



# Traction Day

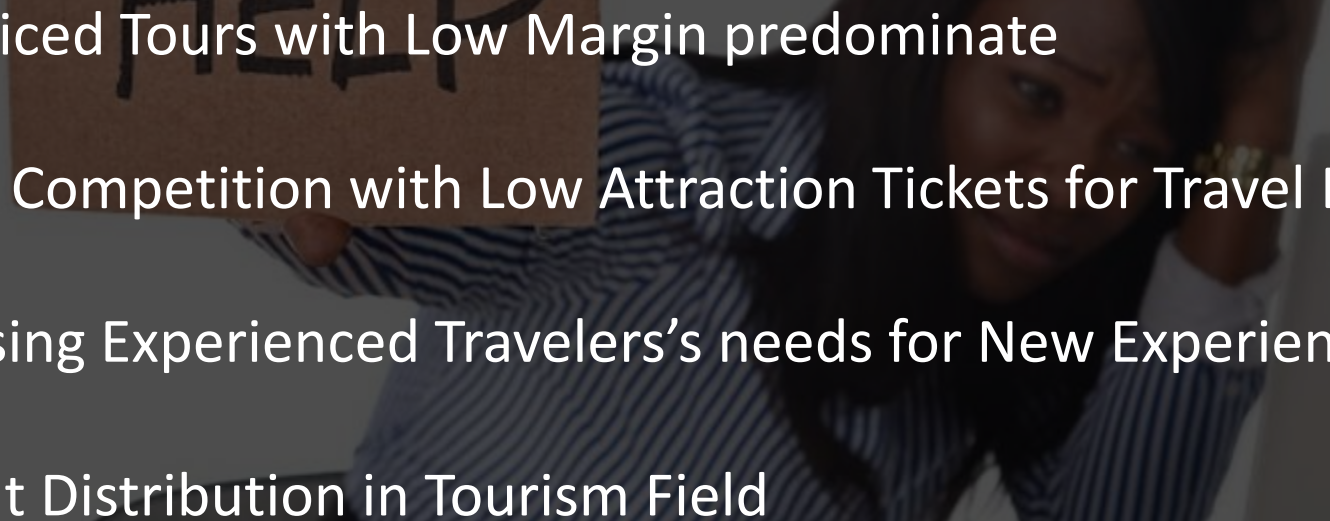
NOV 2018

[YANA.TRIP.COM](http://YANA.TRIP.COM)



Leading Global Platform for **Adventure Activities**

Beyond Travel  
**Adventure  
Experience** 

- 
1. Low priced Tours with Low Margin predominate
  2. Lots of Competition with Low Attraction Tickets for Travel Beginner
  3. Increasing Experienced Travelers's needs for New Experiences
  4. Difficult Distribution in Tourism Field

# Our Solution

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**Diverse Experiences**  
Highest Quality  
Activities



**Competitive Rate**  
Direct Relationship with  
Suppliers



**One Stop Service**  
Products Offering via API

# Our Service

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YANATRIP focuses on activities in that we always include a keyword “EXPERIENCE” in every product. This is the service for travelers whose goals are based on **personal interests, as tailor-made traveling services** are growing. YANATRIP highlights “**What to do**” rather than “What to see”.

Day Adventure Tour

Local Living Tour

Multi Sports Tour



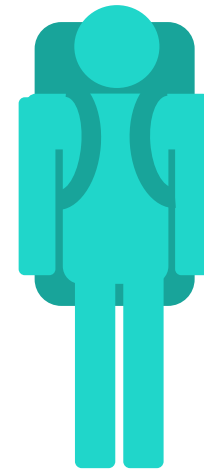
Exciting Experience!

# Target Customers

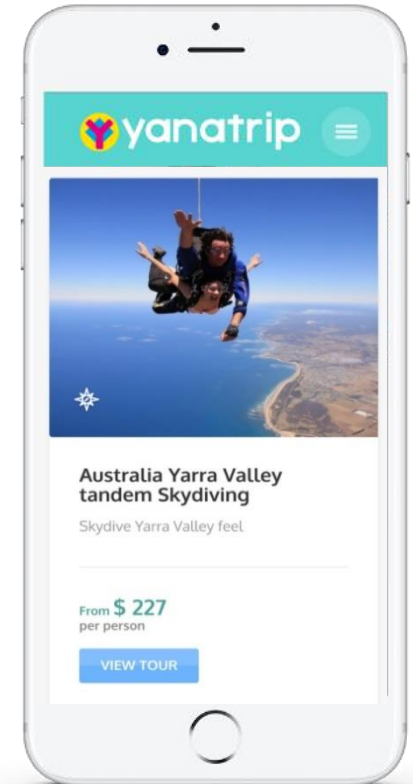
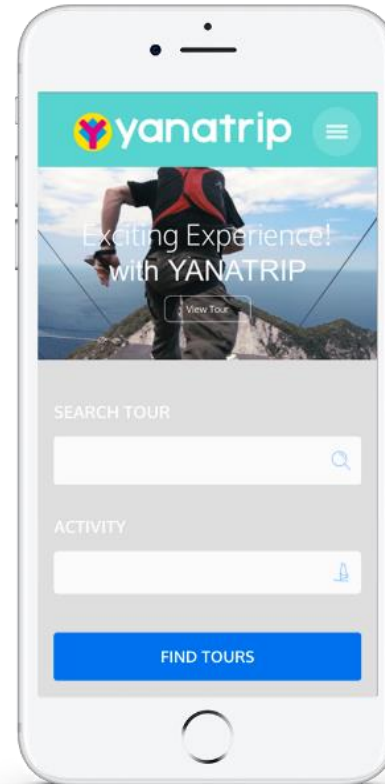
Adventure  
Traveler

30-40 age  
Single

Solo  
Traveler

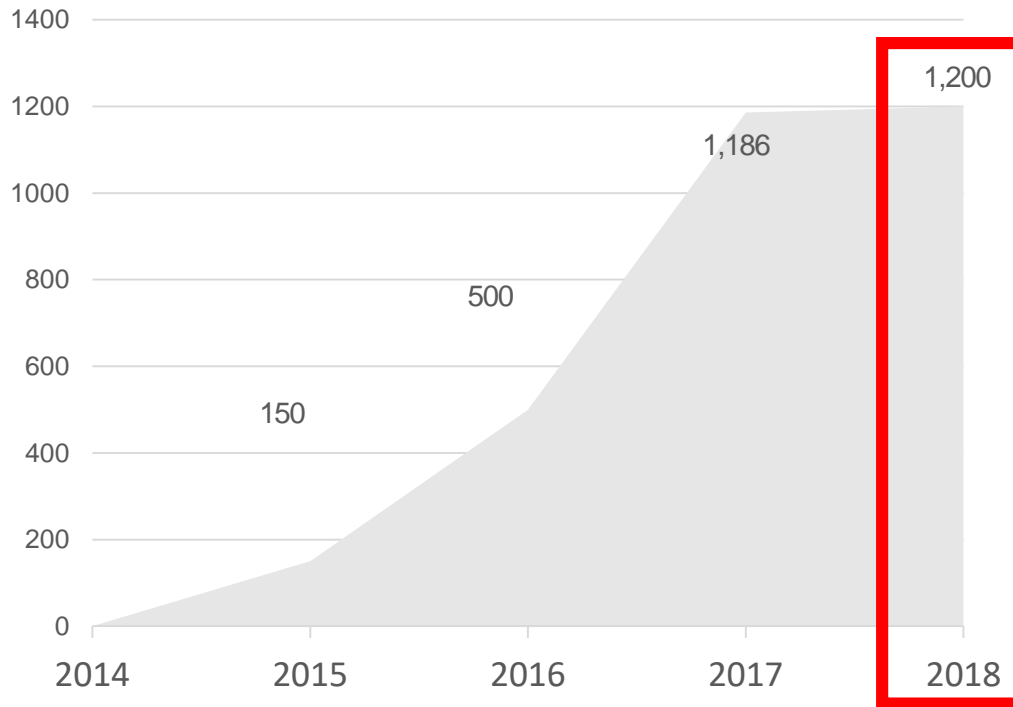


- Once-in-lifetime Experiences for Serial Adventurers
- Direct Contact with Curated Suppliers offering High-end Activities
- Strong Network of Trustworthy Travel Partners
- Seamless Booking System
- Real-time Customer Service
- Experience-Driven Catalog
- Stable Profit Margin
- Competitive Market Prices for Customers

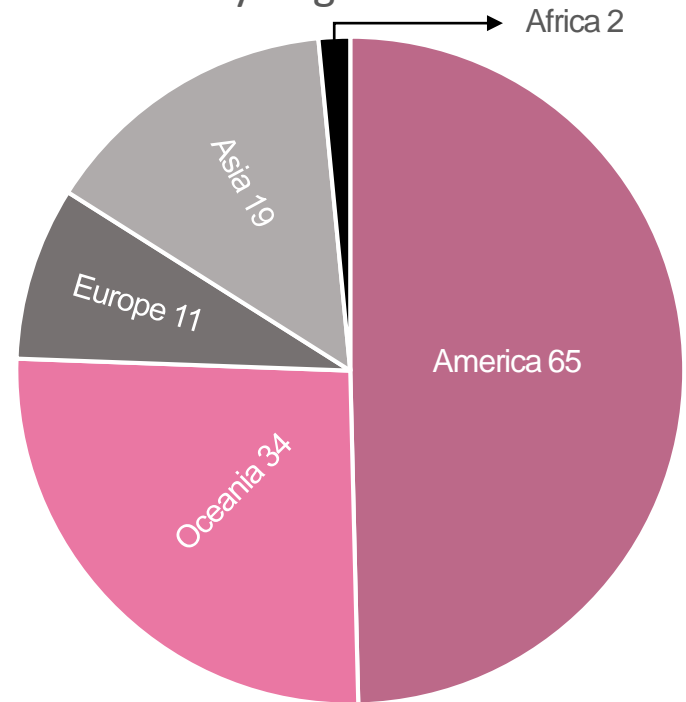


**Direct contract** with a trusted local company

### Number of Contracted Suppliers



### Number of Active Supplies by Region





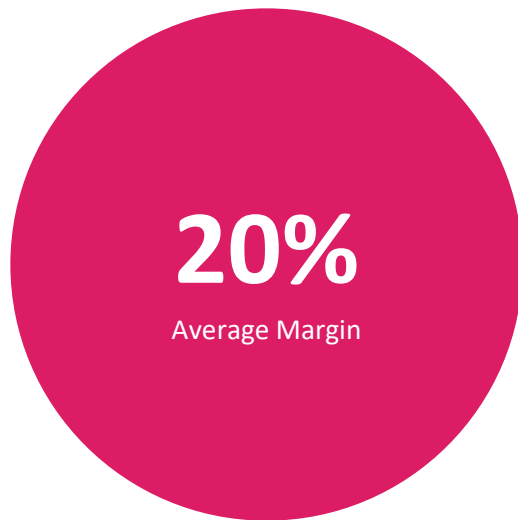
# Direct Meeting

Go and Meet with **1,000+** suppliers in person and contract **directly**  
**Special Event or Campaign** available with them



## B2C

### Main Sales Channel



Various & High Quality Experiences

- Simple Online Booking System
- Fast Customer Service

## B2B

### Sales Channel



Product Offer by API

- OTA (Flight/Hotel/Tour)
- On/Offline Travel Agency

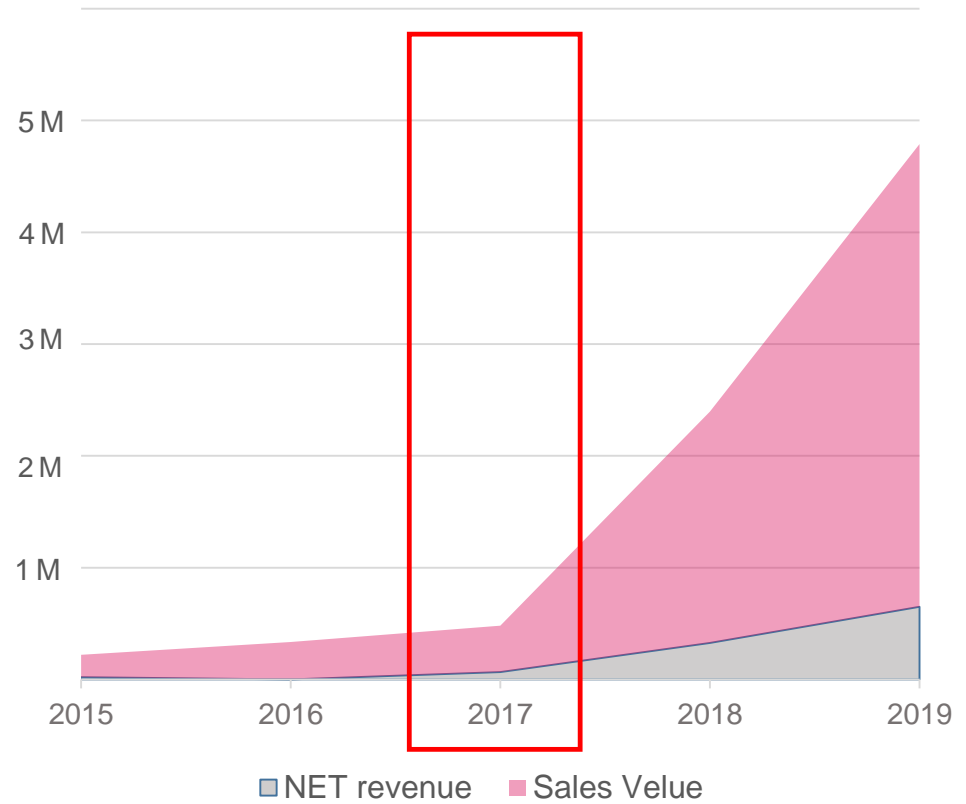
**241%**  
YoY Growth

Sales Margin 2017

**\$5**  
CPA

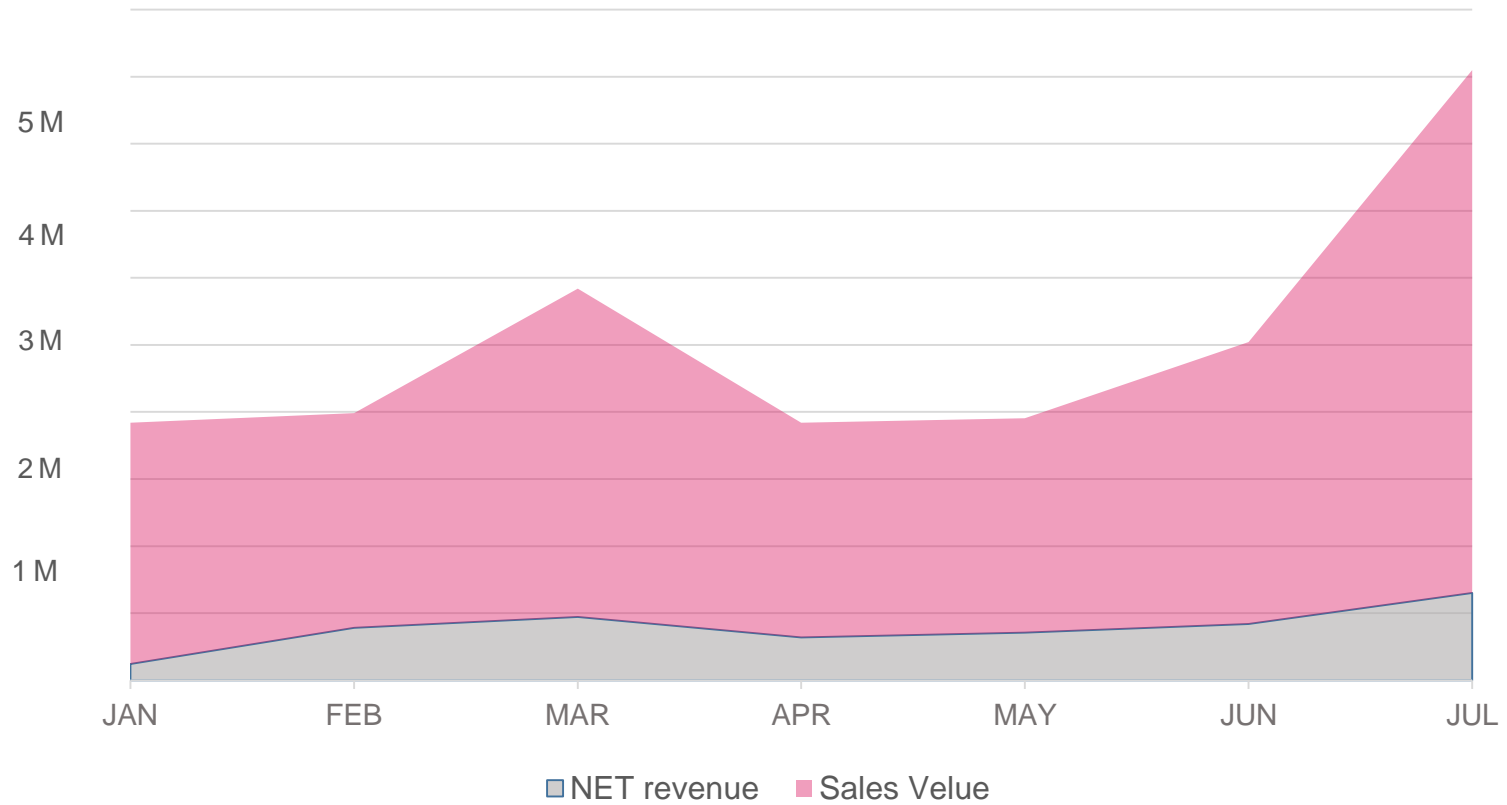
Average User  
Cost of Acquisition

### B2C Sales Forecast (US\$)



# Traction – B2C Sales 2018

### Korea Site Sales Forecast (US\$)



# Metrics – Monthly Average 2018 JAN - JUL



**15,400**

Traffic

**1,219**

Total Sign-up

**2.8**

Purchase Quantity

**US\$22K**

Sales Revenue

**US\$240**

Price per  
Purchaser

**19%**

Margin

**\$1.7**

CAC

## Online Marketing

### Main Posting

- Brunch
- NAVER Post
- NAVER Blog
- Bingle

### Social

- Facebook
- Instagram
- Twitter
- Kakao Story
- Kakao Plus

### Video

- YouTube

## AD Channels

### SA Keyword AD

- NAVER
- Daum
- Google

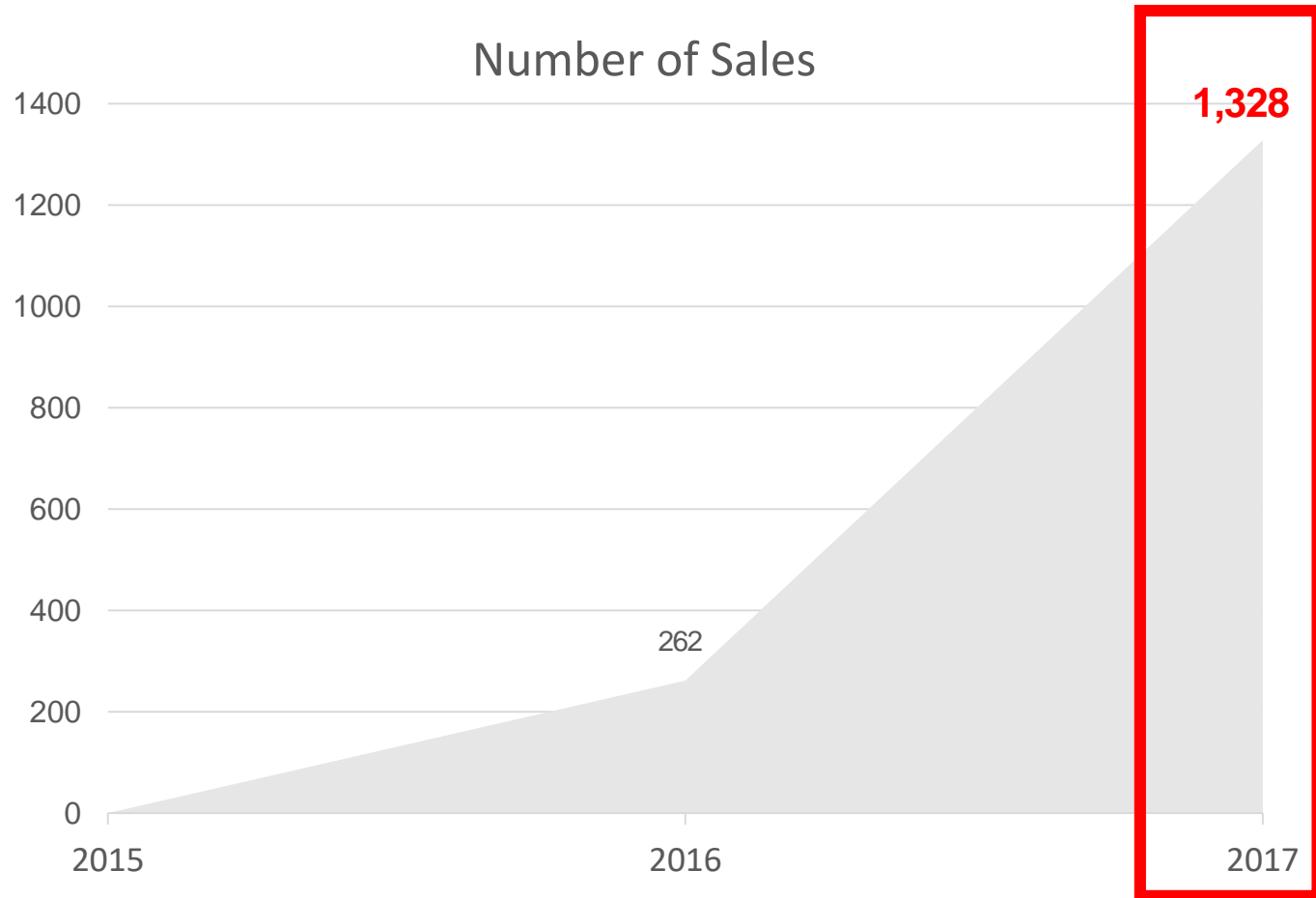
### EP AD

- Naver Shopping
- Daum Shopping
- Coocha

### DSN AD

- Google
- KaKao

# Metrics – Dubai (when we focused marketing)



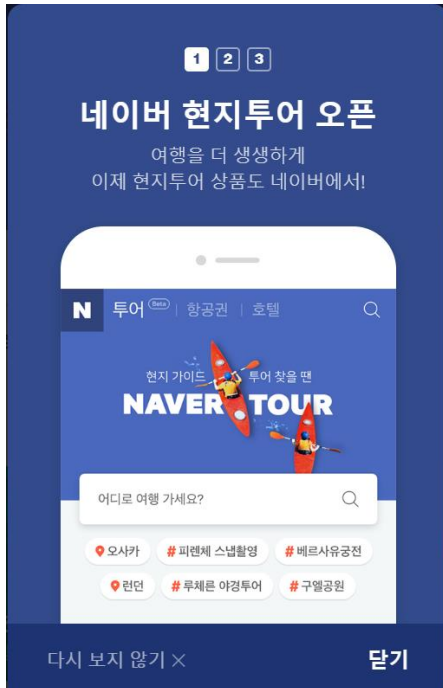
\*500% growth year over year in 2017 through YANATRIP site



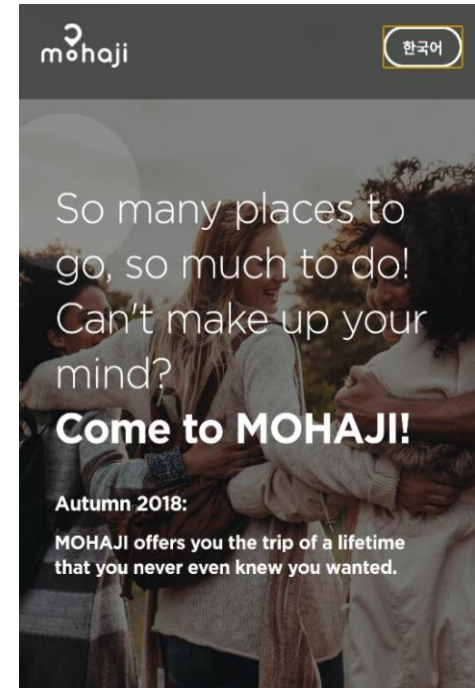
# B2B / New partnership agreement in Korea

- Korean No.1 Searching Channel “NAVER”
  - (local tour meta such site open)

## NAVER

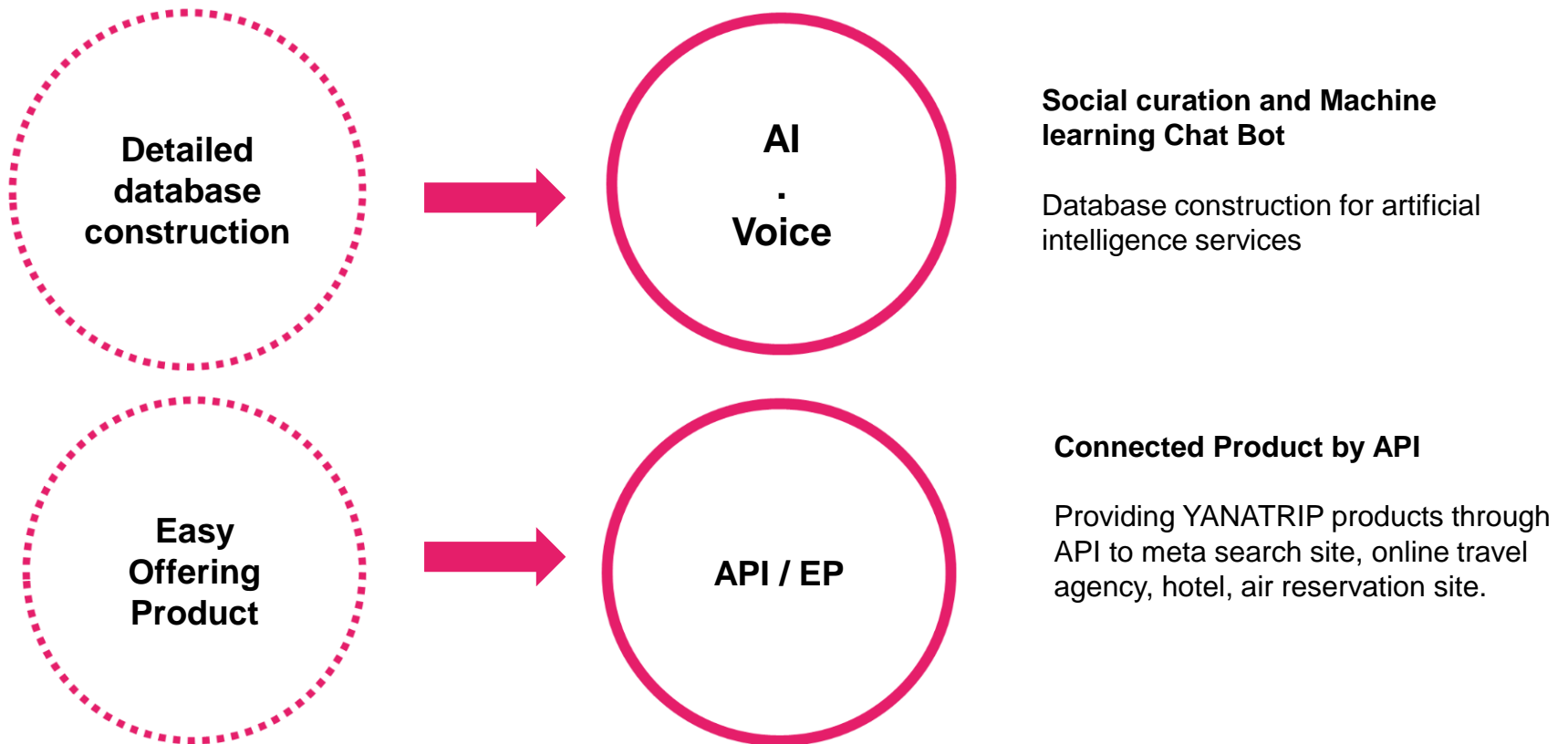


- Korean No.1 Hana Tour  
(Tour & Activity platform Grand open on Jan. 2019)

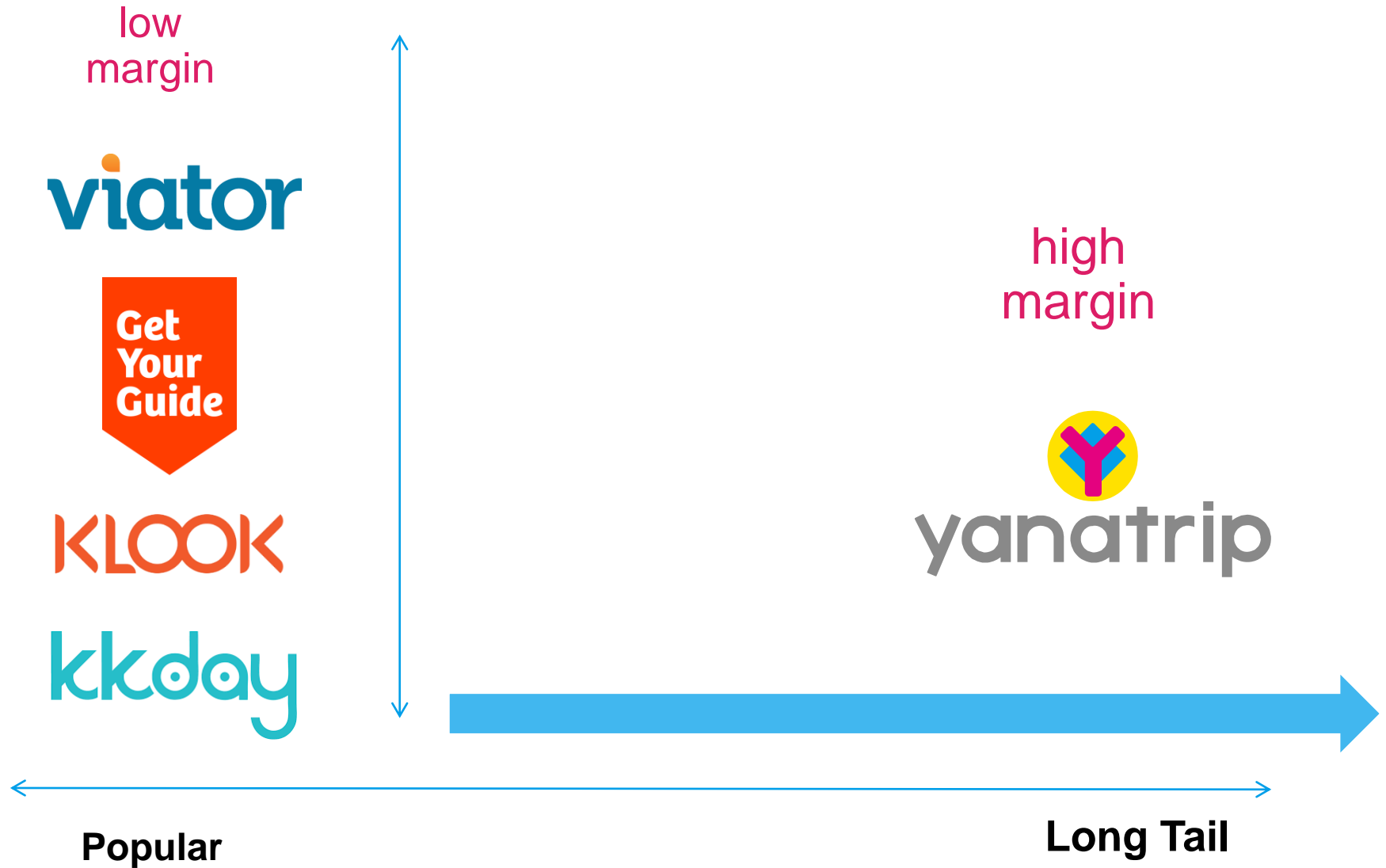




AWS / WordPress base : Applied optimized technologies, and will respond quickly.



# Differentiation

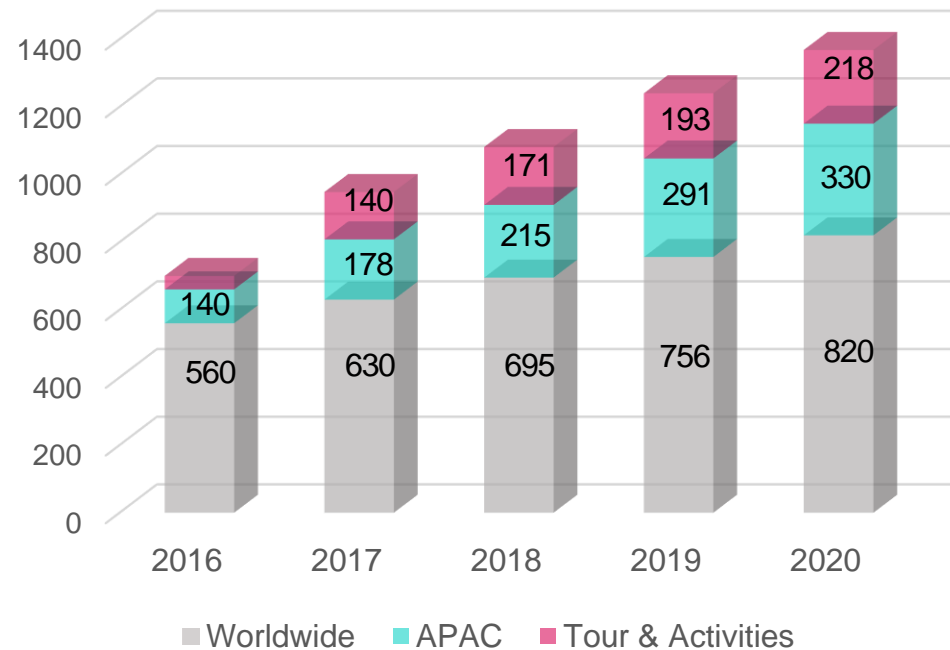


# Online Travel Market Size

**\$218**  
**Billion**

Tour & Activities  
13% increase annually

\*Source : Phocuswright, eMarketer, Statista

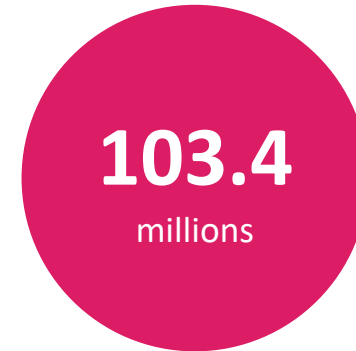


## Global Adventure Activity Market



*A majority of adventure tour operators are bullish about revenue and profit prospects for 2016, compared to 2015, with 70% expecting their revenue to go up*

Source : Adventure Travel Trade Association



*This statistic shows the forecasted number of outbound travelers in the Asia Pacific region in 2021, by country. The number of outbound travelers from China was projected to reach approximately 103.4 million trips.*

**100M**  
+ @  
travelers

Package  
Airline  
hotel



**30M**  
travelers

Cheap  
Instant  
Low margin  
Bulk sale



**10M**  
travelers

The Value of Travel  
Product Curate  
High margin  
new experience



We are looking for 12 months financing



Initial investment opportunity

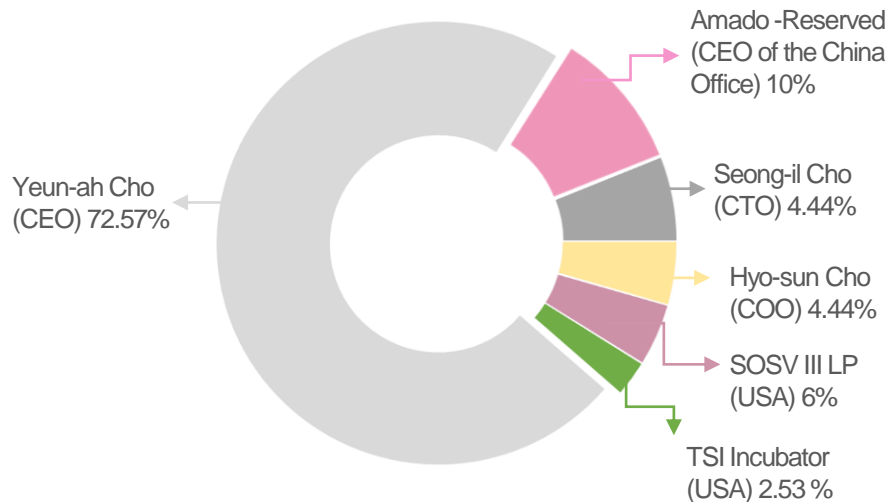


User's Experience

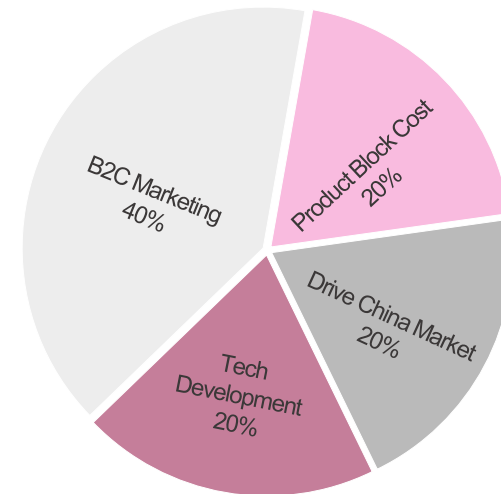


after 12 months

INVESTMENT STATUS (%)



Use of Funds(%)



# Achievements

Certificated Tourism  
Venture Company



JUN 2016 **KOREA**

Top 7 Finalist of Innovation  
Travel Awards



OCT 2016 **USA**

ALPAH & 66 PITCH Start-up



JUL 2017 **HONG KONG**

Travel and Hospitality  
Innovation Platform



AUS 2018 **Silicon Valley**

AUG 2016 **USA**



A Portfolio company  
Travel Startups Incubator

MAR 2017 **INDIA**



Top 6 Finalist of  
Battleground Innovators

SEP 2017 **CHINA**



An BATCH 12 / Seed investor



Thank You



You Are Not Alone

[yanacho@yanatrip.com](mailto:yanacho@yanatrip.com)



# APPENDIX



- 2018. 04 Attended [ATE](#), Adelaide in Australia
  - . 04 Attended [ATM](#) in Dubai supported by Supplier Partners
  - . 06 [Beijing International Tourism Expo](#) B2B Exhibitor supported by Korean Tourism
  - . 08 salted in Travel and Hospitality Innovation Platform of Plug & Play
  
- 2017. 02 Attended [Go West Summit](#) in USA
  - . 03 [Korean Travel Expo](#) B2C Exhibitor supported by Korean Tourism
  - . 03 Attended [Phocuswright](#) in India for travel start-up final pitch
  - . 04 Dubai [ATM](#) as B2B Exhibitor supported by Korean Tourism
  - . 05 Attended [ATE](#), Sydney in Australia
  - . 09 Attended [China International Travel Mart](#) ,Kunming in China
  - . 10 Attended [Australia Specialist Fam Tour](#) - Supported by Australia Tourism
  - . 10 Attended [ITB](#) in Singapore
  - . 10 Attended [WIT Travel Summit](#) in Singapore
  
- 2016. 02 Attended [Go West Summit](#) in USA
  - . 03 Attended [ITB](#) in Germany
  - . 03 [Korean Travel Expo](#) Exhibitor supported by Korean Tourism
  - . 05 Attended [IPW](#) in Orlando, USA supported by United Airline
  - . 05 Attended [ATE](#), Gold Coast in Australia
  - . 06 Got certification as a Venture Business by Korea Venture Business Association
  - . 06 '[YANATRIP.COM](#)' **Launched**
  - . 06 Attended [IPW](#) in USA supported by United Airline
  - . 08 Contracted as Portfolio Company of [Travel Start-up Incubator](#) in USA
  - . 09 Attended [USA Specialist Fam Tour](#) - Supported by US Tourism
  - . 10 Attended [Eye For Travel Summit](#) in USA for travel start-up final pitch
  - . 10 Attended [Corroboree Summit](#) in West Australia supported by Australia Tourism
  
- 2015. 04 **YANA CO.,LTD was established**
  - . 05 Attended [POWWOW B2B Travel Mart](#) in USA
  - . 10 Attended [USA Specialist Fam Tour](#) - Supported by US Tourism
  - . 11 Attended [WTM](#) in UK