



Guidify

# RIDE & GUIDE MESSENGER APP

Connecting local guides, riders & experts

Pitch deck, 2018 V2

Extended version

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# Team



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Finance, sales, legal

Courses in sales, sales psychology & strategic sales planning. | Founder & CEO @ Versor d.o.o., Zendesign Dealstocker.com, Pinpoint | Red dot, Best innovation in Slovenia, Start up finalist 2009



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**Matej Krebelj**  
Android developer

Full stack developer @ Actual I.T., DBA Group.



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iOS developer

Lead iOS developer @ Databox.com | Full stack developer.

# Our Mission

In two words: Ride & Guide! We are on a mission to build a community of guides, riders and experts that share the same enthusiasm, passion and love for discovering and experiencing new and exciting things.



We have designed and developed an app that helps find and connect people based not on their **existing acquaintances**, but on their passion for new **experiences, and their location**.

# Trends

To understand the problem, we must first consider 5 major action sport trends in recent years:

- Action sports start to interconnect with the urban **lifestyle**.
- **Action sports equipment** becomes more advanced, safer and more accessible.
- With the growth of the industry, action sports go **mainstream**.
- The tourist industry **struggles** to follow the new paradigm and growing demand.
- Due to the equipment evolution and twist in mentality, conventional sports **infrastructure** is no longer necessary.

**Nature is a playground.**

# The Problem

Because of the shift from dedicated sports facilities to nature, riders and guides are faced with new challenges:

## Riders RIDE

- **Lack of knowledge** of the local terrain and it's specifics.
- **Accessibility:** Local communities are often closed and difficult to engage with.
- **Prices:** Expensive and inadequate offers from local agencies, schools and guides.
- **Offers:** The best and most exciting activities and adventures are usually not listed.

## Guides GUIDE

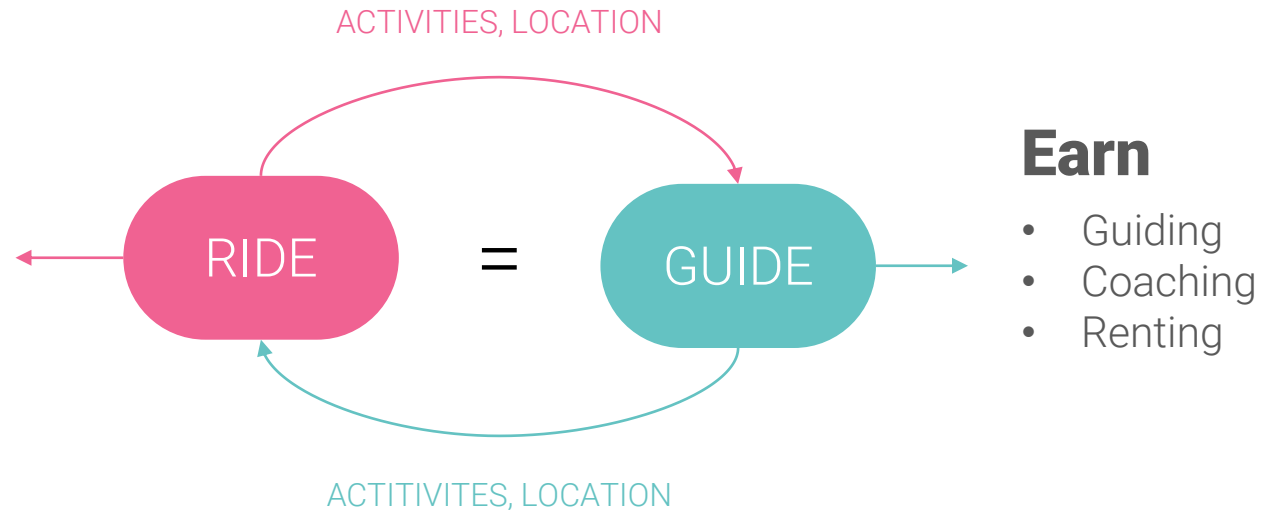
- **Advertising:** The lack of sales channels to advertise and market activities and experiences.

# Solution

A mobile app that helps find and connect people based on their **interests, activities** and **geolocation** instead of their existing acquaintances like Facebook.

## Discover

- Locals
- Activities
- Experiences



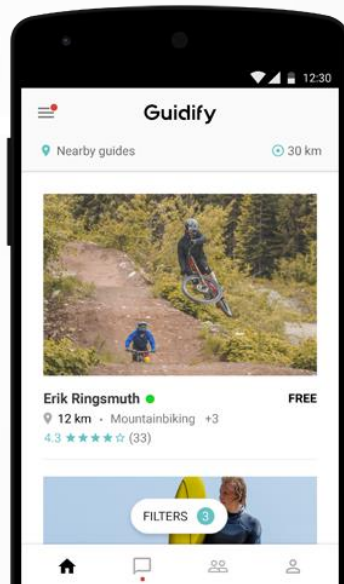
## Earn

- Guiding
- Coaching
- Renting

*„Every local is an expert guide on the terrain he knows best.“*

# Product

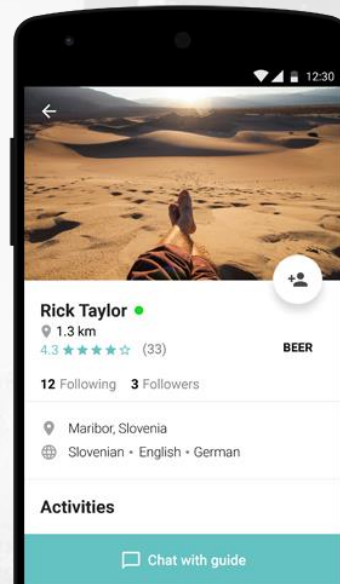
Ride & Guide Messenger – Connecting local guides, riders & experts



## Find locals

Discover riders nearby or filter local guides by places or activities.

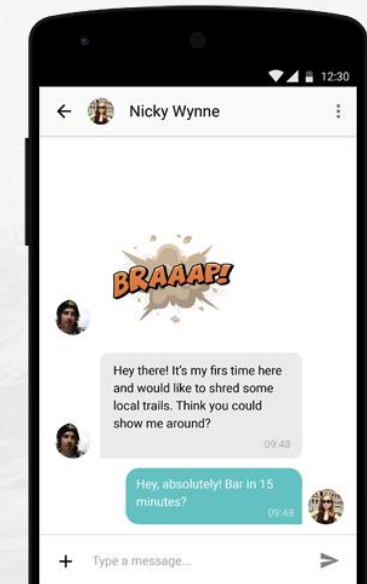
Nearby • Places • Activities



## Be a local

Share experiences and earn extra money by guiding, coaching or renting.

Guide • Coach • Rent • Host



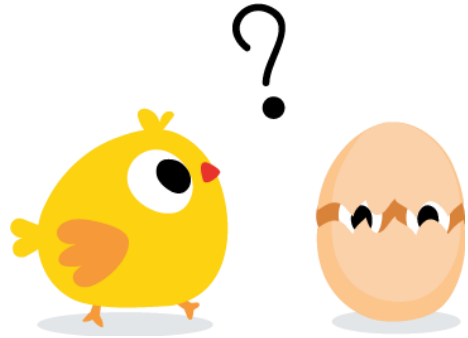
## Connect on the go!

Connect and chat with locals and make new memories.

Stickers • Photos • Location

# Traction

Problems and strategies for gaining traction.



## Chicken/Egg problem

The app is only useful, if both sides are equally presented:

- Riders will not sign up if there are no guides.
- Guides will not sign up if there are no riders.
- No advertisers, if there is no traffic.

## Bucket filling

- Achieving critical mass of users to ensure saturation within a specific community by shrinking the pool (ie. creating buckets).
- Gradually adding smaller groups and open to larger audiences based on:
  - Location
  - Activities or
  - Experiences



# Market

Reasons for popularization of action sports and outdoor activities

1. **Social networks** → Instagram, Facebook, Whatsapp...
2. **Stressful lifestyle** → Fast and effective way to relax in nature.
3. **Economic growth** → People have more money to spend on luxury and sporting goods.
4. **Rise of action sport cameras** → GoPro, Sony...
5. **Hype**, created by the industry with attractive and engaging content - Videos, images, designs...
6. **Evolution and accessibility of sporting equipment** → Powder skis, Airbags, MTB bikes...
7. **Rise of SUPs** → Surf lifestyle is now accessible to all.
8. **Share economy** → AirBnb and couchsurfing with affordable prices and locations.

# Market size

Action sports and outdoor market size assessment in relation to sales.

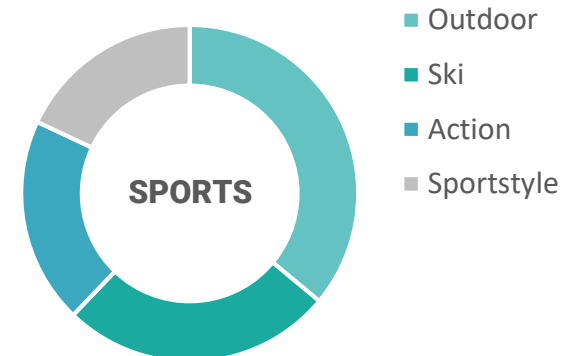


25% ↑

**EXHIBITORS 2010-2017**  
2065 → 2732

37% ↑

**VISITORS 2010-2017**  
63,518 → 86,841

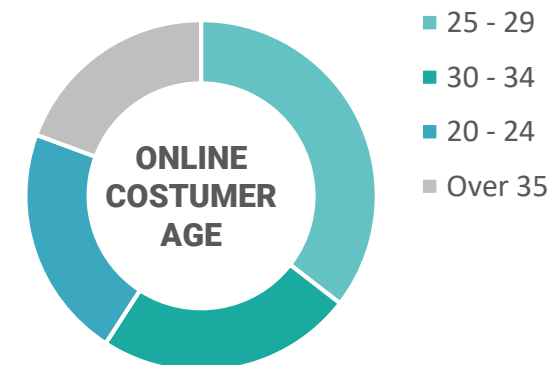


18% ↑

**SALES**  
Annually

27% ↑

**PAGE IMPRESSIONS 2012-2017**  
145 mio → 185 mio

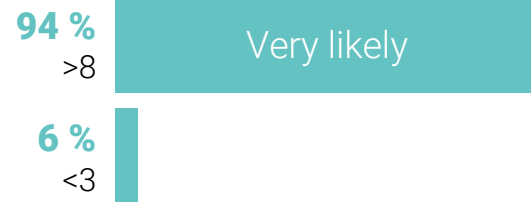


# Market validation

A survey among members of the AED MTB group, using and testing the Guidify app.

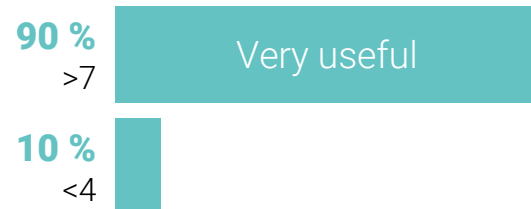
## Recommendation

How likely would you recommend it to a friend?



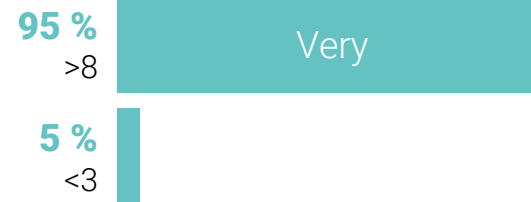
## Usefulness

Do you find it usefaul? (1-10)



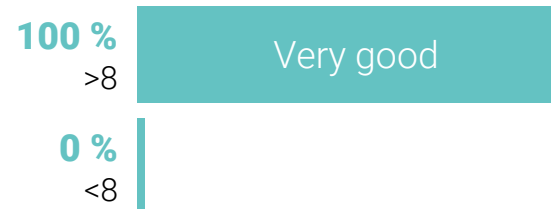
## Trend

How trendy do you think the app is? (1-10)



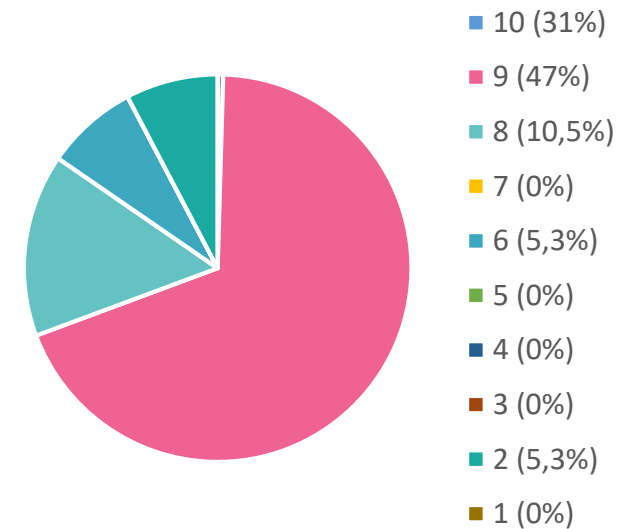
## Design

How would you reate the design? (1-10)



## Overall rating

How would you rate the app? (1-10)



# Competition

Existing alternatives, hacks and workarounds

## Booking

(Book a PRO guide or experience)



AirBnb.com



Couchsurfing.com



Ridewithlocal.com



Showaround.com



Bstoked.net



Beemiles.com

Withlocals.com

## Connecting

(Finding and connecting with users)



Facebook groups



Whatsapp groups

Forums

Word of mouth

## Tracking

(Trail tracking, finding and sharing)



Strava.com



Sportstracker.com



Endomondo.com



Kamoot.com



Alltrails.com

# Business models

Free for users → User monetization



## ADVERTISING

Depending on user location and interests.

- Brands,
- Specialized stores,
- Schools and camps,
- Tourist agencies,
- PRO guides,
- Tourist services providers.



## PRO FUNCTIONALITY

(Verified users, power users, pro users )

- Schools and camps,
- Coaches, instructors, tutors,
- PRO guides
- Tourist services providers.



## VERIFIED USERS

(Optional)

- 1 € for user verification

# Road map

Past, present and future activities.

## Jun 2017 - Prototype

- XD concept design
- XD prototype design
- Google play set up
- Development

## July 2017 - Development

- UX testing
- Market validation
- Development and coding

## August 2017 - Testing

- MVP testing
- Guidify branding identity
- Landing page development

## Q4 2017

- Additional developers
- MVP upgrades
- Investment documentation
- Preparing the strategy

## Q1 2018 - DEVELOPMENT

### Phase 1 finished

Open beta testing  
Investment material  
Marketing strategy

## Q2 2018 - TRACTION

Phase 2 dev. (stories)  
Roll-out, open beta launch  
Investment options

**Marketing strategy implementation.**

## Q3 2018 - INVESTMENT

Bug fixes & support  
Official launch

**Investment (ICO, VC, Tenders)**

Marketing strategy implementation.

## Q4 2018 - SALES

Bug fixes & support  
Sales channels

**User monetization**

# Competitive Advantages



## **First to market.**

First dedicated ride & guide social app.



## **Ride & Guide**

Every rider and expert is also a guide.



## **Search**

Find locals by interests, activities, location and nearby.



## **Chat**

Customized tools for communication.



## **Ease of use**

Clean and easy to use user interface.



## **Earn money**

Share knowledge and earn some extra money.

# Financial

We are looking for seed capital, angel investment or VC to gain traction and achieve critical mass of users.

Our goal

# 10.000 USERS

## 60%

Funds

### Marketing & Sales

- **60%** Global marketing
- **25%** Direct sales
- **15%** PR

## 30%

Funds

### Development UI/UX

- New app features
- Support
- iOS

## 10%

Funds

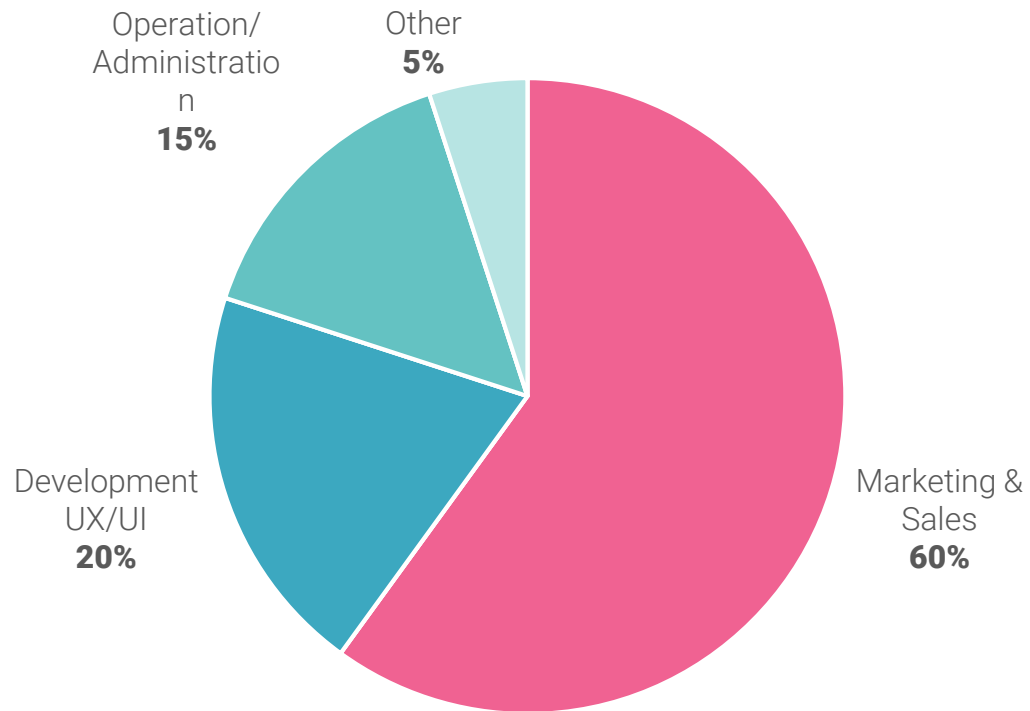
### Operations/Administration

- Fixed & operating costs
- Variable costs & travel expenses
- Licences and legal fees

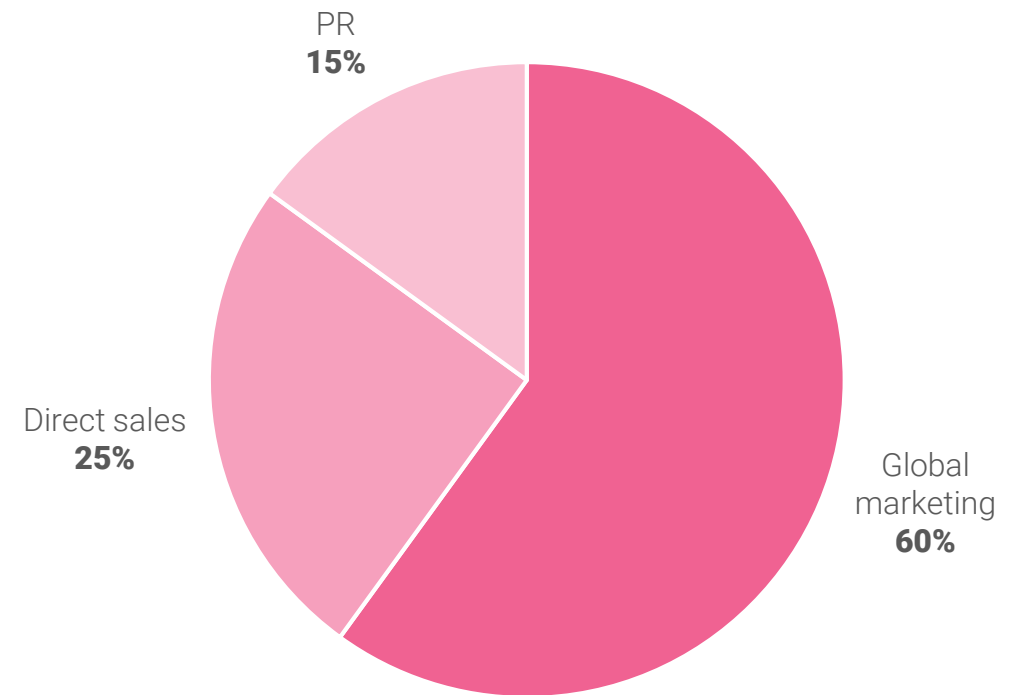


# Utilization

## General



## Marketing and sales



Guidify.io

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