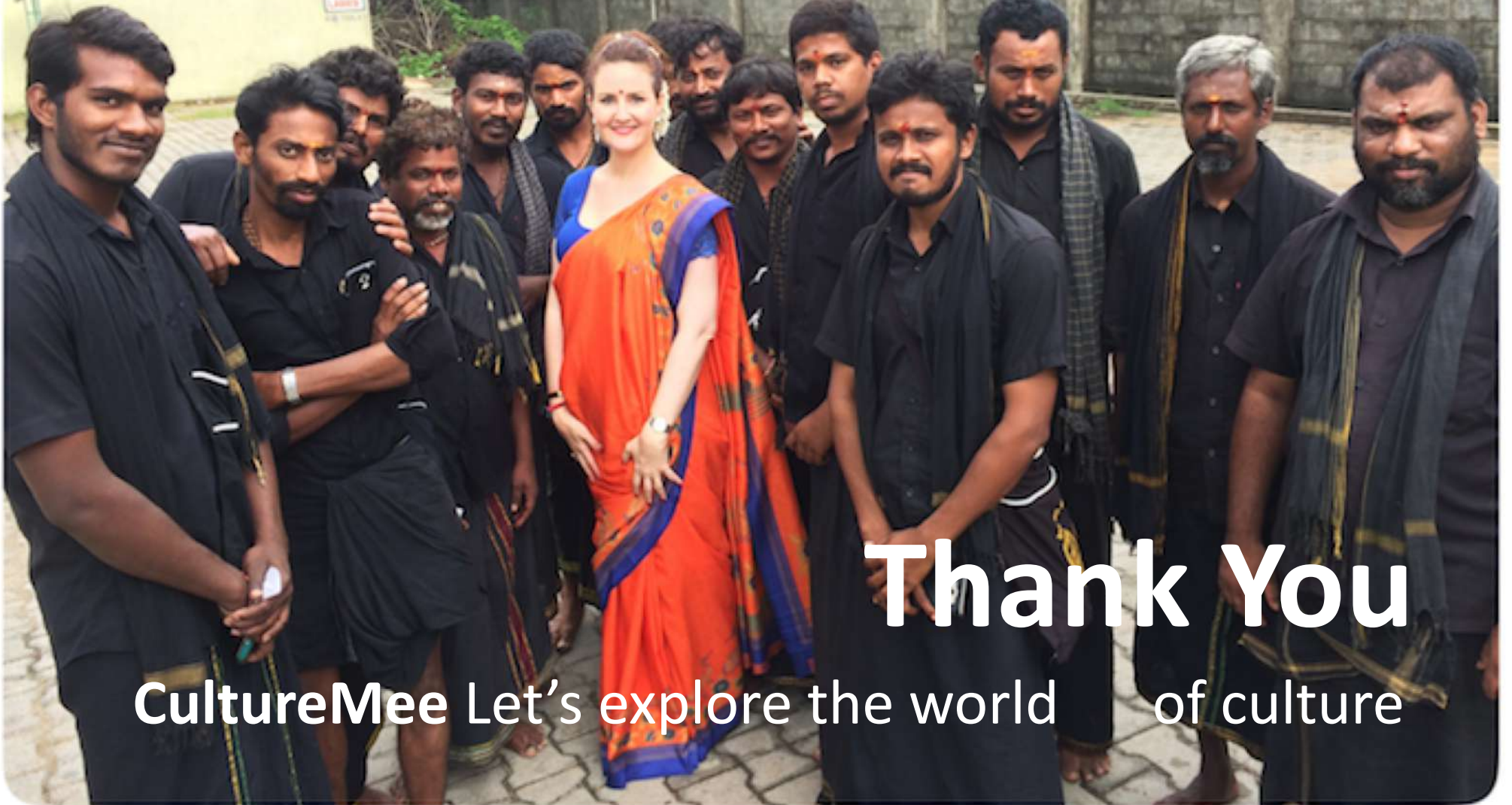
To Do

Execute partnerships to deliver €250k-€400k sales in 2019



Find right investors / mentors & raise between €1m-€3m seed round in 2019

Contact: john@culturemee.com



Thank You

CultureMee Let's explore the world of culture