

Rondevoo - Executive Summary

Rondevoo Inc.

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Management:

CEO – Madhur Srivastava

CTO – Tejas Pandit

Industry: Travel Tech

Number of Employees: 3

Business Description: Rondevoo Inc. was founded in 2018 to fulfill the founder's mission of providing leisure travelers a one-stop solution to share, plan and manage travel plans with friends and family. Rondevoo's flagship product will be a mobile app on the IOS and Android platform. The Rondevoo app is centered around groups collaborating on taking a travel plan from an idea to a fun, engaging and easily manageable travel itinerary.

Summary of Business Strategy & Tactics: The app will be released in various milestones over the next 12 months. The first version of the app, providing basic itinerary management and an "explore" feature was released on April 2nd, 2019. The next steps in the strategy are listed below:

- Promote the app at business schools and colleges in our local area (student clubs, international trip committees, study abroad programs) and gain feedback on the user experience and leads on future development areas.
- Release a feature complete app based on gathered feedback for our target segment – business school/college students planning group travel – by early August, in time for the start of Fall semester.
- Release the social "travel feed" feature, once the app achieves a milestone of 1000 daily active users.
- Integrate a targeted ad framework into the "explore" feature that places ads for hotels, restaurants, travel experiences and other travel needs, along with user-generated content on the platform, as travel ideas for users planning trips on the app, once the app achieves the milestone of 10,000 daily active users.

Products/Services: Rondevoo seeks to gain a unique edge in the travel tech space by building a competitive advantage in the following areas:

1. **Collaboration:** Rondevoo's unprecedented itinerary management experience allows users to:

- integrate diverse external trip data (boarding passes, hotel confirmations etc.) into one integrated trip itinerary
- vote internally on proposals to identify popular plans
- updates for all users in real-time to reflect user-initiated or involuntary (e.g. flight delays) changes to the travel plan.

2. **Social Travel feed:** We plan to allow our users to source travel ideas from accessing a "travel feed" that features all user-generated travel itineraries created on our system. While most idea generation tools rely on a "user review" model, we seek to innovate in this space by giving our users a more dynamic and practical experience geared towards itinerary planning.

Intellectual Property: Rondevoo does not own a patent on any intellectual property. Our biggest asset is our people. All co-founders hold advanced degrees in Computer Science and possess several years of experience in the software industry.

Target Markets: Rondevoo has identified a preliminary target segment to focus on efforts in the immediate term. We aim to target business school students because of our access to student travel planning organizations at CBS, Booth, Kellogg, Stern and Smael and a higher disposable income of the segment.

Distribution Channels: Mobile app available on IOS/Android Platform

Competition: TripAdvisor, TripIt, TripCase, Google Trips

Outlook & Exit Strategy: We have two major milestones that we aim to achieve in the next year – a) reach 1000 DAUs and release a social travel feed feature and b) integrate an ad-framework (our current revenue model) once we reach 10,000 DAUs. We do expect exit opportunities through acquisition along the way if we consistently hit and exceed our target milestones in the future.