



# HAPPY TRAVELS

**EXPLORE YOUR FAVOURITE DESTINATION**

**PRESENTED BY STARTUP SPARKS**

**GROUP-18**

**M.MOUNIKA**

**V.KEERTHI**

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**POOJITHA**

**RAKSHITHA**

# VISION

we aim to make every trip a seamless and enriching experience. Join us as we transform the way you explore, connecting destinations and creating memories that go beyond the ordinary.



# PROBLEM STATEMENT

FRAGMENTED TRAVEL PLANNING

LACK OF SOCIAL CONNECTIVITY

LIMITED COST-SAVING  
OPPORTUNITIES

DIFFICULTY IN FINDING TRAVEL  
COMPANIONS



# SOLUTION

Welcome to Happy Travels, where your journey is not just a solo adventure but a shared experience within a vibrant community of fellow travelers!

We're thrilled to introduce our innovative APP with 'Community Travel' feature, redefining how you plan and embark on your bus journeys.



OUR MAIN AIM IS TO BRING ALL TOGETHER THE DIFFERENT COMMUNITIES LIKE:

FAMILY FRIENDLY  
BUS ENTHUSIAST & HISTORY BUFFS  
PHOTOGRAPHY & TRAVEL BLOGGERS  
LANGUAGE EXCHANGE BUS TRAVELLERS  
PET-FRIENDLY BUS TRAVELLERS  
STUDENT TRAVELEERS  
SOLO FEMALE TRAVELLERS  
BUS FOODIES  
ADVENTURE SEEKS  
MUSIC ENTHUSIAST TRAVELLERS  
PILGRIMS TRAVELLERS  
BEACH LOVERS  
TREKKING  
NATURE LOVE  
HILL STATIONS



# FACILITIES AND OFFERS

- FIRST THREE BOOKINGS FOR BUS TICKETS 10- 30% OFF DISCOUNT IS PROVIDED
- NEAT & HYGEINE SEATS ARE MAINTAINED IN BUSES
- TELEVISION KIND OF ENTERTAINMENT FOR OUR CUSTOMERS
- FIRST AID KIT IN EMERGENCY SITUATIONS
- FREE WI-FI IS PROVIDED

# VALUE PROPOSITION

Social connectivity

collaborative trip planning

cost efficiency and transparency

enhanced travel experience

personalized and convenience

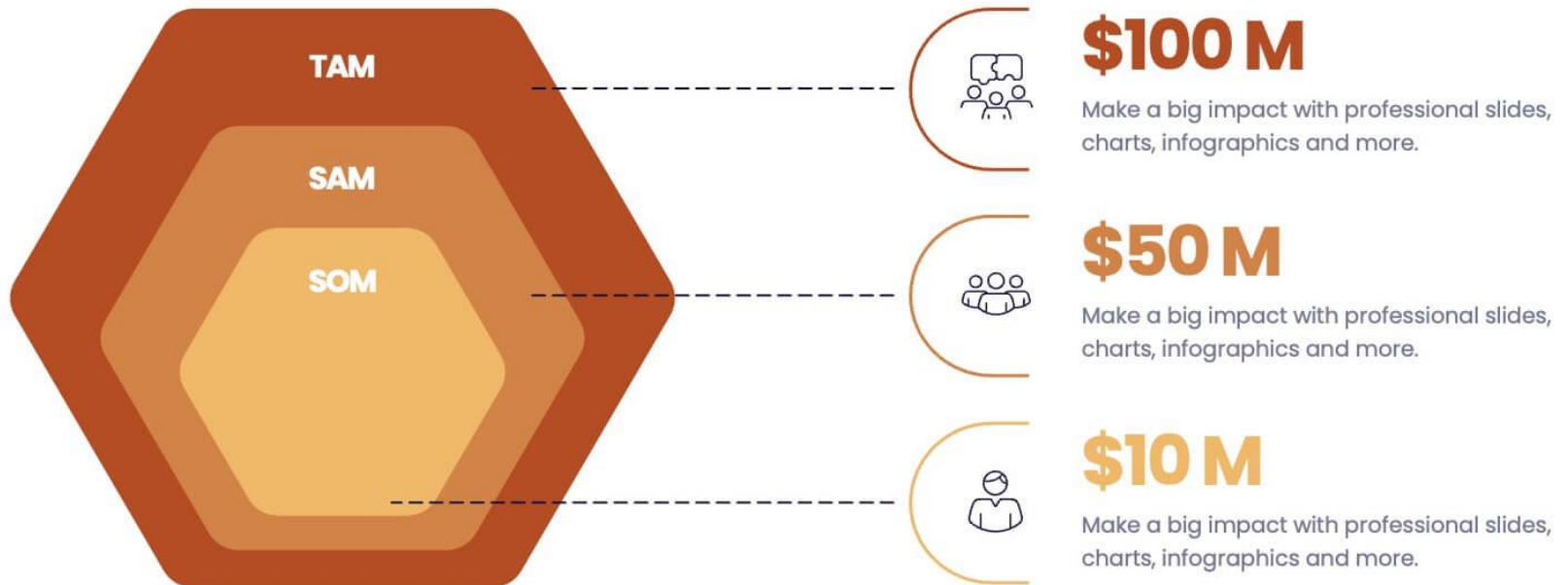


# COMPETITIVE ANALYSIS

TRAVEL APP /WEBSITE	INNOVATIVE SPECIAL FEATURES	USER RATINGS	MARKET SHARE
HAPPY TRAVELS	AI-BASED TRIP PLANNING, VIRTUAL TRAVELLING ASSISTANT	4.9	5%
EXPEDIA	VIRTUAL REALITY HOTEL PREVIEWS, SMART ITINARY SUGGESTIONS	4.7	20%
BOOKING.COM	AUGMENTED REALITY ROOM, VISUALIZATION, VOICE—ACTIVATED BOOKINGS	4.6	25%
AIR BNB	EXPERIENCE MARKET SHARE, SOCIAL TRAVEL GROUPS	4.8	15%
TRIP ADVISER	PERSONALIZED RECOMMENDATIONS LIVE TRAVEL GUIDES	4.4	35%

# TAM SAM SOM INFOGRAPHIC

Make a big impact with our professional slides and charts



MARKET SEGMENT	TOTAL POPULATION	% USING BUS TRAVEL	ESTIMATED TAM	SAM	SOM YEAR 1
KAKINADA	5 MILLION	30%	1.5 MILLION	1 MILLION	2,00,000
RAJAMUND RY	3 MILLION	25%	0.75 MILLION	5,00,000	1,00,000
VIJAYANAGAR	4 MILLION	40%	1.6 MILLION	1.2 MILLION	2,50,000
TOTAL	12 MILLION		3.85 MILLION	2.7 MILLION	5,50,000


# WORKING MODEL





## FINANCIALS

NECESSITY	PRICE
GOVERNMENT LICENSE	5K FOR 5 YEARS
CREATE APP	50K
MARKETING	70K
OFFICE & UTILITIES	60K
INCLUDING ACTIVITIES	30K
TOTAL	32L



KEY ACTIVITIES	KEY RESOURCES
DEVELOP APP FEATURES	TECHNOLOGY INFRASTRUCTURE
MARKETING & PROMOTIONS	PARTNERSHIP WITH BUS OPERATORS
CUSTOMER SUPPORT	USER DATA & ANALYTICS

REVENUE STREAMS	COST STRUCTURE
TICKET BOOKING FEES	TECHNOLOGY & DEVELOPMENT
PREMIUM MEMBERSHIPS	MARKETING & ADVERTISING
PARTNERSHIPS	OPERATIONAL EXPENSES

## THE STARTUP SPARKS



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