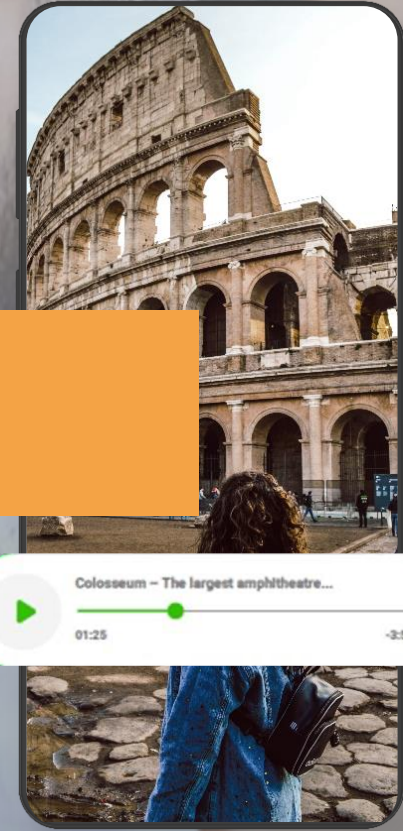


# SmartGuide

Turning tourists into explorers for Sustainable tourism



**START-UP  
COMPETITION**

◆ **2020** ◆

**NAPLES  
25-27 NOVEMBER**





START-UP  
COMPETITION

2020  
NAPLES  
25-27  
NOVEMBER

## PROBLEM

Travel businesses want to guide visitors better, but fail **developing their own apps**



Visit Portugal Travel Guide

Developer TP Travel & Local

PEGI 3

This app is compatible with your device.

Add to Wishlist

Install

REVIEW POLICY

2.4

382 total

Tom O

April 14, 2019

App doesn't open. Continually searching but never loaded any content. Disappointing.

ADDITIONAL INFORMATION

Updated	Size	Installs
May 4, 2016	10M	100,000+

Current Version	Requires Android	Content Rating
1.0.6	4.1 and up	PEGI 3

Root causes

Poor waterfall design

Expensive outsourced implementation

Fails after 2-3 years without updates

Visitors **don't** want a new app for each destination



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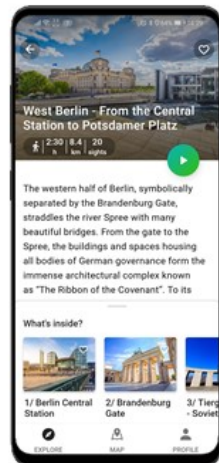
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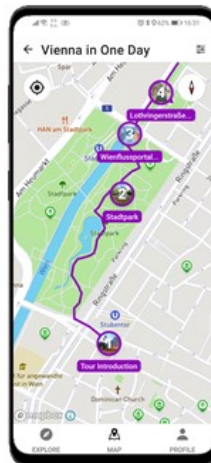
## SOLUTION

# SmartGuide turns a traveler's phone into a Covid-safe convenient personal guide

Free self-guided audio tours



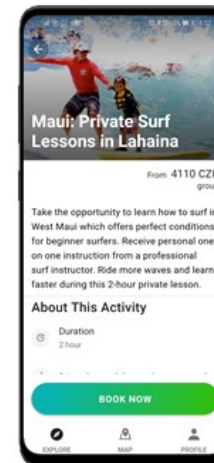
Offline maps and itineraries



Engaging stories play as you walk



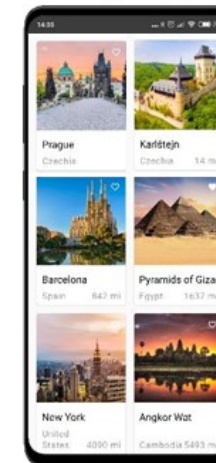
Top local experiences



Augmented Reality



400 guides in a single app



Download SmartGuide app



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## SOLUTION

# Top tourist attractions and destinations use SmartGuide to **digitize tour guides**

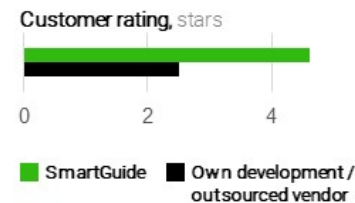
**20x** cheaper



**20x** faster



**2x** more popular



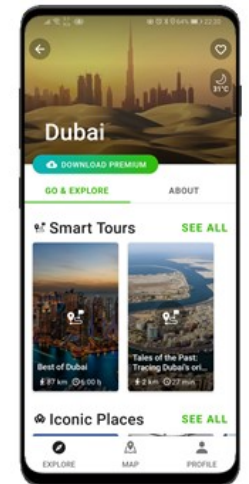
Official guide for



HARVARD  
UNIVERSITY



KYRGYZ  
REPUBLIC



Model calculation for a typical guide for destination with 1M annual visitors if content ready (e.g. in paper form). Includes both content digitization and technology development and maintenance.

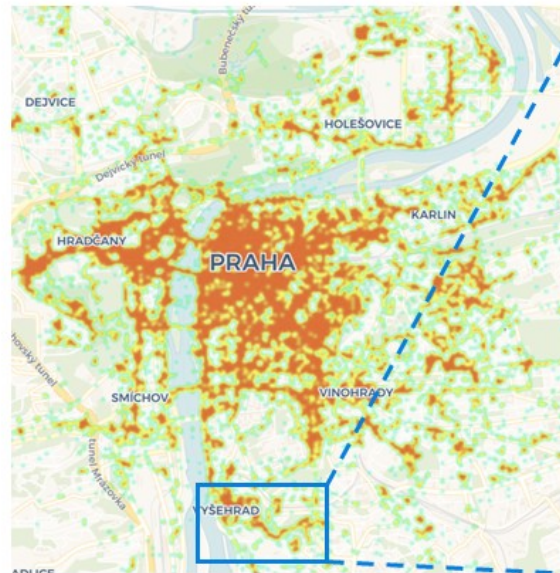


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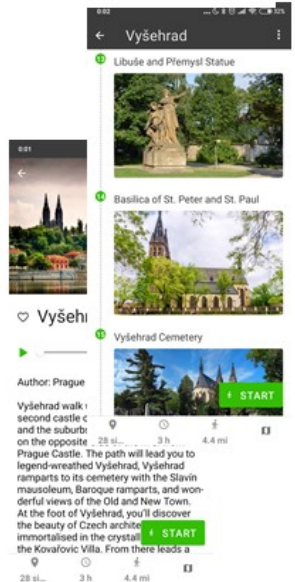
# CIRCULAR VALUE PROPOSITION

**It works: Tourists spend 30% of time outside of center when we guide them to interesting places**



*Publishing 10 walking tours on SmartGuide allowed us to expand the content beyond what fits in paper brochures and it **only took 2 weeks**. But what is even more impressive, SmartGuide tours help motivate **tourists to spend more time outside of most popular crowded places**. This is one of the **keys to sustainable tourism**.*

Petr Soukup, Digital Specialist, Prague City Tourism





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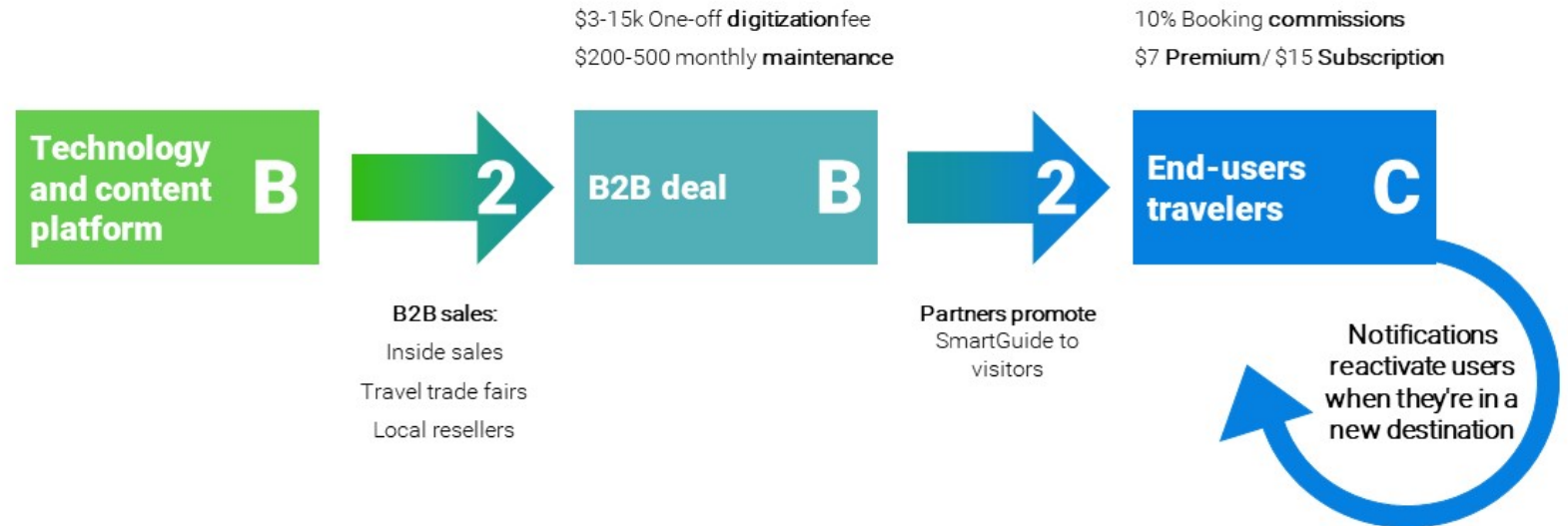
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## BUSINESS MODEL

### B2B2C model: Partners bring revenues and valuable traffic on the platform



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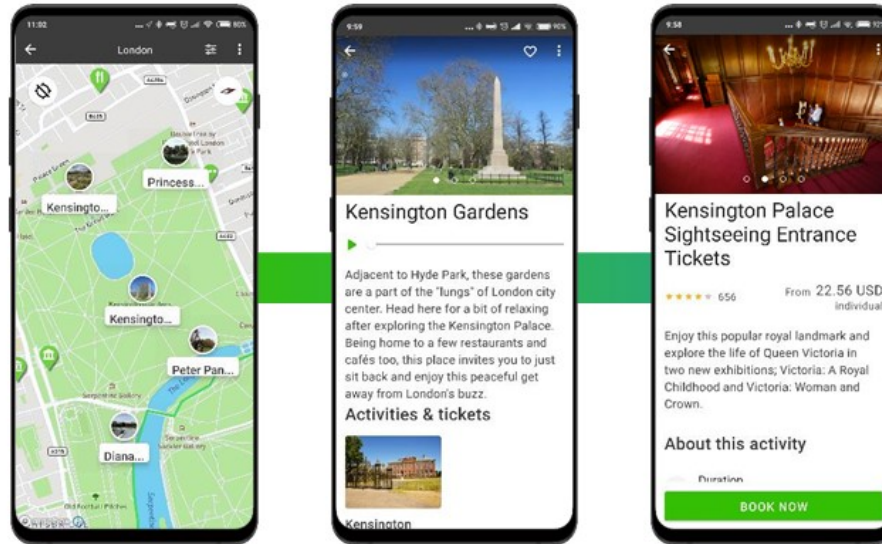
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# MARKET POTENTIAL

## ...with an ultimate goal to own the access to digital travel experiences

Digital guides are the natural access point to digital booking with ~10% commissions



Source: Zion Market Research. We start with Tours & Activities (\$200bn), later adding Restaurants, Transportation and Accommodation booking, worth \$2tn total by 2025



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# TRACTION

## SmartGuide grew 8x in a year

407 destinations

265,000+ users

82% organic

Featured in **Forbes**

**TTG** travel startup of the year

\* **seedstars** regional winner

10 **EU-Startups** watch in 2020

Monthly revenues, USD



23 B2B clients



Paid deals worth  
**>\$169k**



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# TEAM

## Our team has the **experience and drive to succeed**

Jan Dolezal	Filip Kinsky	Ondrej Panek	Mirek Zapletal	Jan Moravec	Vaclav Jurcicek	Jan Hlavaty
Founder, CEO	Founder, CTO	Founder, COO/ analytics	CPO, Product and design	Inside Sales	Business Development	Content manager
 McKinsey & Company	18 years SW development and architecture	Exited startup to 	20+ years digital product experience 	13 years B2B travel sales experience 	10 years bus. Dev. McKinsey & Company	Professional guide,

### Accomplished advisors

Former **TripAdvisor** VP  
Regional leader of **McKinsey Digital**  
Over **100 years** of combined  
experience in travel

### Motivated talented internal team

12 FTEs total  
Inhouse product development  
All senior members have **stock options**

### Global sales footprint

Partnerships with local resellers in  
USA, Austria, Spain, UAE, Singapore,  
Turkey, Kyrgyzstan, Brazil, Peru, and  
Bosnia



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