

wanderlust

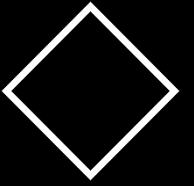
not just travelling



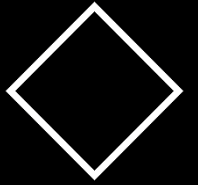
Presenters:

Evalina Theodorou - Co-founder & CEO

Giannis Georgiakodis - Co-founder & CSO



“Book a **real life experience** rather than a
holiday must see”



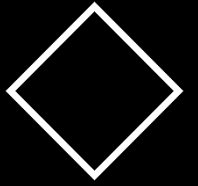
Conventional



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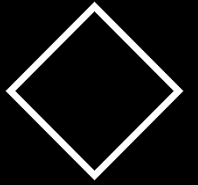
Experiential





The Problem

- **Modern Travellers** are seeking for experiential activities.
- **Professionals** cannot promote their services.
- **No easy way exists** to find and book integrated activities and accommodation.



The Solution

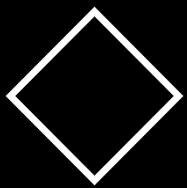
- A web platform & mobile app where users can book their own thematic activities and accommodation:

SAVE TIME
when booking

**ORGANISE
EASILY**
wherever you are

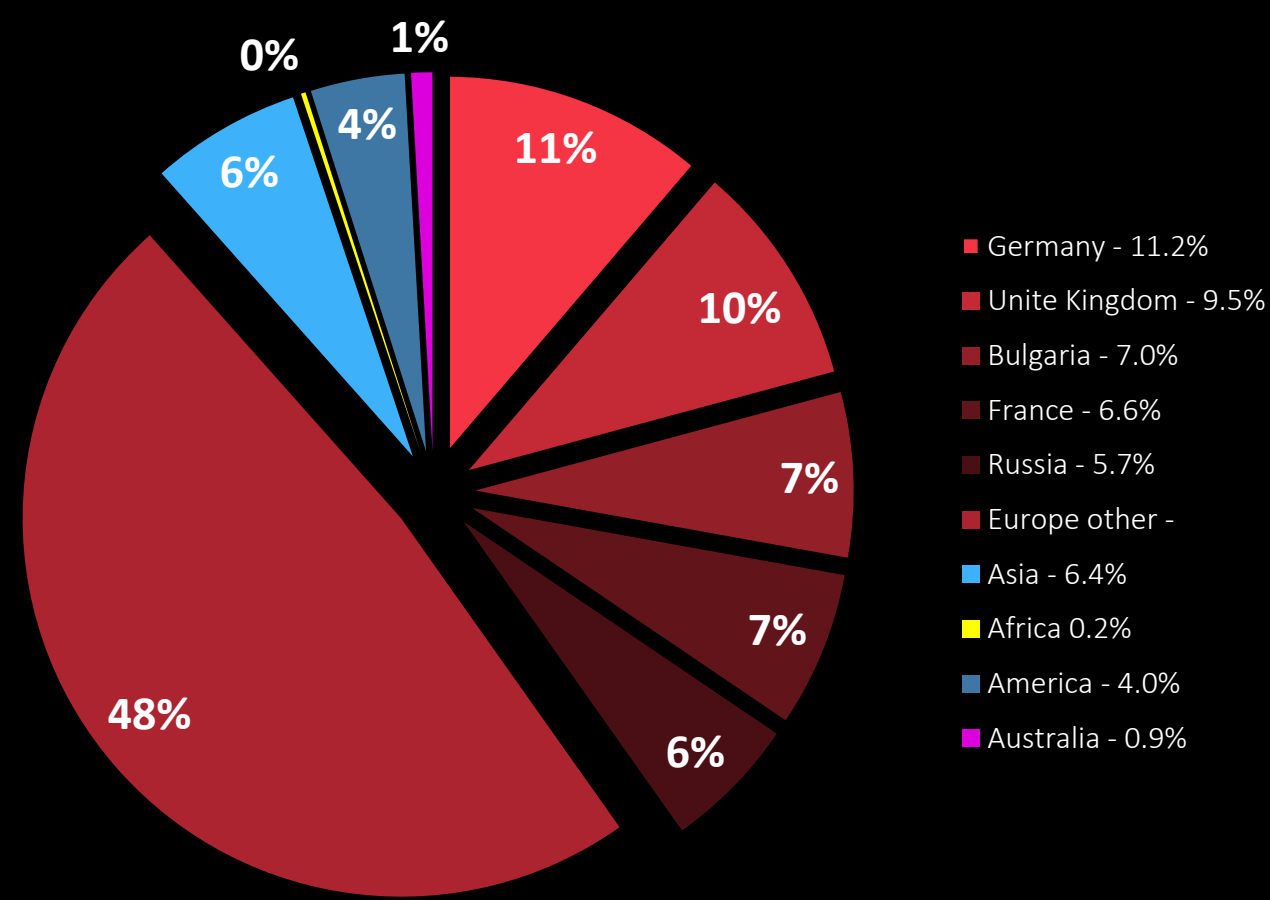
**SHARE
CULTURE**
when travelling

**GROW &
EXPAND**
your business

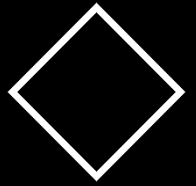


Market

22m TRAVELLERS

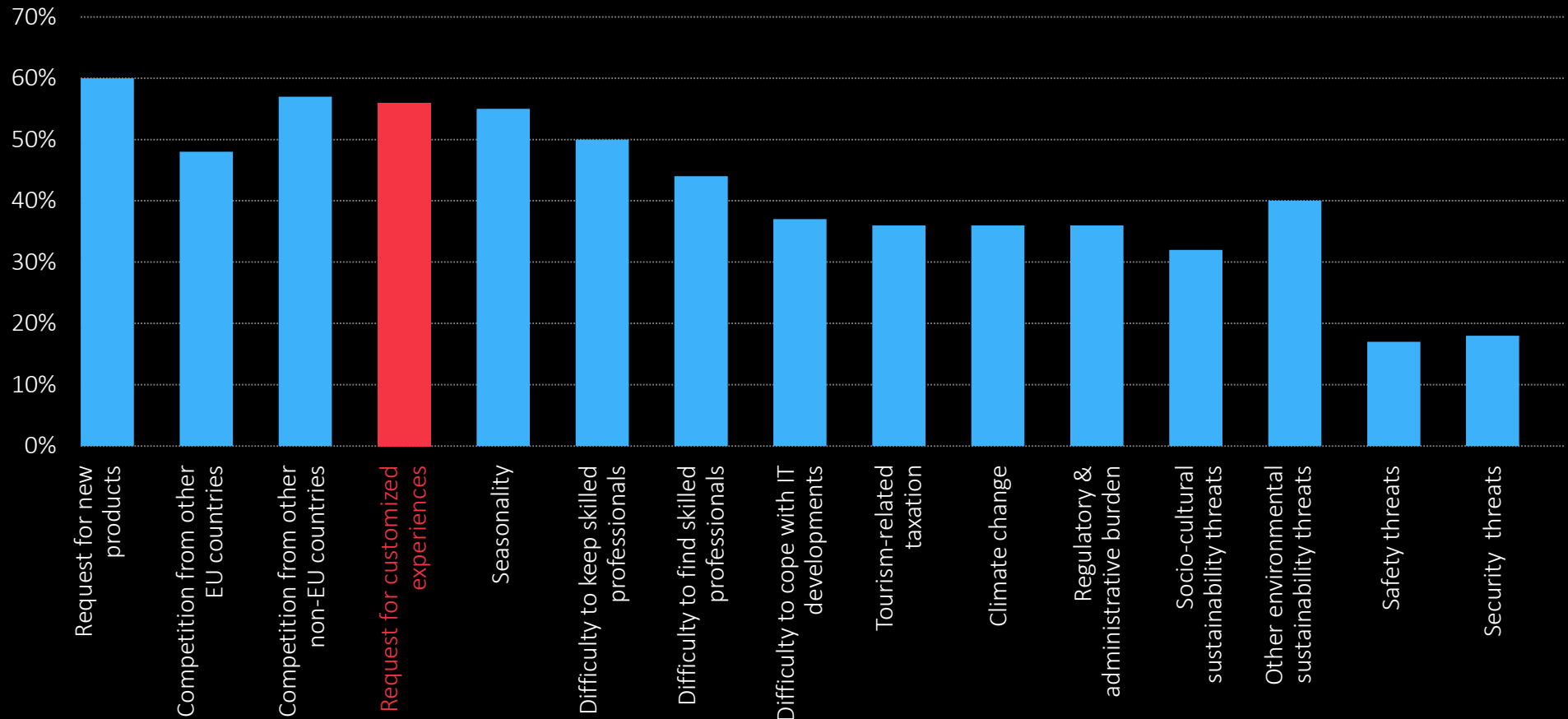


* National Statistical Service of Greece, 2014

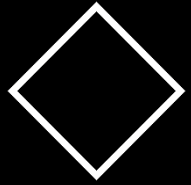


Market

Challenges for EU Tourism

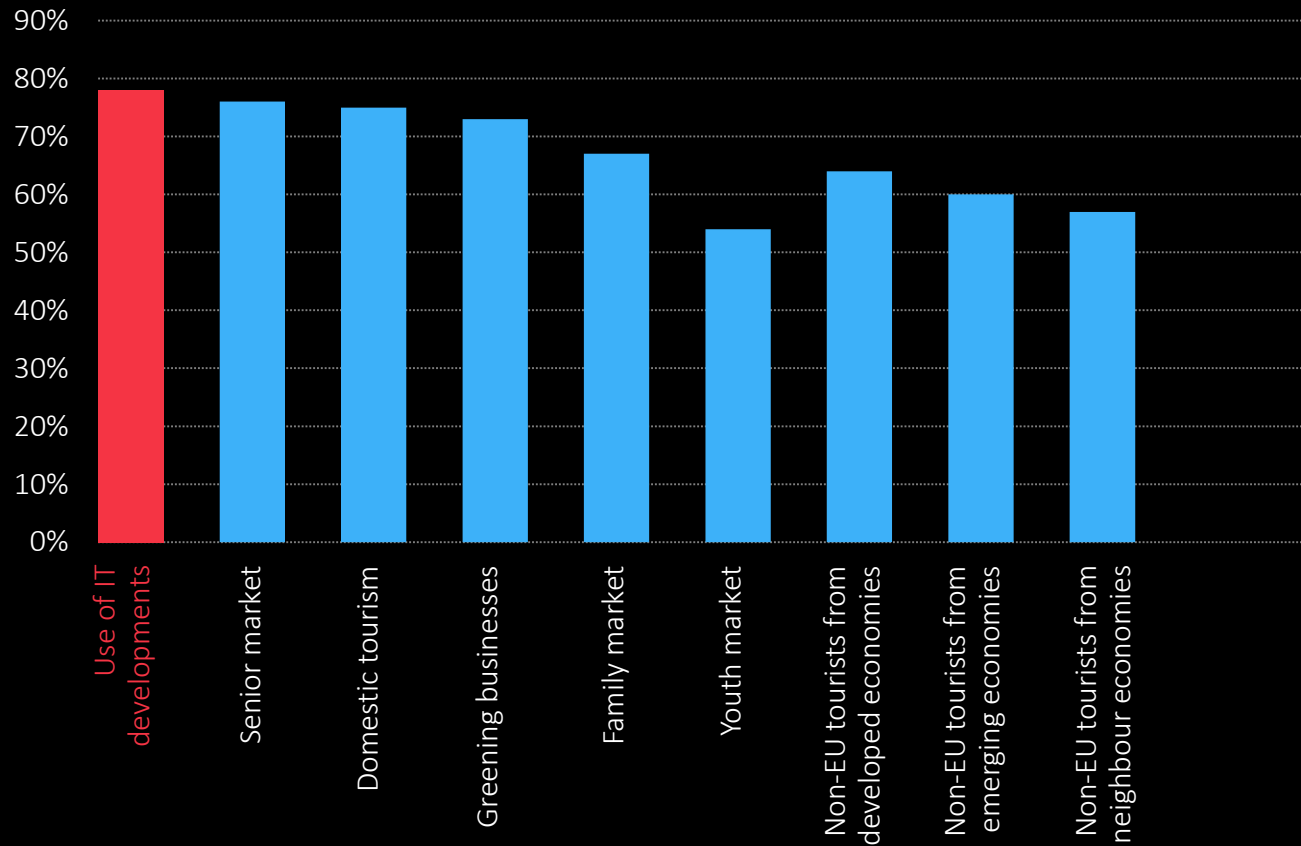


* "European Tourism of the Future" – European Commission, 9/2014



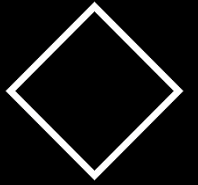
Market

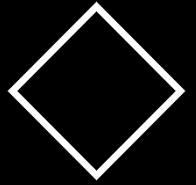
Opportunities for EU Tourism



* “European Tourism of the Future” – European Commission, 9/2014

Business Model





Product



Browse activity/ accommodation

Filter by date/season/area/activity/availability/rating/reviews



Compare reviews and prices

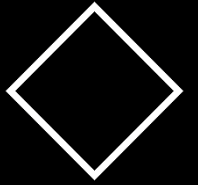


Select - Book - Pay



Rate your experience





Competition



Agro-tourist farms



INTEGRATED SERVICES



OFFLINE TRANSACTION



ONLINE TRANSACTION



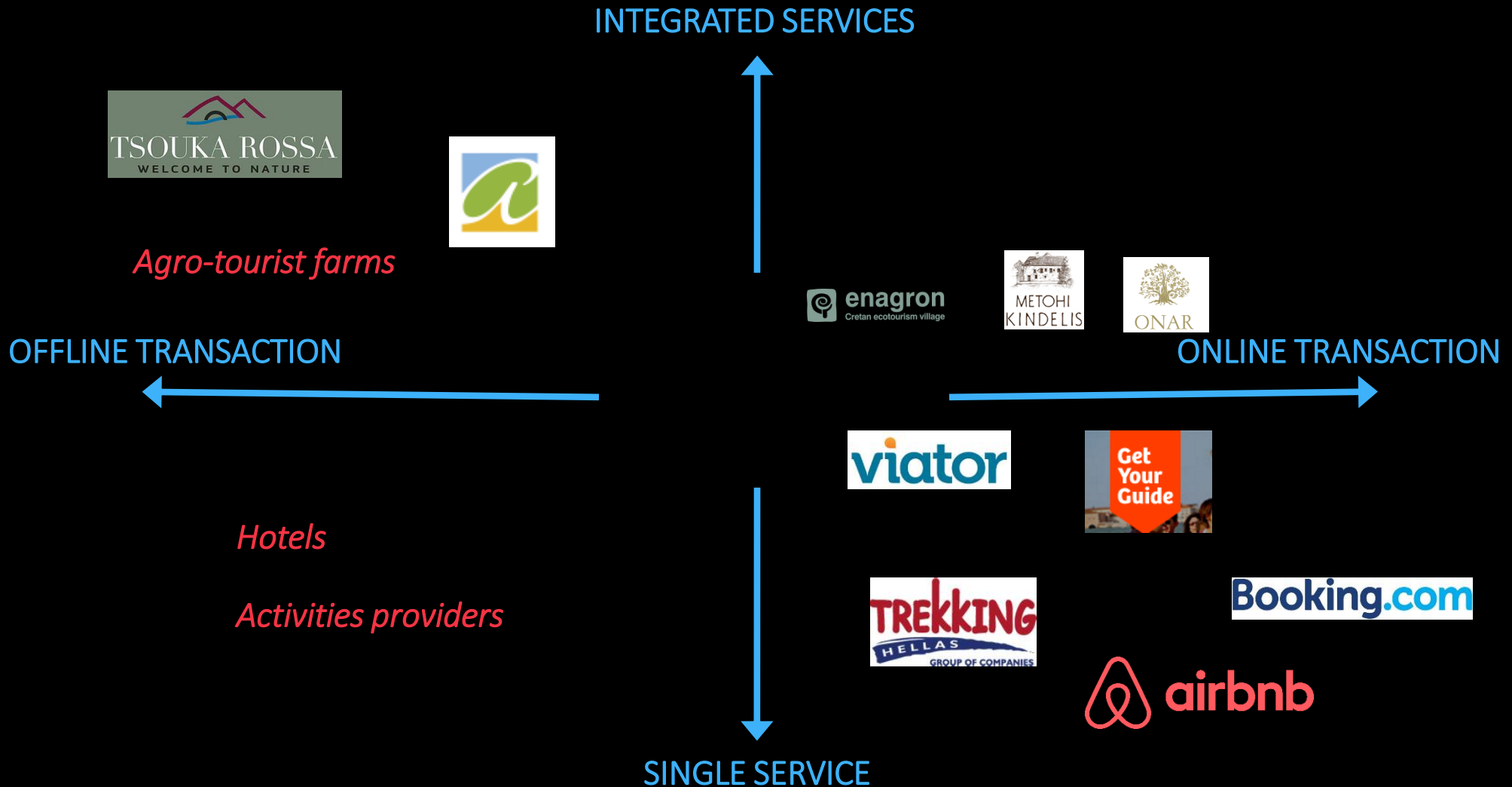
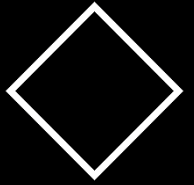
Hotels

Activities providers

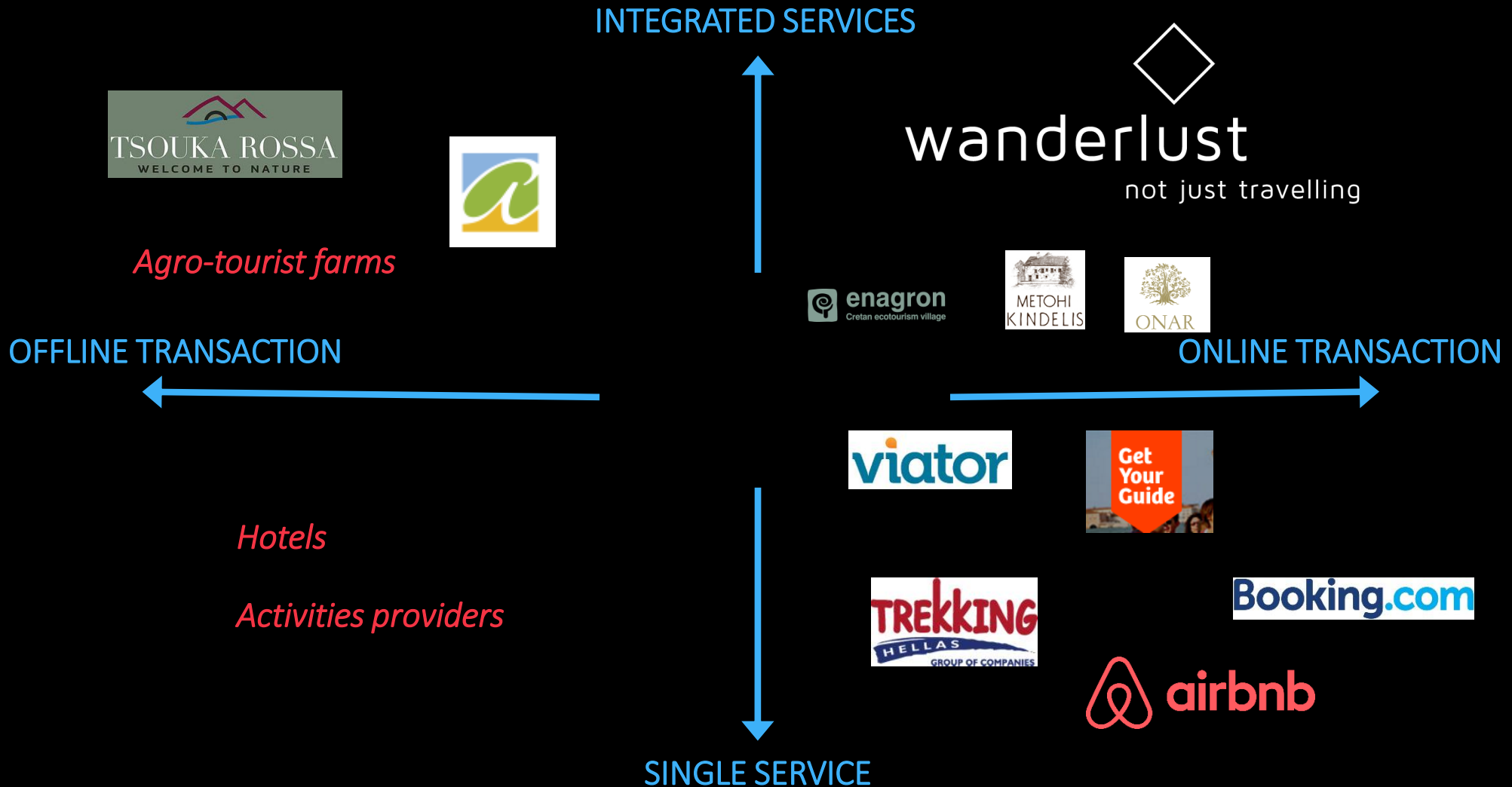


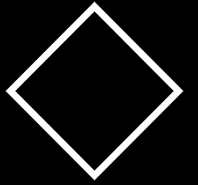
SINGLE SERVICE

Competition



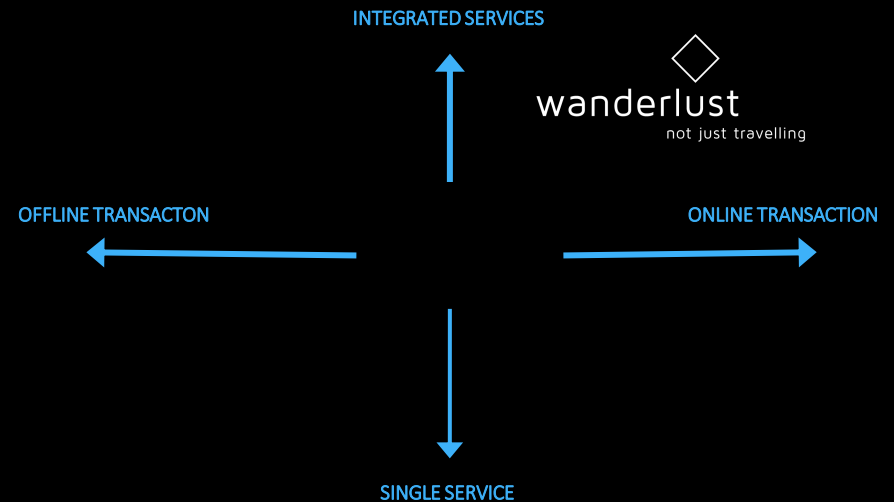
Competition

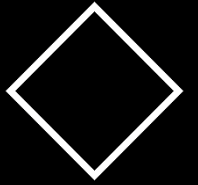




Competitive Advantage

- **Combined Service**
(information + online booking).
- **Variety** of choices.





Marketing Plan

B2B

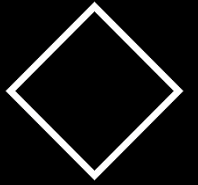
- Social media
- Events – conferences
- Personal sales
- Mail marketing
- WoM

B2C

- Offline marketing
- Social media
- Travel bloggers
- Tour magazines
- WoM
- Offers
- Affiliates



Team



Evalina Theodorou
Co-Founder/CEO
Civil Engineer MSc, Athens



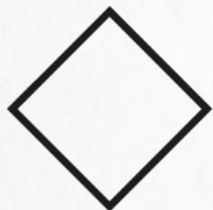
Alexandra Theodorou
Co-Founder/CTO
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Giannis Georgiakodis
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Co-Founder/CFO
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wanderlust

not just travelling

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A black and white photograph of three hikers on a mountain peak. One hiker is standing on a rock on the left, looking through binoculars. Two other hikers are in the center and right, also looking out over the landscape. The background is a misty, mountainous terrain.

Go beyond a simple travel experience