www.travelibro.com

TraveLibro
MY TRAVELZ BOOK

BUSINESS PLAN

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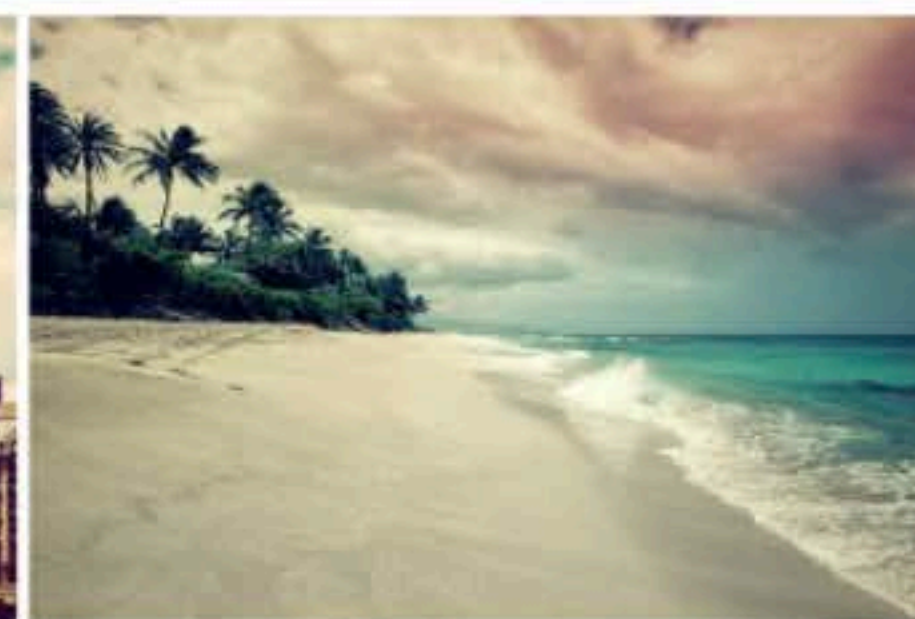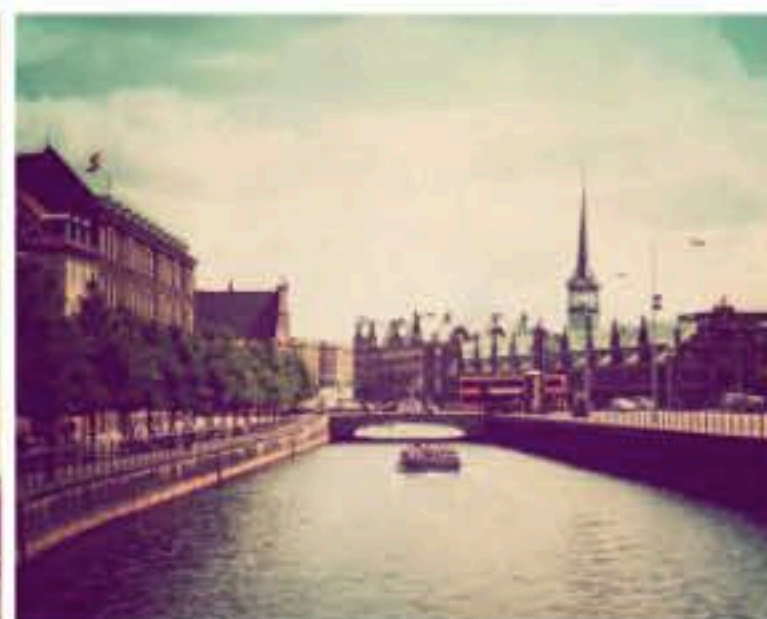
1.1 EXECUTIVE SUMMARY

1.2 TRAVEL - THE SWEET SPOT

1.3 RAPID EMERGENCE OF THE INTERNET, SOCIAL MEDIA & MOBILE DEVICES

From being occasional to integral and now bordering on indispensable! Family vacations, a trip with the girls, bachelor parties in Amsterdam, honeymooning for the 3rd time, conquering the mountains, a walk on the wild side, hitch hiking with friends or simply laying off the grid for a soul-stirring experience, the reasons are as many as there are souls.

Travel is one of the world's largest industries, and it continues to get bigger and bigger. Passenger miles have steadily risen, emerging economies around the world are seeing a thriving middle classes take to the skies for the first time and the dawn of several ancillary industries to support this boom. To put things into perspective - Over the last five years spending on holidays has grown by 25% and on Visiting Family & Friends (VFR) by 17%, while business travel increased by 16%. World Travel & Tourism has grown faster than the global economy with a 4% rise in international trips and the amount of spending each year has also seen a 4%-7% rise. Industry specialists such as WTM and IPK forecast a robust growth of 4%-5% for the worldwide international travel market in 2014. The Federal Aviation Administration predicts that U.S. passenger miles could more than double by 2032.

To put it simply, the travel bug is biting everyone across the globe, freeing its bonds from just holding a select group of people and countries.

To imagine a world without the Internet, social platforms and smart gadgets is almost inconceivable. A few statistics to put a number to this new era of communication and technology:

- It is estimated that about 40.7% of the world's population will have access to the Internet by March 2014.
- According to a Nielsen study, "Consumers continue to spend more time on social networks than on any other category of sites: roughly 20 percent of their total time online via personal computer (PC), and 30 percent of total time online via mobile".
- A new study by ABI Research estimated, at the end of 2013 1.4 billion smartphones will be in use: 798 million of them will run Android, 294 million will run Apple's iOS, and 45 million will run Windows Phone.

Hence, it's no surprise that players across industries are emphasising mobile and web as a core component of their business strategies, and working to make their products and services mobile-friendly. Thanks to the rapid worldwide adoption of smartphones, tablets, and other devices, like most other things, the way we travel is changing dramatically — before, during, and after the trip.

In a world increasingly dominated by digital media and information, the way we travel has changed. Right from picking a destination, planning a holiday, making all necessary bookings and even sharing travel memories and experiences has seen a massive shift over the last decade. We can now put our hands on a plethora of information, have innumerable options to choose from and can plan a vacation without practically stepping out of the door.

With an overdose of information, compiling the nuts-and-bolts of a great trip involves time-consuming research and dodgy recommendations. While there are sites clearly dedicated towards efficient and economic bookings of flights, hotels etc. and some that offer user generated ratings; the need for a comprehensive travel portal that combines extensive travel-related information, fosters an international traveling community and becomes a platform for fellow travellers to post, plan, share and recommend; is still absent.

1.5 INTRODUCING TRAVELIBRO

THE SOLUTION

TraveLibro is a comprehensive travel portal that expertly combines the social network with the travel resource. Informative country guides and itineraries meet User Profiles and Travel Feeds to make this innovative combination. TraveLibro's growing list of 700+ itineraries is painstakingly researched and prepared for different categories of travelers - from romance seekers to pilgrims or adventure aficionados. A User has the option to make his own profile, scrapbook and itineraries, share his own photos and videos, track his personal travel journey with colorful maps, and interact with travelers from around the world in a space that goes far beyond the average travel 'forum'.

The itineraries are a unique aspect of TraveLibro. They ensure that the TraveLibro user has a one-stop resource to read, plan, travel, and then share those travel experiences to inspire more travelers and make for a vibrant, international community. In a market dominated by niche travel resource providers, from flight-booking services to experiential blogging and trip planners, TraveLibro is vast in the sheer variety and scale of the experience it offers. The mission is to eventually provide a service so exhaustive, that no kind of traveler, anywhere in the world, need go anywhere else.

1.6 OUR MISSION

Our mission is to be the one destination on the web where the world searches, plans, executes and shares their travels and experiences

INFORMATION CENTER

SOCIAL NETWORK/ INTERNATIONAL TRAVEL COMMUNITY

TRAVELIBRO GENERATED CONTENT

USER GENERATED CONTENT

ITINERARIES (1000 +)

BLOG (30 +)

FELLOW TRAVELLERS (500 +) 158 ITINERARIES

AGENTS 50+

- CITY & COUNTRY
- DESTINATION GUIDES
- TRAVEL INDEX

PERSONAL PAGE

PHOTO GALLERY

PACKAGE & ITINERARIES

ADVENTURE   **BACKPACKING**   **BUDGET**   **BUSINESS**   **FAMILY**   **FRIENDS**   **RELIGIOUS**   **ROMANCE**   **LUXURY**

HOTEL RECOMMENDATION
RESTAURANT RECOMMENDATION
ACTIVITY SUGGESTION

PROFILE   **TRAVEL TRACKER / MAP**   **SCRAP BOOK**   **TRAVEL FEED (FROM FRIENDS)**

1.7 TRAVELIBRO FEATURES - CURRENT AND FUTURE

TraveLibro aims to change the very nature of the game in the travel industry, by creating a massive network of travel service providers across the world and making them accessible for the average traveler in just one place. We have a list of 7 concrete Phases chalked out for TraveLibro, which pan out until 2017 and each phase comes with its share of development and marketing. The groundwork for this vision is already in place.

TRAVELIBRO THE NEAR FUTURE

The near future sees the development of an exhaustive mobile app, travel games, a travel directory, a dedicated video gallery, an e-shop and a travel magazine. There would also be partnering with a host of tourism boards, hotels, tour operators, restaurants and vineyards.

2014

Features and Estimations

1. Travel Profile
- Quick Itineraries

Quick itineraries- 700+ itineraries at a glance with multiple suggestions in a tabular format. Itinerary tagging- Itineraries shared by multiple users when they 'tag' each other on it.

- Itinerary Tagging

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply.

- Report Abuse
- Pre-trip Planner

Responsive mobile- A responsive mobile app to use TraveLibro. Travel agents- Dedicated Travel Agent Pages to attract agents and facilitate user browsing.

- Grabbing Photos
- Comment and Like Features

2. Responsive Mobile

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3. Travel Agent

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- Get a quote
- Redefining the Travel Agent Page

4. Social Interactions

Travel Videos (youtube)- Simple image-based videos on cuisine, festivals, music etc around the world

- Newsletters
- Notifications

2014

Features and Accounts

5. Travel Blogs

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125 blogs by the end of 2014

6. Travel Destination

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City Guides (250 cities by the end of 2014)
Countries (80 countries by the end of 2014)

7. Travel Videos (on YouTube)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply.

80 videos

2015

Features and Estimations

1. Travel Profile
- Traveler Blogs
- Check-in
- Friend Locator

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- Limited Profiling
- Locals View

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- Group Itinerary Planning

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- Wish List

2. Travel Partners

Hotels, Agents, Tourism Boards etc invited to advertise, participate in the community.

- Hotels
- Restaurants
- Vineyards
- Tour Operators
- Tourism Boards

3. Travel Destinations

1200 cities 196 countries- Expanded to 1200 city guides. 196 country guides

- 1200 Cities
- 196 Countaries

2015

Features and Accounts

4. Travel Videos
500 videos (Intergration into the website)

500- Videos now integrated into TL and increased to 500.

5. Travel Blog

- 00 additional- 00 additional blog posts including guest blogs by experts

400 additional Blogs

6. Mobile Apps
- Exhaustive TraveLibro App

Travel Pictures app for mobile- Quick transfer from phone camera to TL app profile

- Travel Games

Travel Games for mobile- Interactive games to pique interest in travel and keep user engaged.

- Travel Pictures App (Postcards etc)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply.

7. Travel Itineraries

Itineraries linked to partners, destinations- Quick-linked itineraries suggest perfect fit Agents, destination guides.

- Linking each itinerary to Travel Partners
- Linking each itinerary to Travel Destinations

2015

Features and Estimations

8. Travel Agents

Sponsored Agents

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9. Ecommerce Platform Buildout

L- To facilitate quick and easy online payment

This phase for payments

10. Travel Directory

-   Exhaustive, searchable directory on all things travel.

List of all hotels / vineyards / restaurants

11. Personlised Itinerary

- Requested by users, bid for by Agents and compiled using expert information

2016

Features and Estimations

1. Travel Shop

With a variety of travel-related merchandise. Travelers need go nowhere else.

Set up a platform to sell travel products

2. Travel Magazine

Regular subscription-based magazine with latest news and trends.

Travel Magazines to be sold on the site

3. Scrap Book

Users can create, share, browse and have these home-delivered.

Scrap Books can be delivered to the users

4. Travel Index

Creation of an Exhaustive Travel Index

A comprehensive rating system of countries, cities by users and experts.

5. Travel Destinations

2500 cities 196 countries- Destination profiles and exhaustive guides of now 2500 cities.

2500 Cities on the site
196 Countries on the site

2016

Features and Estimations

6. Travel Videos

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3500 videos on the site

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1200 additional Blogs

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum is simply.

9. Travel Itinerary

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Linking each editor itinerary to a picture format

1.8: TRAVEL PORTAL COMPETITIVE LANDSCAPE

The travel industry is one of the fastest-growing industries in the world today, and is worth billions in its current form. However, its current providers fall heavily on only one side of the travel social networking spectrum, as illustrated by the chart below. While sites like Couchsurfing, Trip Wolf and Exploroo are heavy on social networking options, they lack comprehensive travel information and guides. On the other hand, industry behemoths like Lonely Planet, TripAdvisor and Rough Guides provide quality information with little to none of the essential social networking component that is coming to define almost all our online interaction today. TraveLibro is the 21st century answer to this conundrum, and neatly bridges the gap with a perfect balance of the two.

| High | Travel Social Networking — > | Low |
| Low | Travel Information < — | High |

Travel Social Networking / **Travel Information**

- Tripoto
- Couch Surfing
- Trip Well Exploroo
- Wayn
- Tripatini
- Triposo
- Joguru
- Utrip
- TraveLibro
- Trippy
- Holidify
- Lonely Planet
- Rough Guides
- Frommer's
- Podor's
- Virtual Tourist
- tripadvisor
- Wanderlust
- Every Trail
- Travellers Point
- My Gola
- Gogobot
- IgoUgo
- Visitor
- airbnb

Facebook | Twitter | Linkedin | Google+ | Pinterest

Social Networking / **Travel Bookings**

| High | Social Networking — > | Low |
| Low | Travel Bookings < — | High |

A simple info-graphic to illustrate the 6 keys areas of operation for TraveLibro and its competitors.

As is evident from the graph below, while many websites in the travel industry today have some excellent features, none combine all 6 to achieve a comprehensive travel e-destination the way TraveLibro does.

	ITINERARIES	SOCIAL NETWORK	SEARCH FILTERS	ATTRACTIVE LAYOUT	INDUSTRY PARTNERS	TRAVEL GUIDE
TRIPOTO	✓	✗	✓	✗	✗	✗
TRIPOSO	✗	✗	✓	✓	✗	✓
JOGURU	✓	✗	✓	✓	✗	✓
UTRIP	✓	✗	✓	✓	✓	✓
TRIPPY	✗	✓	✓	✗	✗	✗
EVERY TRAIL	✗	✗	✓	✗	✗	✓
TRAVELLERS POINT	✗	✓	✓	✗	✗	✓
VIRTUAL TOURIST	✗	✗	✓	✗	✓	✓
MY GOLA	✓	✗	✓	✓	✓	✓
TRIPADVISOR	✗	✗	✓	✓	✓	✓
GOGOBOT	✓	✗	✓	✓	✗	✓
TRAVELIBRO	✓	✓	✓	✓	✓	✓

1.9: TRAVELIBRO MARKETING AND FUTURE USER FORECASTS

The following graphs represent the various marketing mediums and sources from where TraveLibro receives its unique visitor count.

SEARCH ENGINE MARKETING (SEM):

Search Engine Marketing involves well-placed advertisements on search engines like Google.com. The projected number of unique site visitors from this source for 2014- 2015 is 7000 per month for the first 3 months, steadily escalating to 106,250 per month. As TraveLibro gains traction, we estimate total visits at the end of 2016 to be 1,275,000, and at the end of 2017 we estimate to have doubled that number.

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SEM

Spents	Rs. 1,17,30,000	Rs. 1,17,30,000	Rs. 1,17,30,000
	2014 - 2015	2015 - 2016	2016 - 2017

SEO

Spent	Rs. 9,00,000	Rs. 9,00,000	Rs. 9,00,000
	2014 - 2015	2015 - 2016	2016 - 2017
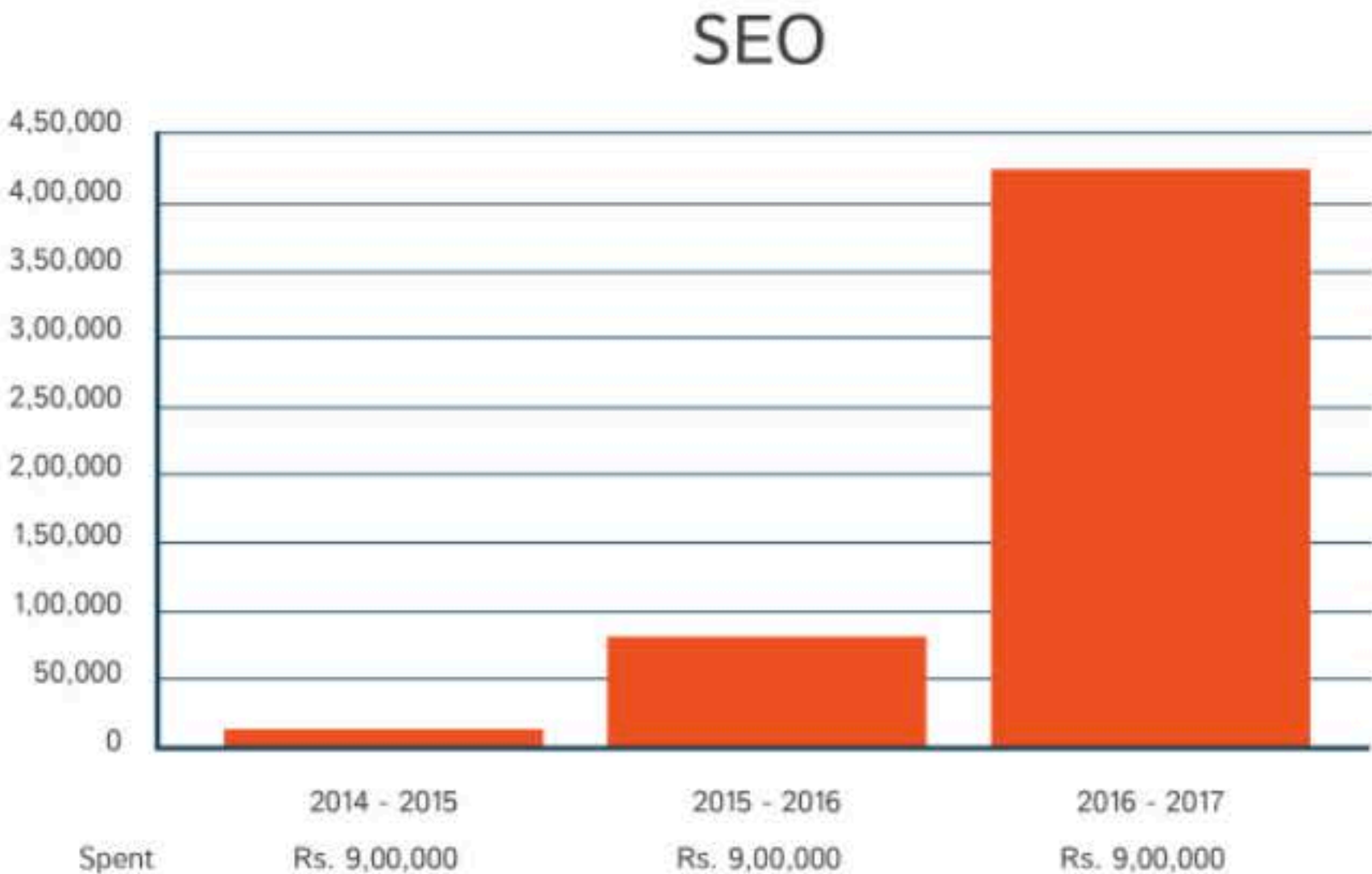
SOCIAL MEDIA MARKETING (SMM):

Social Media Marketing is a skilful brand placement exercise across networking platforms like Facebook, Twitter and Instagram that yields rich dividends in terms of the variety and number of target audiences available. This involves paid advertising on site as well as consistent brand presence on site through 'pages'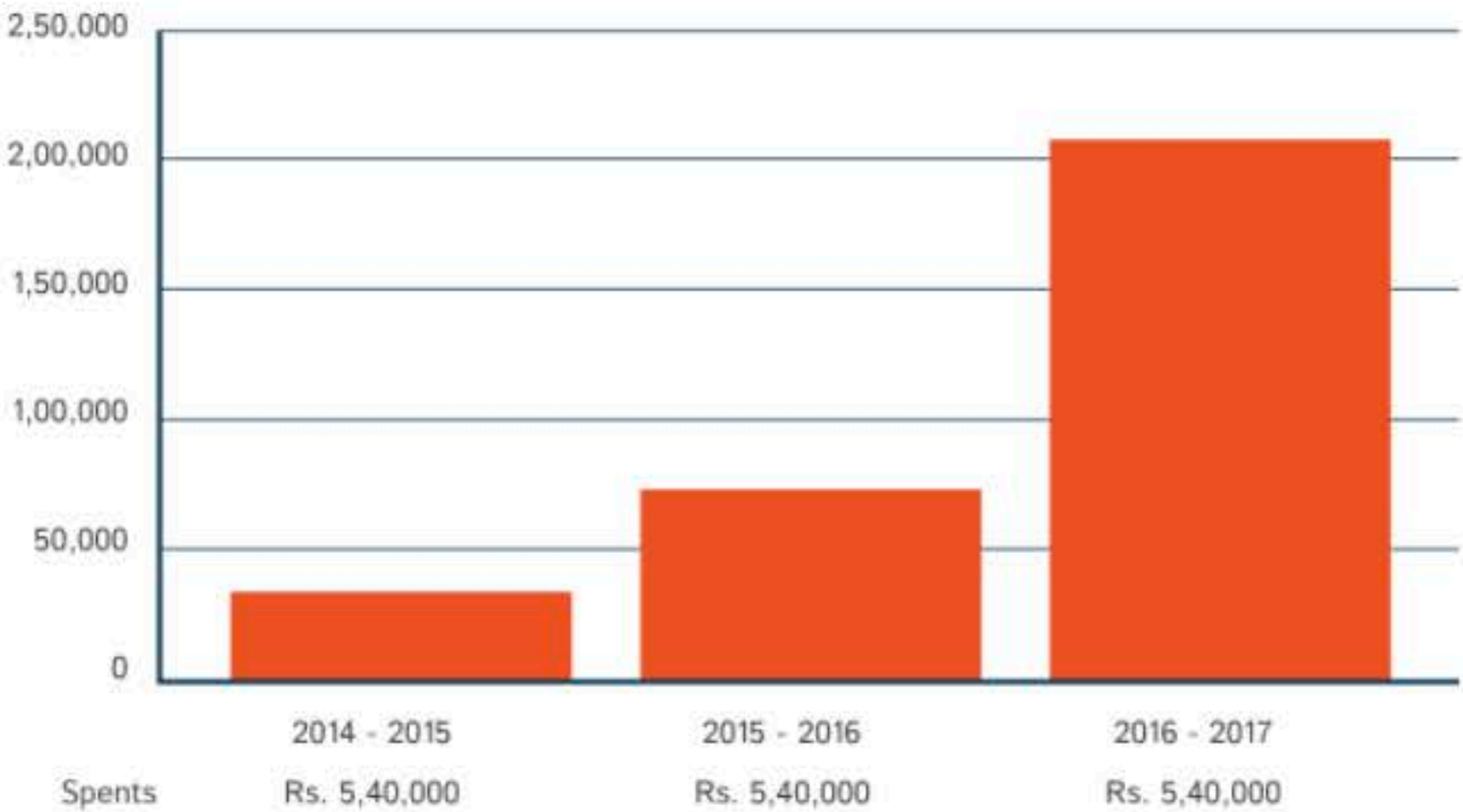, regular 'posts' and 'tweets'. This activity is expected to yield 32,815 unique visitors in 2014-2015, escalate to 72,587 by the following year 2016, and reach 205,330 by 2017.

PUBLIC RELATIONS (PR):

Public Relations marketing locates target groups and accesses mediums by which to reach them. This could be a blog with a heavy travel-enthusiast following, or a review website, or a prestigious magazine. Features and recommendations from these sources garner as many as 181,500 unique visits for 2014-2015, and a further 240,000 in both 2016 and 2017.

SMM

	2014 - 2015	2015 - 2016	2016 - 2017
Spents	Rs. 5,40,000	Rs. 5,40,000	Rs. 5,40,000

PR

	2014 - 2015	2015 - 2016	2016 - 2017
Spents	Rs. 18,00,000	Rs. 18,00,000	Rs. 18,00,000
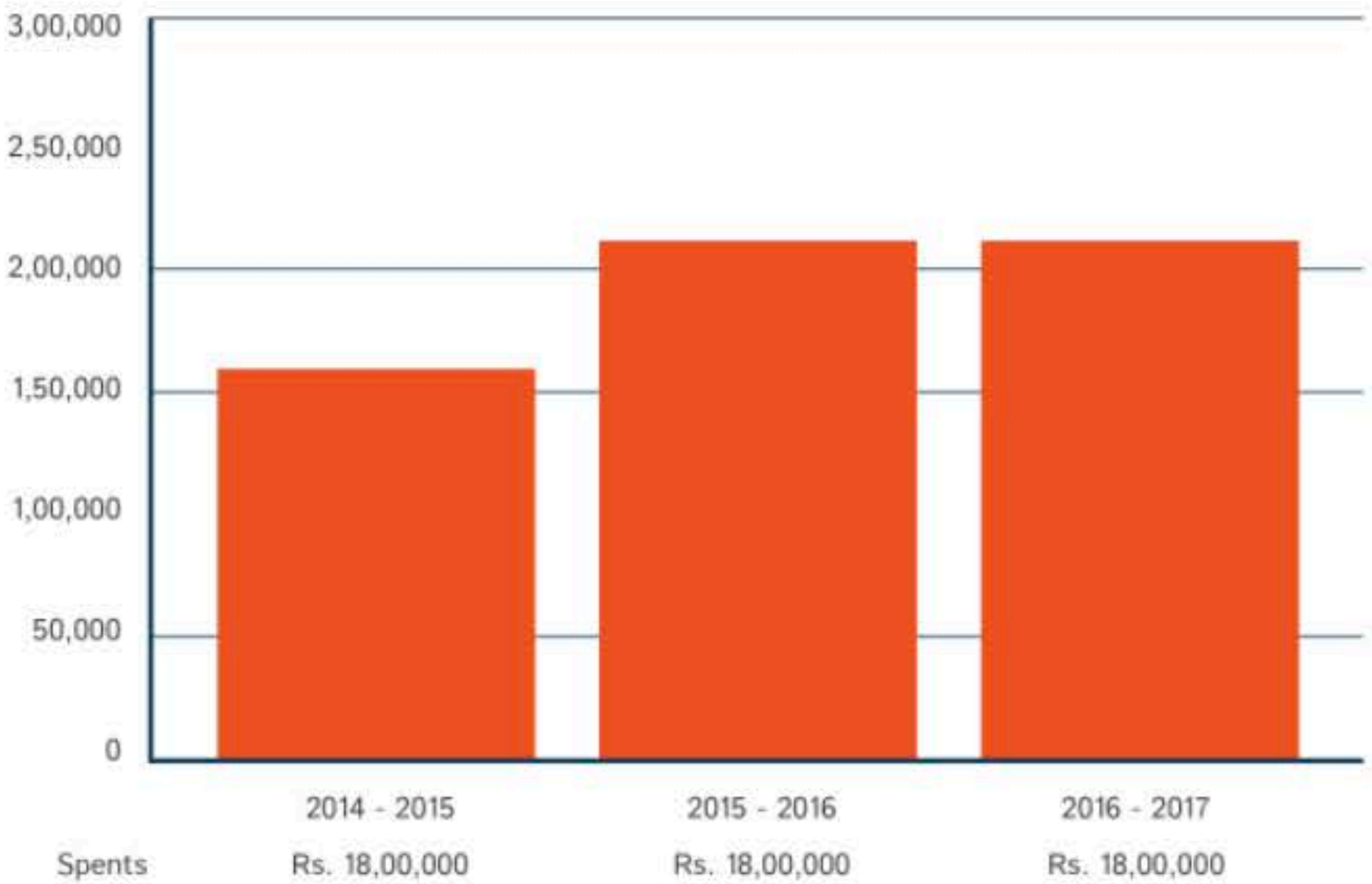
WORD OF MOUTH PUBLICITY:

Word of mouth publicity for an interactive, user-community based initiative like TraveLibro is essential. Audiences accessed through the targeted marketing initiatives outlined above would spread the word to their circles, and we estimate unique site hits from this resource to be at 154,726 in 2014-2015. This would go up to 633,414 in 2015-2016, and subsequently 1,193,285 by 2017.
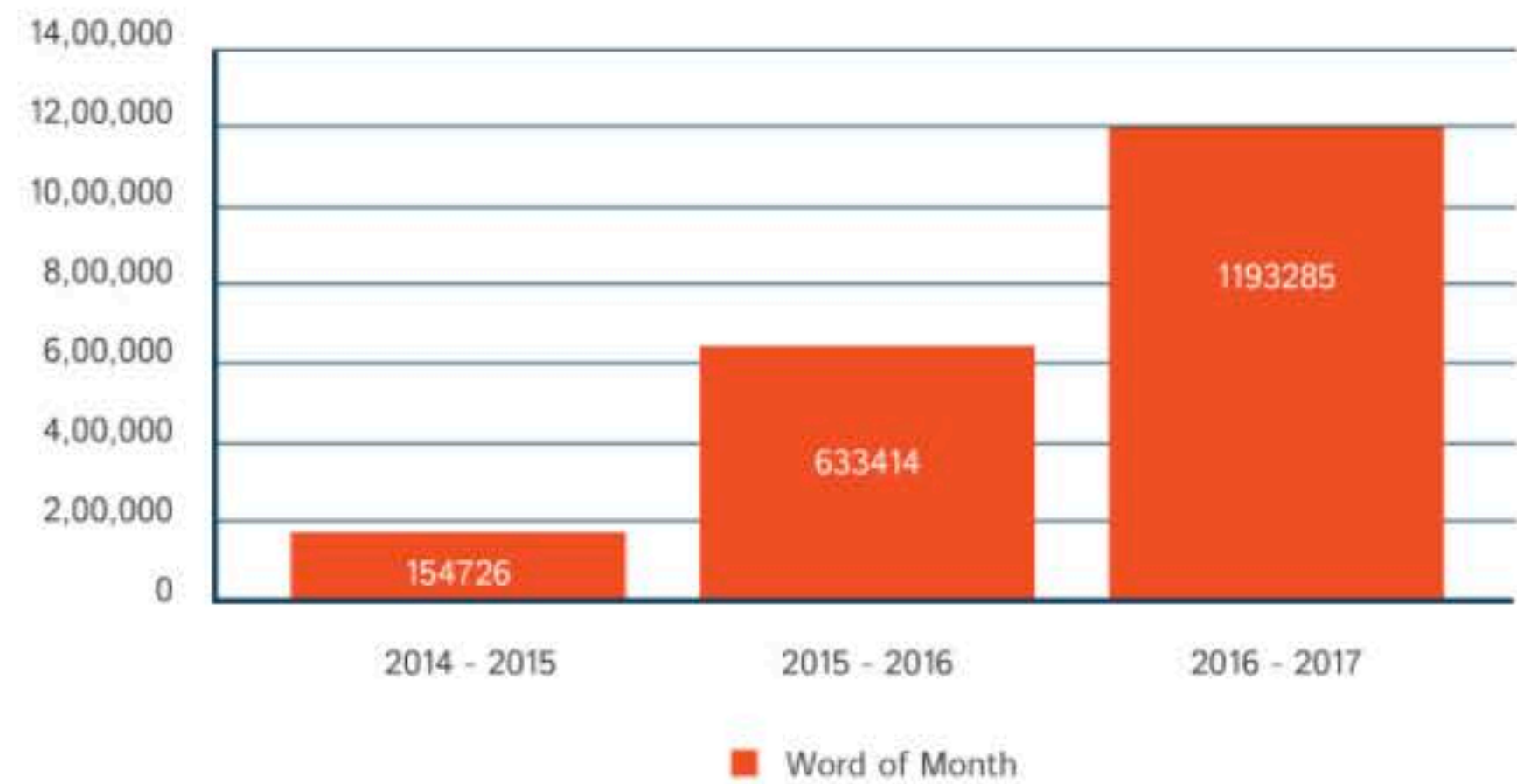
UNIQUE SITE VISITORS:

This is the total number of people who have visited the site at any given point of time, directed by the various marketing sources outlined above. Multiple site visits by the same person are not counted.

Word of Mouth

- Word of Month

Unique Site Visitors

- Unique Site Visitors
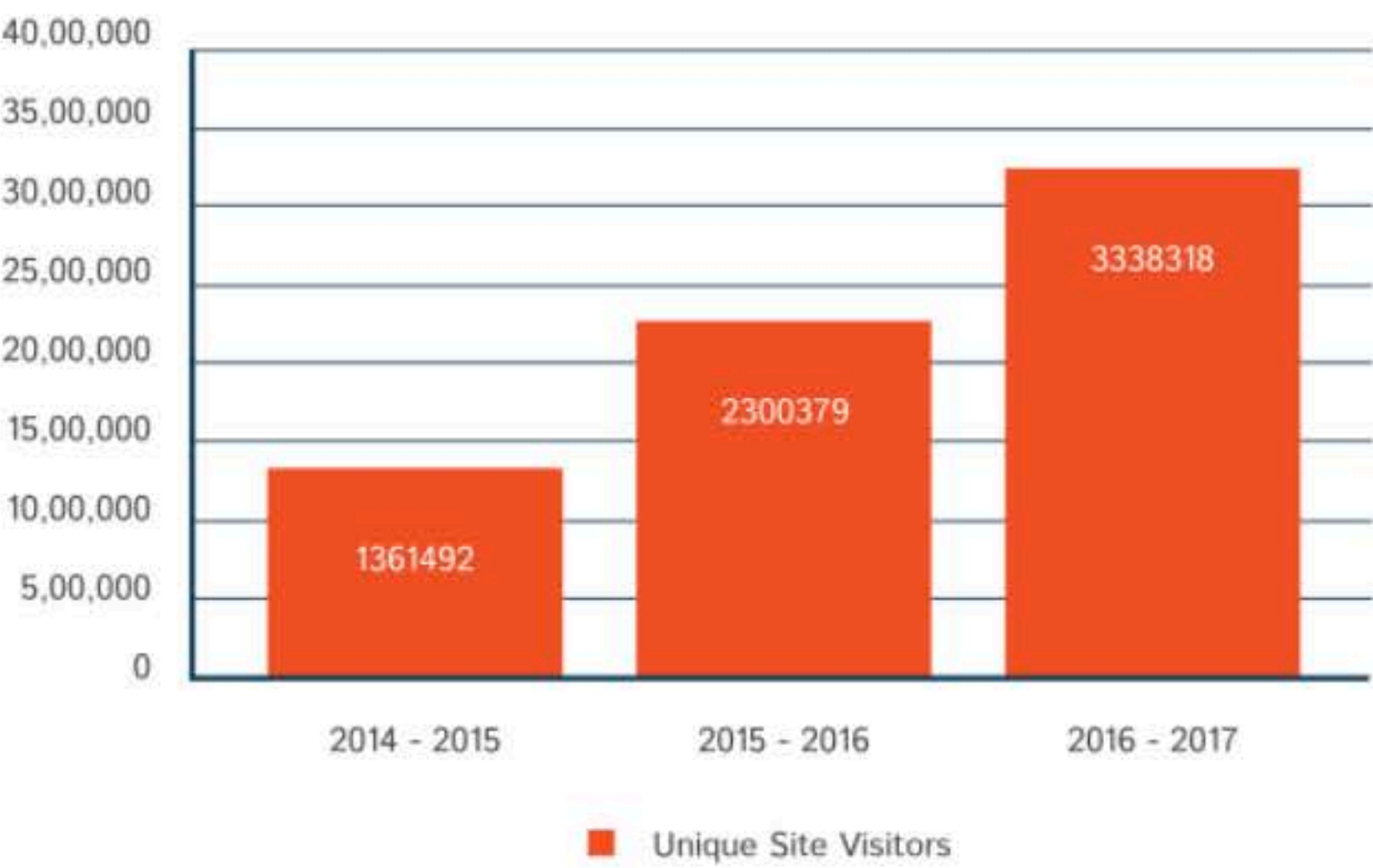
USERS:

At a conversion rate of 0.50% at the beginning of 2014 that grows steadily to 2% over the subsequent months, the unique site visits outlined below would be expected to yield these many Users on TraveLibro

Users

	2014 - 2015	2015 - 2016	2016 - 2017
Users	20,909	66,917	1,33,683
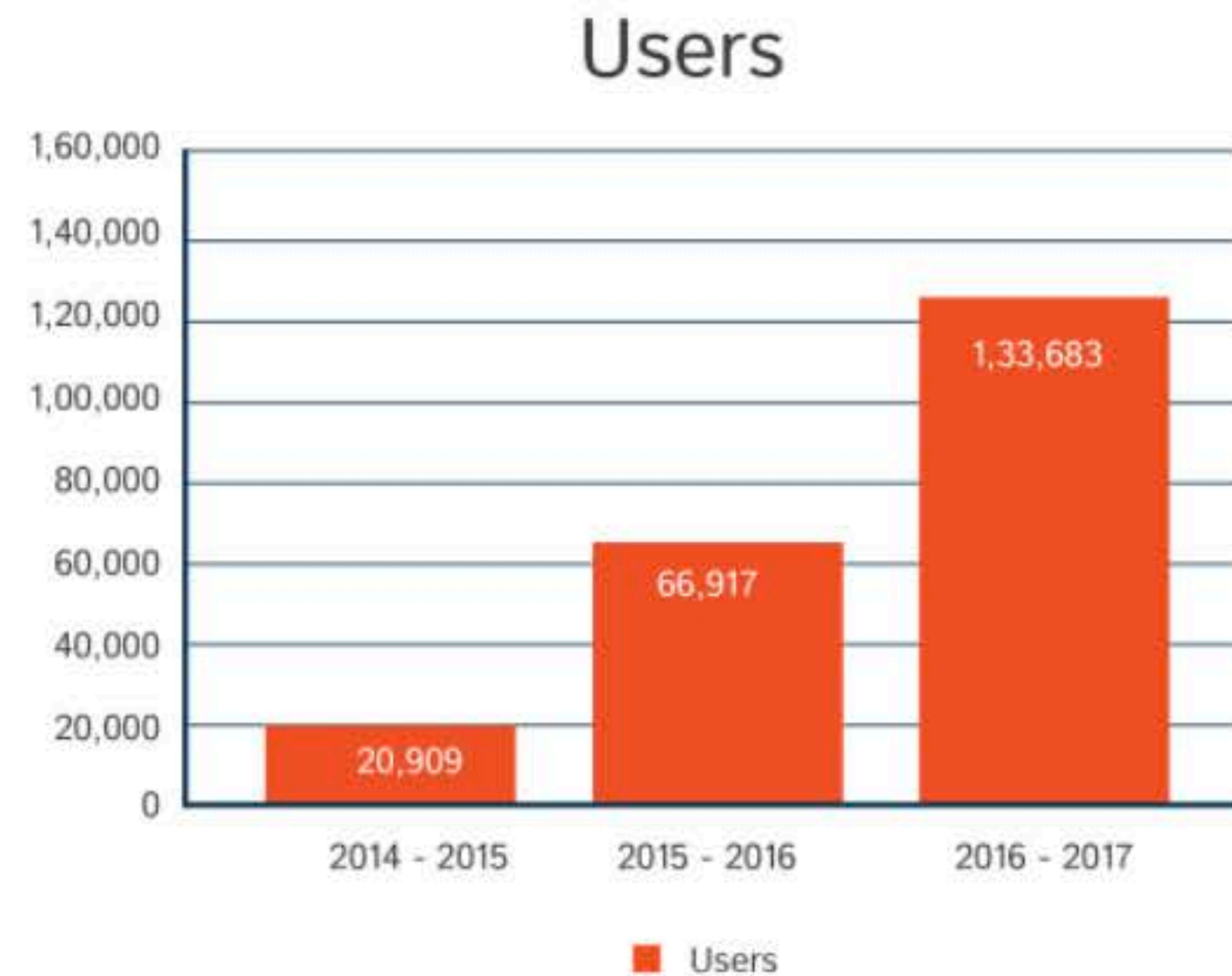
TL User Projection 2014-2017

	2014-2015	2015-2016	2016-2017
Unique site visitors	13,61,492	23,00,379	33,38,318
Users	20,909	66,917	1,33,683
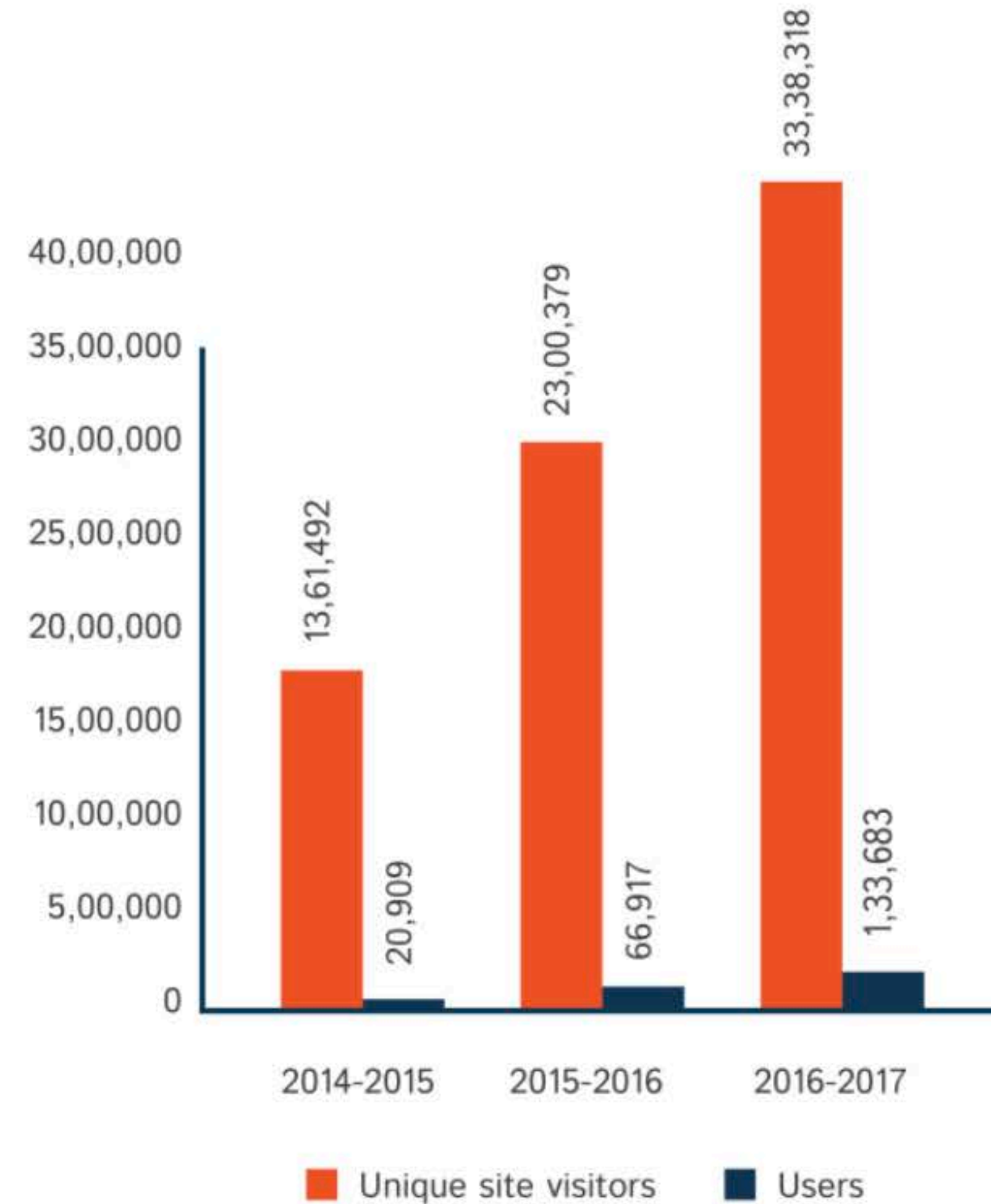
TRAVEL AGENTS: TAPPING PARTNERS IN THE TRAVEL INDUSTRY

Travel Agents are an essential part of the vision of TraveLibro. They represent the first of a growing number of partners in the travel industry whose participation in the site is a vital aspect that will help TraveLibro become the number one one-stop-shop for all travel-related queries and needs on the net. The numbers of their participation have been illustrated in the chart above. Strategies used to integrate them have involved one-on-one meetings and pitches by skilled personnel representing TraveLibro, and plans to conduct sessions and speak at forums like IATA and various travel agent fairs worldwide.

In a small pilot project run in the first month of TraveLibro's inception, a single sales person has brought 30 Travel Agents on board. According to our data, by 2016-2017 we plan to recruit 10 sales people, each bringing in 50 agents per quarter, totaling 2,200 new Agents at the end of the year. Combined with the Agents already on board from 2014, 2015, this would come to 5000 Agents in three years.

Estimated Travel Agents on Site

Year	Estimated Travel Agents on Site
2014-2015	800
2015-2016	2,800
2016-2017	5,000

■ Estimated Travel Agents on Site
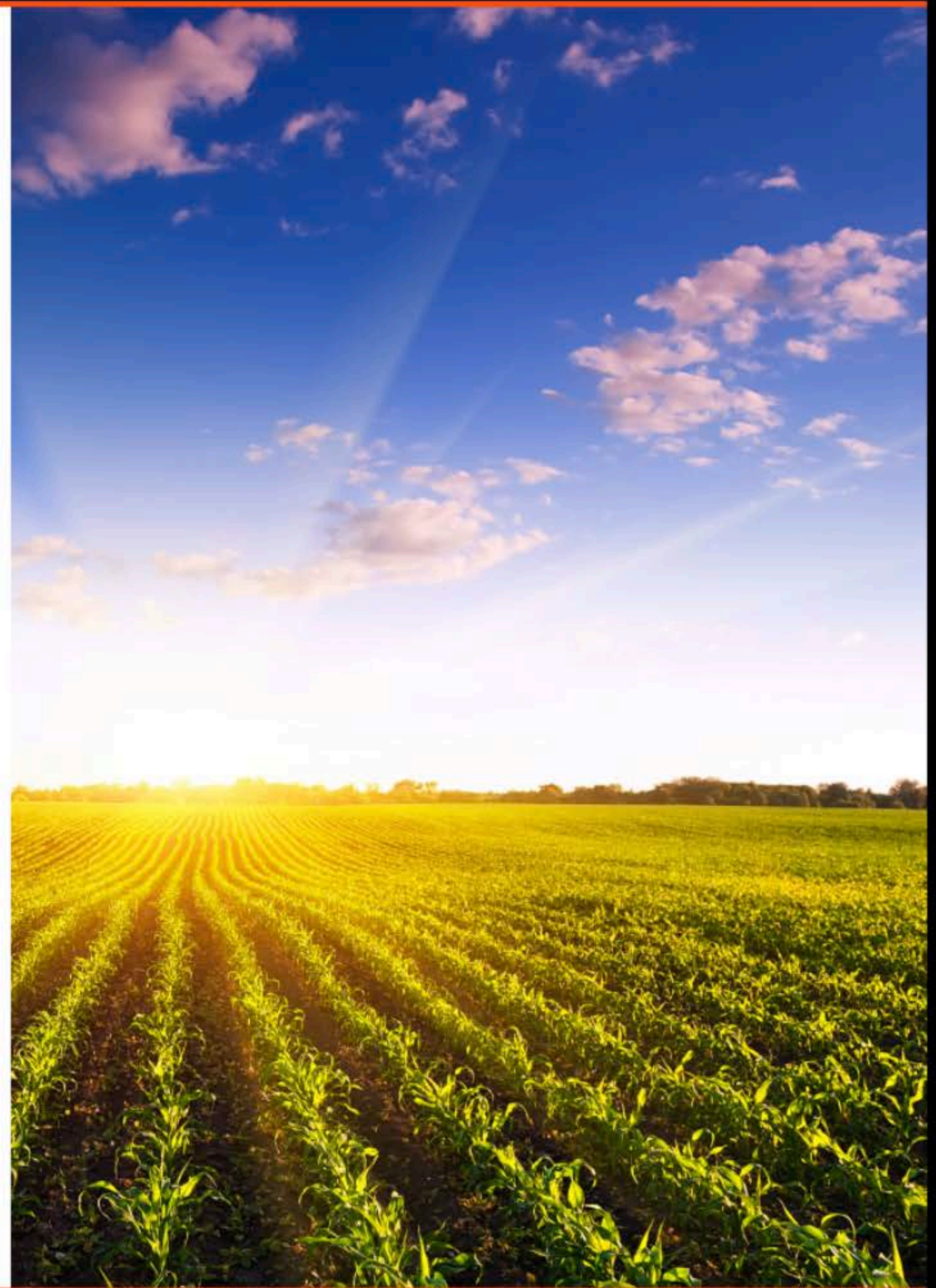
1.10: TRAVELIBRO FINANCIALS

TL EXPENDITURES

TL Expenditure chart below shows the patterns of expenditure between 2013-2017 for the creation, promotion and maintenance of TraveLibro. As creation is completed, costs are re-directed towards an expanding office and salaries for dedicated employees. A fixed sum takes care of all legal concerns, while a steady marketing programme in these initial years helps propel TraveLibro to the top of the charts.

CREATION AND DEVELOPMENT

Creative and Development Expenses include the design and execution of the site itself, TraveLibro.
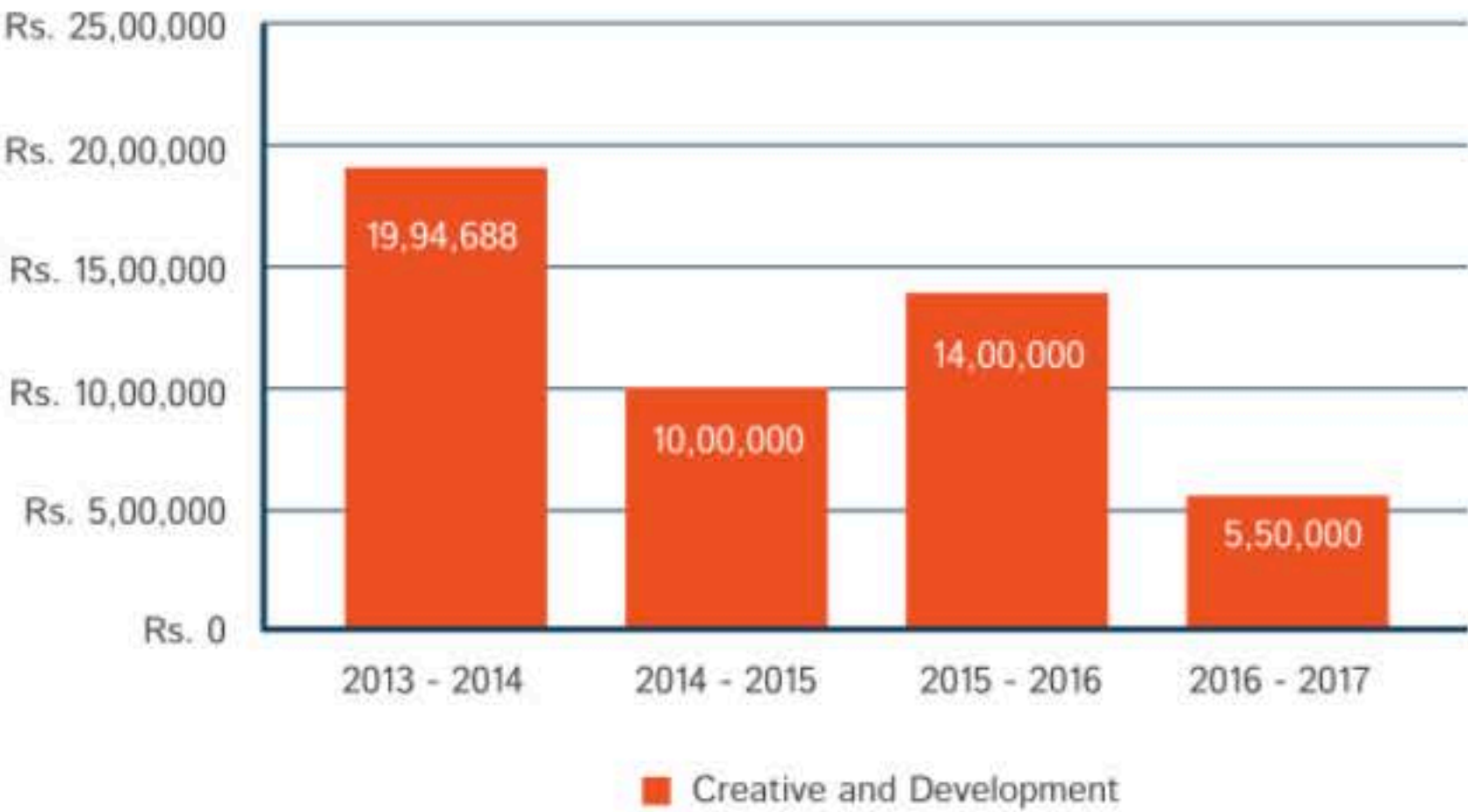
MARKETING

Marketing expenses cover all online advertising on various social media platforms as outlined in the previous section on Marketing and User Forecasts.

Creative Development

Year	Creative and Development
2013 - 2014	19,94,688
2014 - 2015	10,00,000
2015 - 2016	14,00,000
2016 - 2017	5,50,000

Marketing

Year	Marketing
2013 - 2014	10,79,000
2014 - 2015	1,49,70,000
2015 - 2016	1,55,70,000
2016 - 2017	1,55,70,000
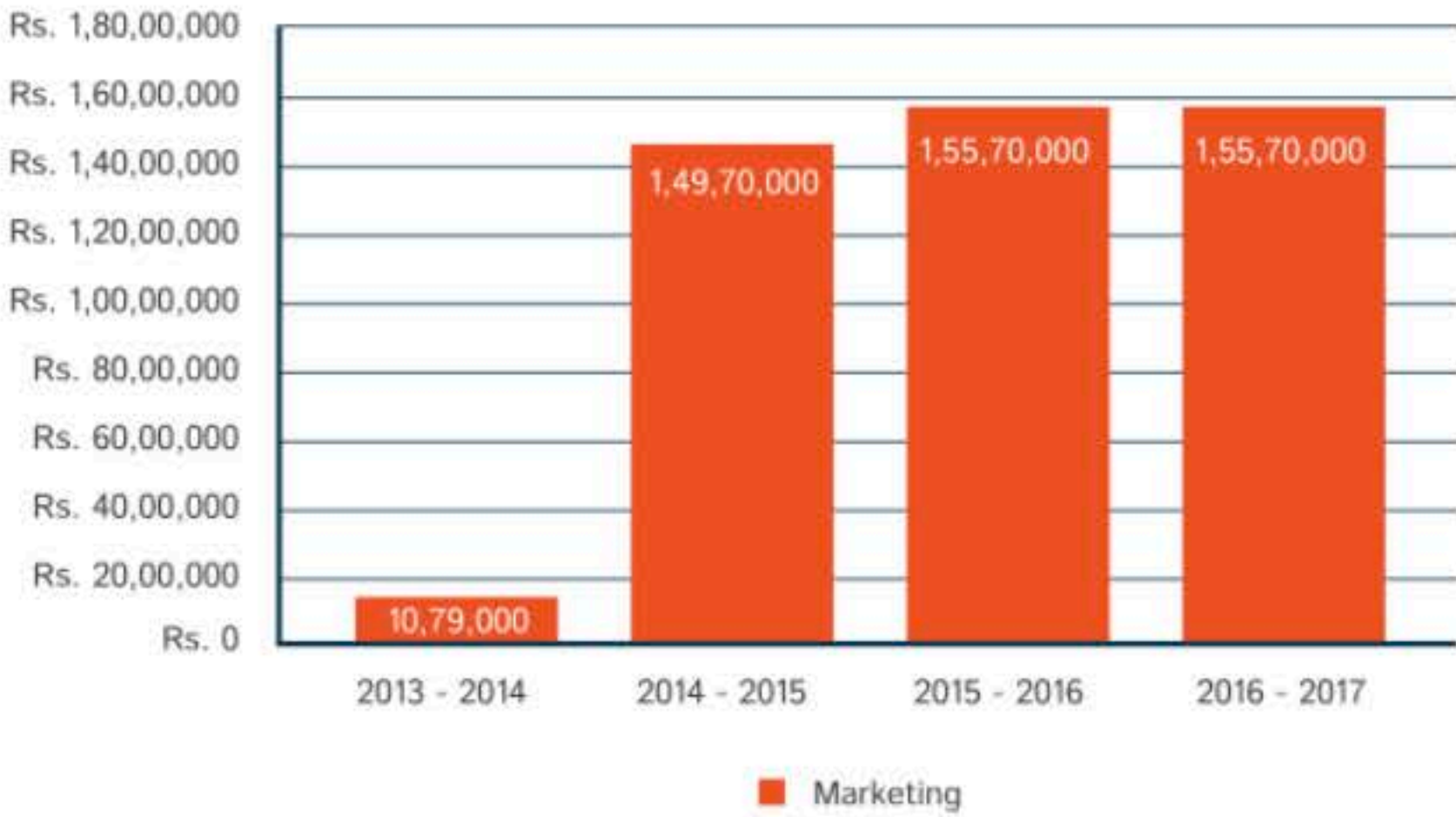
OFFICE EXPENSES

Office Expenses are highest is 2014-16 as long-term investments are made, and reduce to maintenance levels over the next two years.

Office Expenses

Year	Amount
2013 - 2014	0
2014 - 2015	40,15,000
2015 - 2016	18,80,000
2016 - 2017	20,70,000

Office Expenses
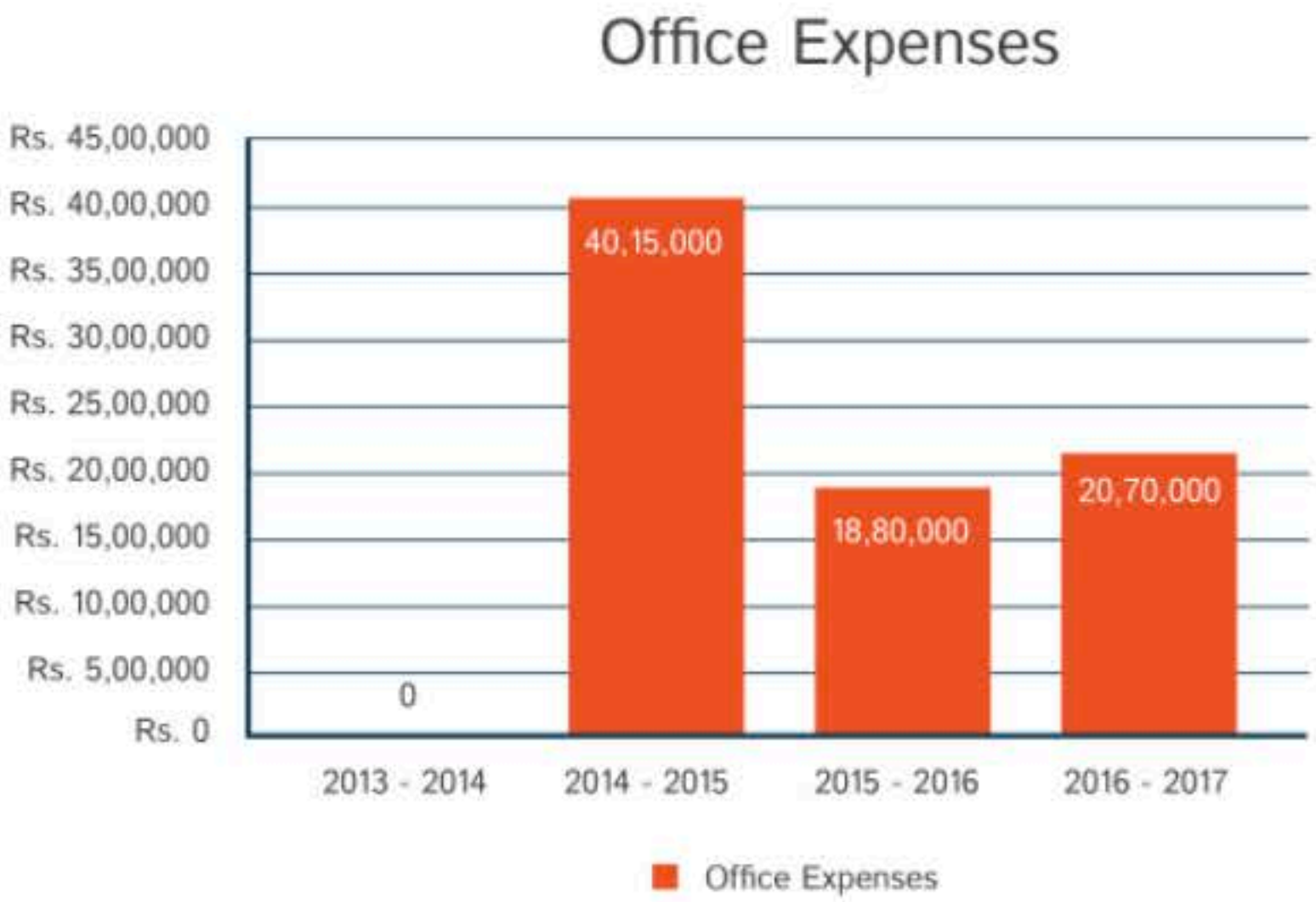
SALARIES

As TL gains traction, a growing pool of employees ensure the smooth functioning of the site and constantly update its features, creating fresh, expert content.

Salaries

Year	Amount
2013 - 2014	0
2014 - 2015	1,30,20,000
2015 - 2016	1,81,80,000
2016 - 2017	2,94,60,000

Salaries
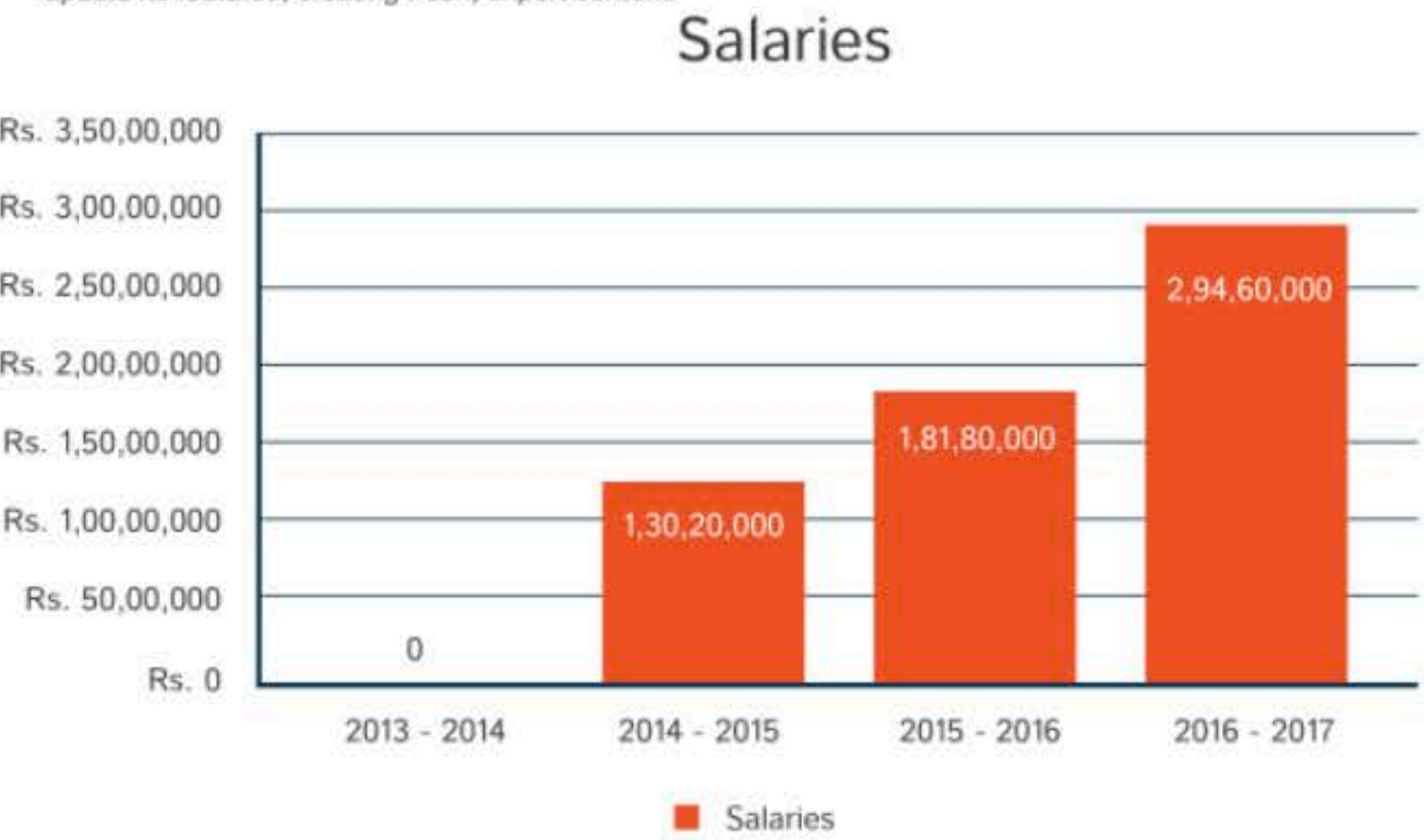
LEGAL AND REGISTRATION

As Registration costs are only applicable in the beginning, the legal costs for 2015-16 and 2016-17 remain the same.

Legal and Registeration

	Rs. 3,50,000			
Rs. 3,00,000				
Rs. 2,50,000		2,87,400		
Rs. 2,00,000			2,25,000	2,25,000
Rs. 1,50,000				
Rs. 1,00,000	1,22,500			
Rs. 50,000				
Rs. 0	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017

■ Legal & Registeration

TL EXPENSES 2013-2017

TL Expenses 2013-2017

Rs.5,00,00,000		33,292,400	37,25,5000	47,87,5000
Rs.4,00,00,000				
Rs.3,00,00,000				
Rs.2,00,00,000				
Rs.1,00,00,000	31,96,188			
Rs.0	2013-14	2014-15	2015-16	2016-17

■ TL Expenses 2013-2017
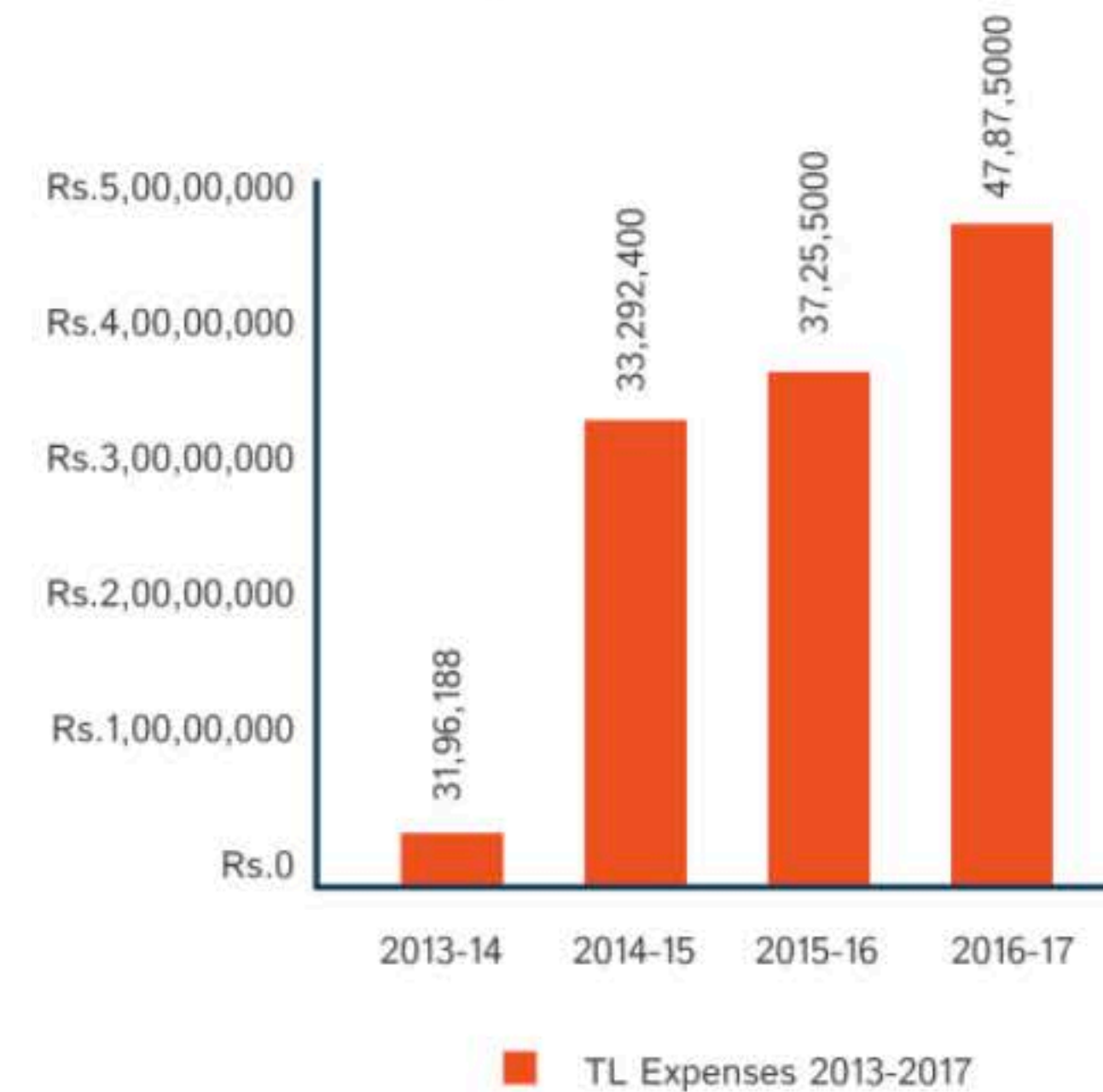
TL REVENUES 2013-2017

The revenue avenues illustrated below are the result of exhaustive research and skilled prediction. As the core of the website, personalized and sponsored itineraries would be the largest revenue source, while advertising also leads to good dividends. A spectrum of other sources are also detailed to showcase the variety of needs TraveLibro caters to.

ADVERTISEMENTS

Advertisements on TL would form the second largest source of revenue for the site.

Advertisements

Year	Advertisements
2013 - 2014	0
2014 - 2015	18,00,000
2015 - 2016	1,71,84,000
2016 - 2017	2,94,18,000

■ Advertisements

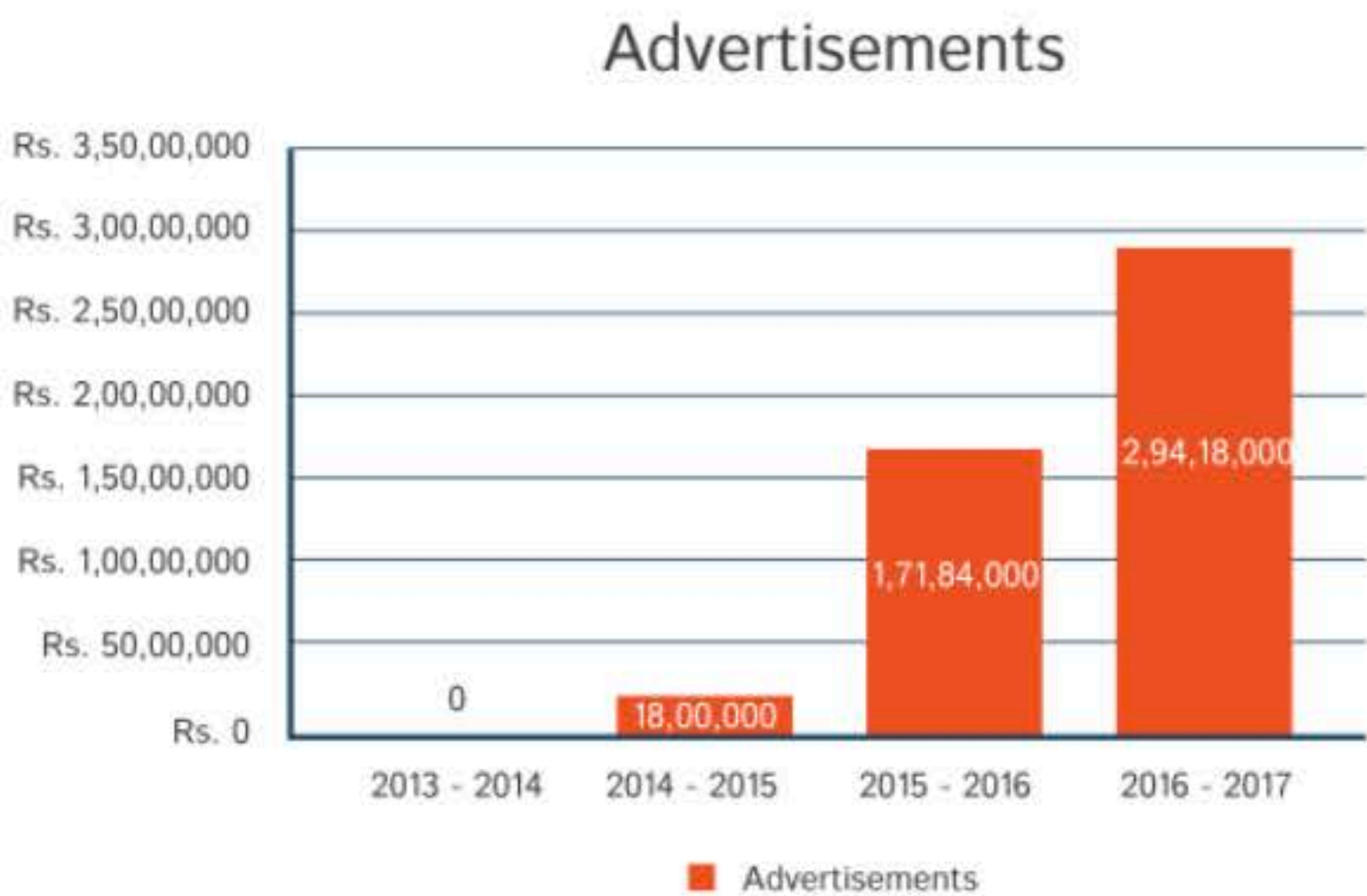## SPONSORED ITINERARIES

Itineraries sponsored by travel agents are prioritized in search results, as users look for itineraries for a particular destination.

Sponsored Itineraries

Year	Sponsored Itineraries
2013 - 2014	0
2014 - 2015	0
2015 - 2016	47,25,000
2016 - 2017	99,22,500

■ Sponsored Itineraries
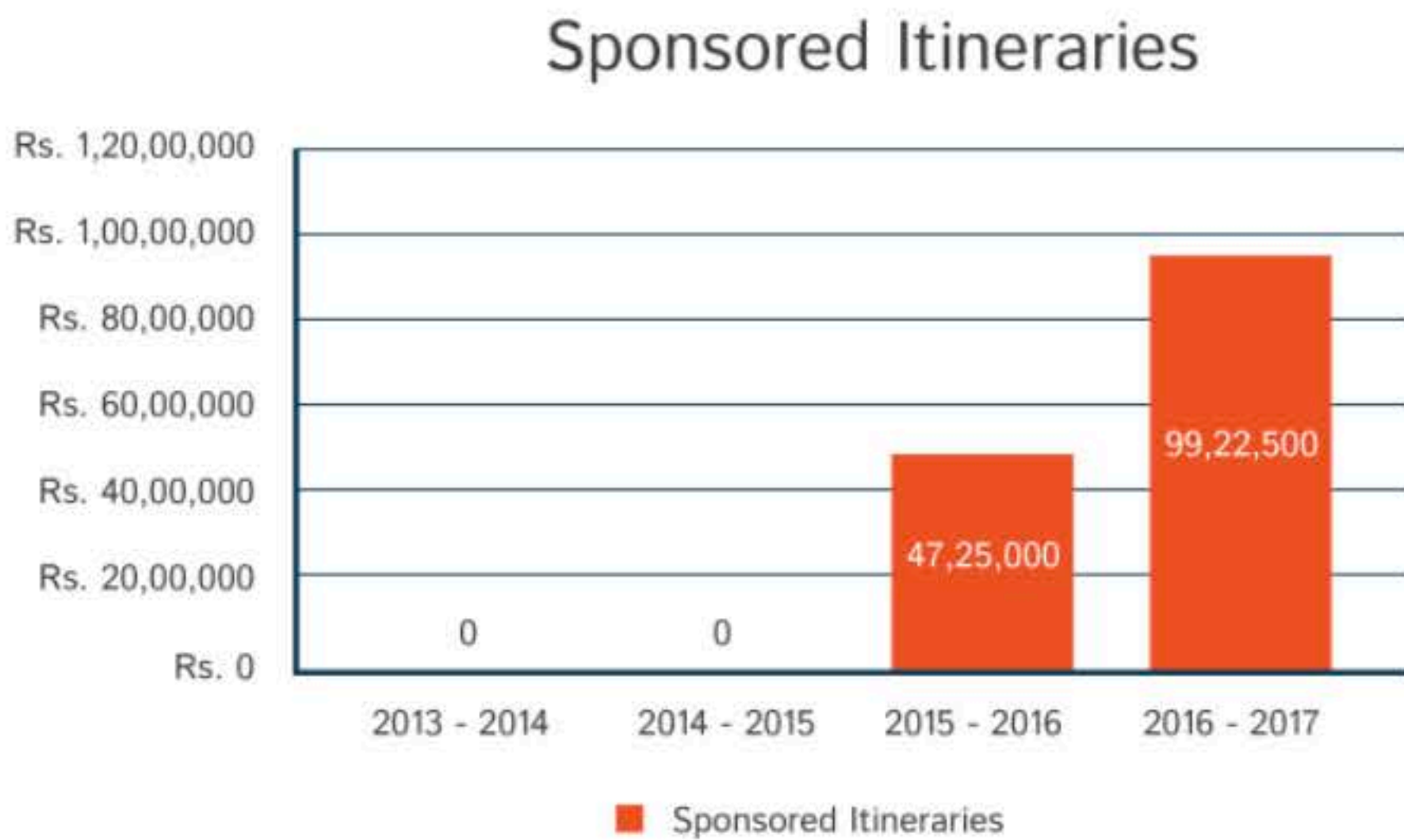
TRAVEL FEEDS

User Travel Feeds would be populated by targeted advertising, by travel industry partners, a paid service that TL would provide.

Travel Feeds

Rs. 40,00,000
Rs. 35,00,000
Rs. 30,00,000
Rs. 25,00,000
Rs. 20,00,000
Rs. 15,00,000
Rs. 10,00,000
Rs. 5,00,000
Rs. 0

2013 - 2014: 0
2014 - 2015: 0
2015 - 2016: 24,08,100
2016 - 2017: 35,59,800

■ Travel Feeds

FOLLOW PAGE

Promoted posts would be a feature that industry partners like travel agents would pay for to gain greater traction.
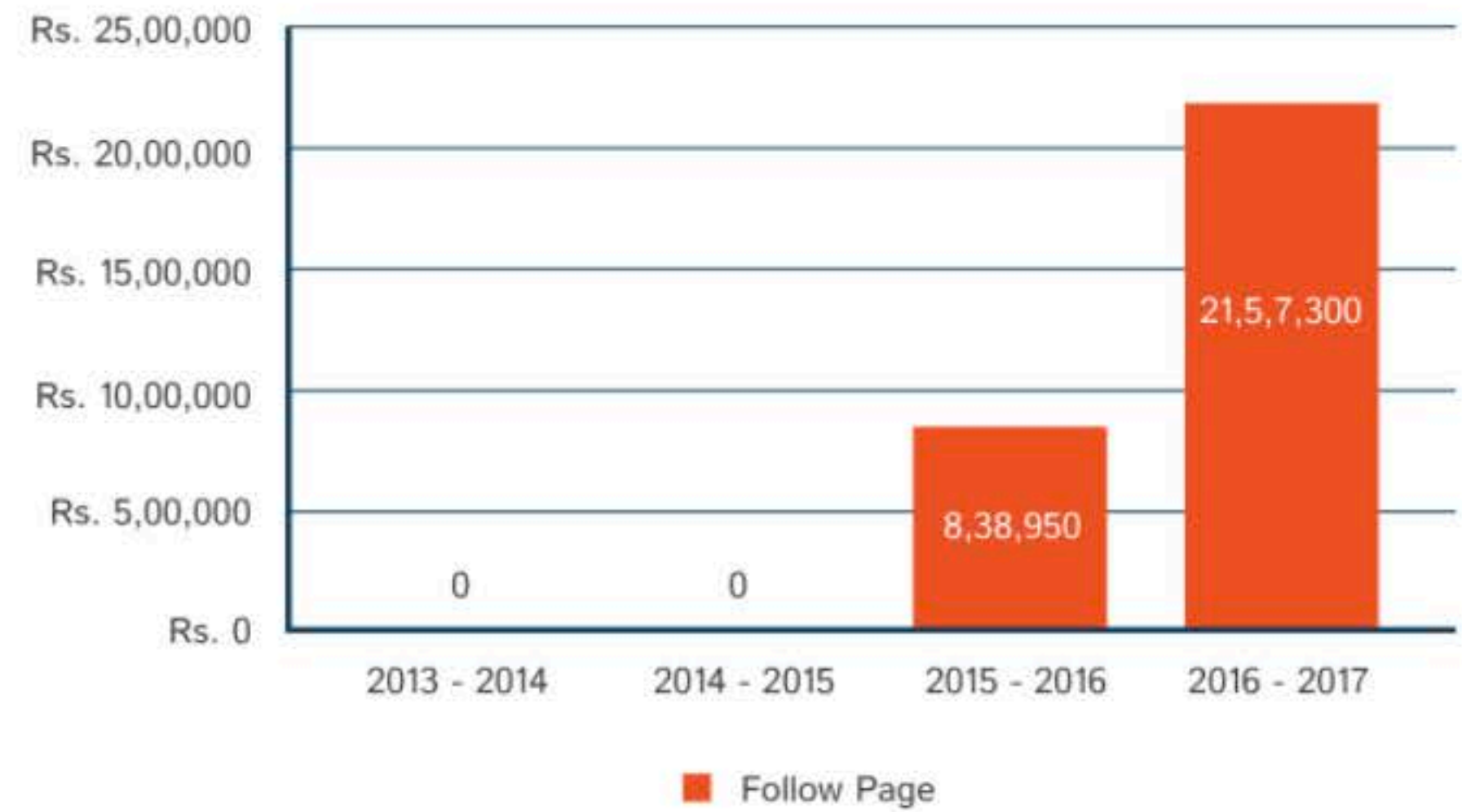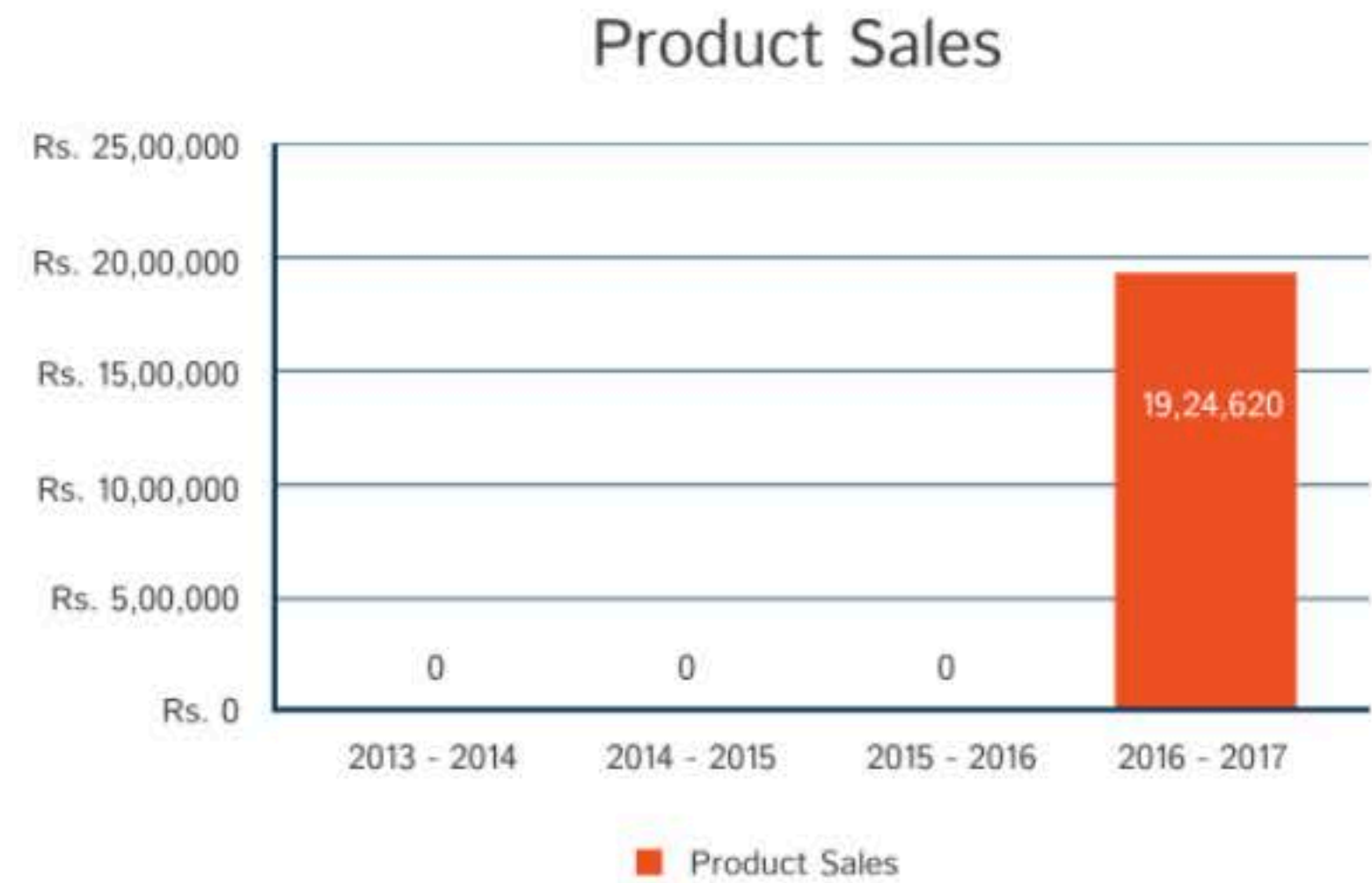
Follow Page

Rs. 25,00,000
Rs. 20,00,000
Rs. 15,00,000
Rs. 10,00,000
Rs. 5,00,000
Rs. 0

2013 - 2014: 0
2014 - 2015: 0
2015 - 2016: 8,38,950
2016 - 2017: 21,5,7,300

■ Follow Page

PRODUCT SALES

A healthy travel merchandise online store would be a great source of revenue and help achieve TL's mission to be a one-stop-shop for travelers.

Product Sales

Year	Product Sales
2013 - 2014	0
2014 - 2015	0
2015 - 2016	0
2016 - 2017	19,24,620

Legend: Product Sales

BOOK SALES

Travel books sold on TL help popularize destinations and invite collaborations with publishers and literary agents.

Book Sales

Year	Book Sales
2013 - 2014	0
2014 - 2015	0
2015 - 2016	0
2016 - 2017	2,88,000

Legend: Book Sales
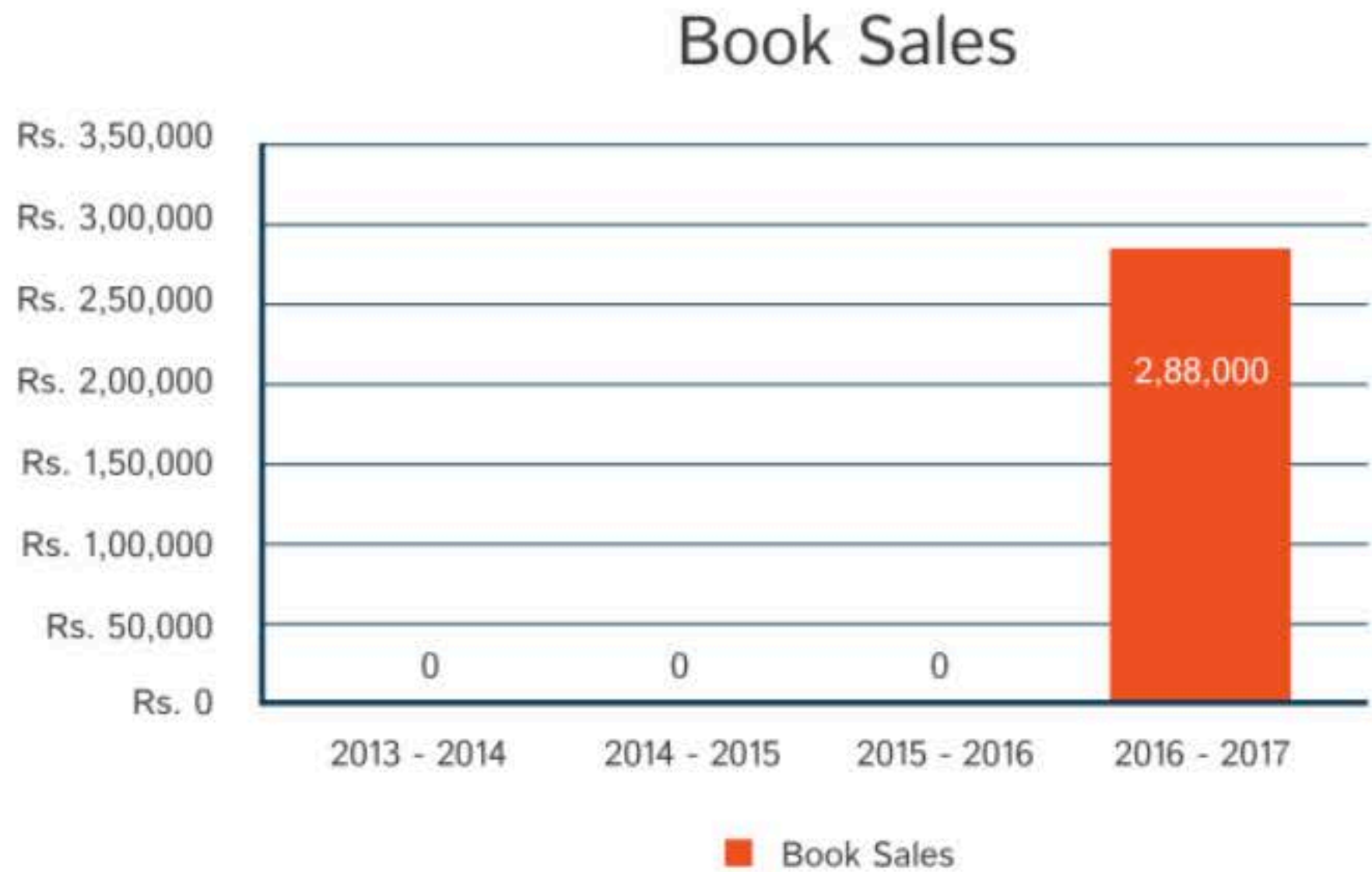
SCRAPBOOK SALES

Scrapbooks are personal travel diaries easy for the user to make, browse and purchase on TL.

Scrapbook Sales

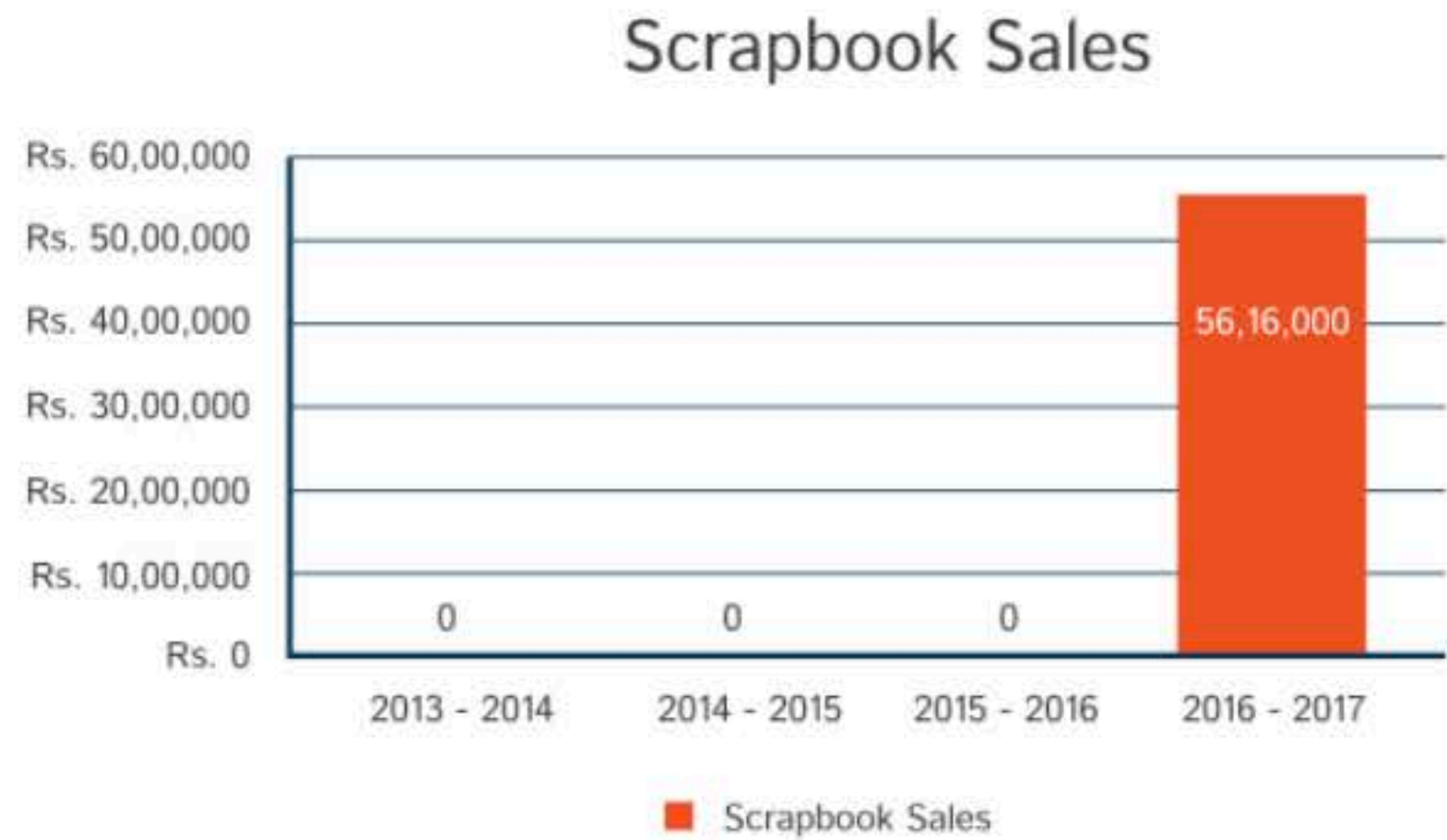| Year	Scrapbook Sales
2013 - 2014	0
2014 - 2015	0
2015 - 2016	0
2016 - 2017	56,16,000

■ Scrapbook Sales

SPONSORED BLOGS

Sponsored Blog posts would include promotional press releases from travel industry partners like agents, hotels etc. seeking a feature on TL.

Sponsored Blogs

Year	Sponsored Blogs
2013 - 2014	0
2014 - 2015	0
2015 - 2016	0
2016 - 2017	30,00,000

■ Sponsored Blogs
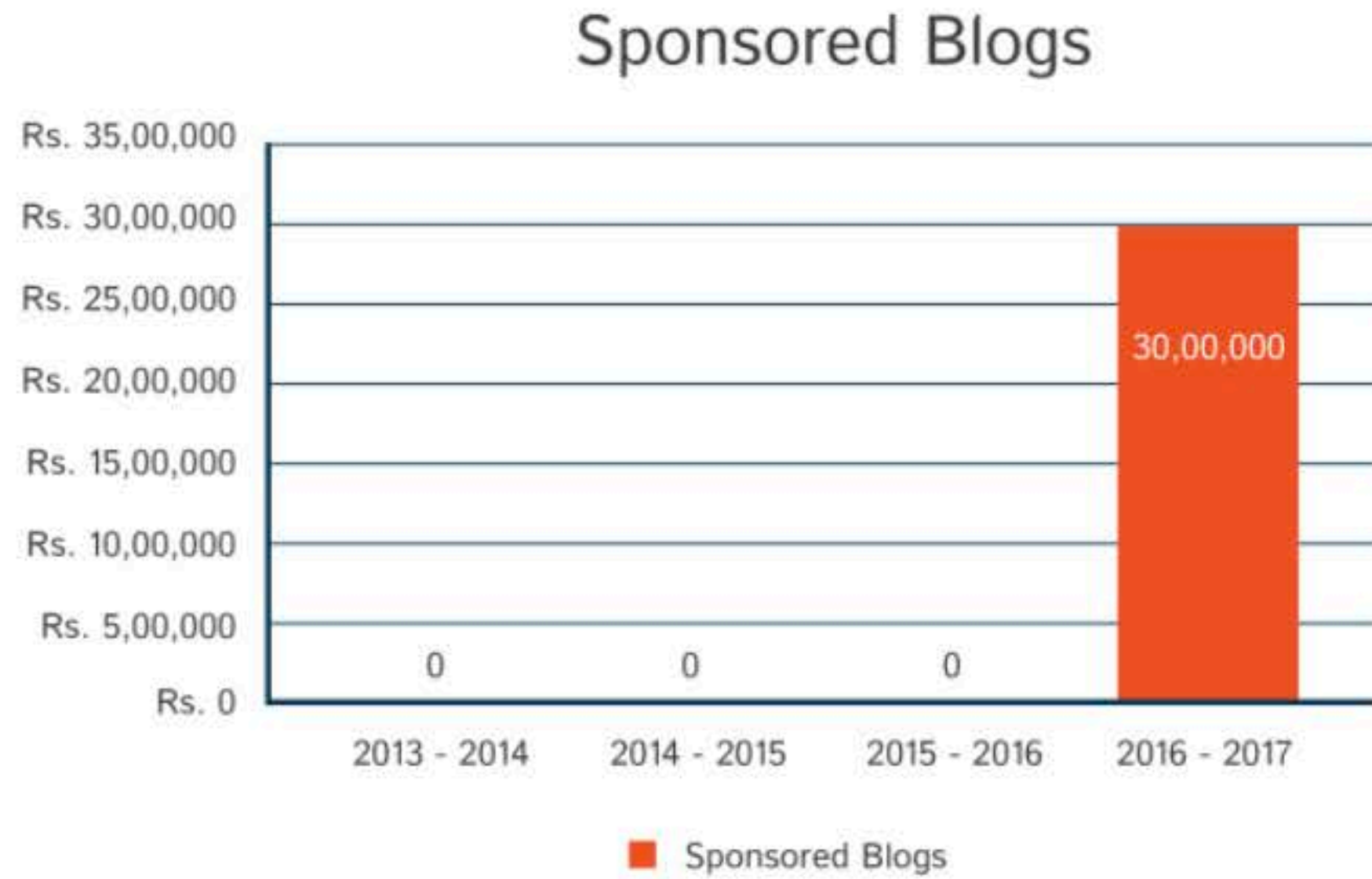
MOBILE ADVERTISEMENT

Advertisements shared on TL's Mobile app.

Mobile Advertisement

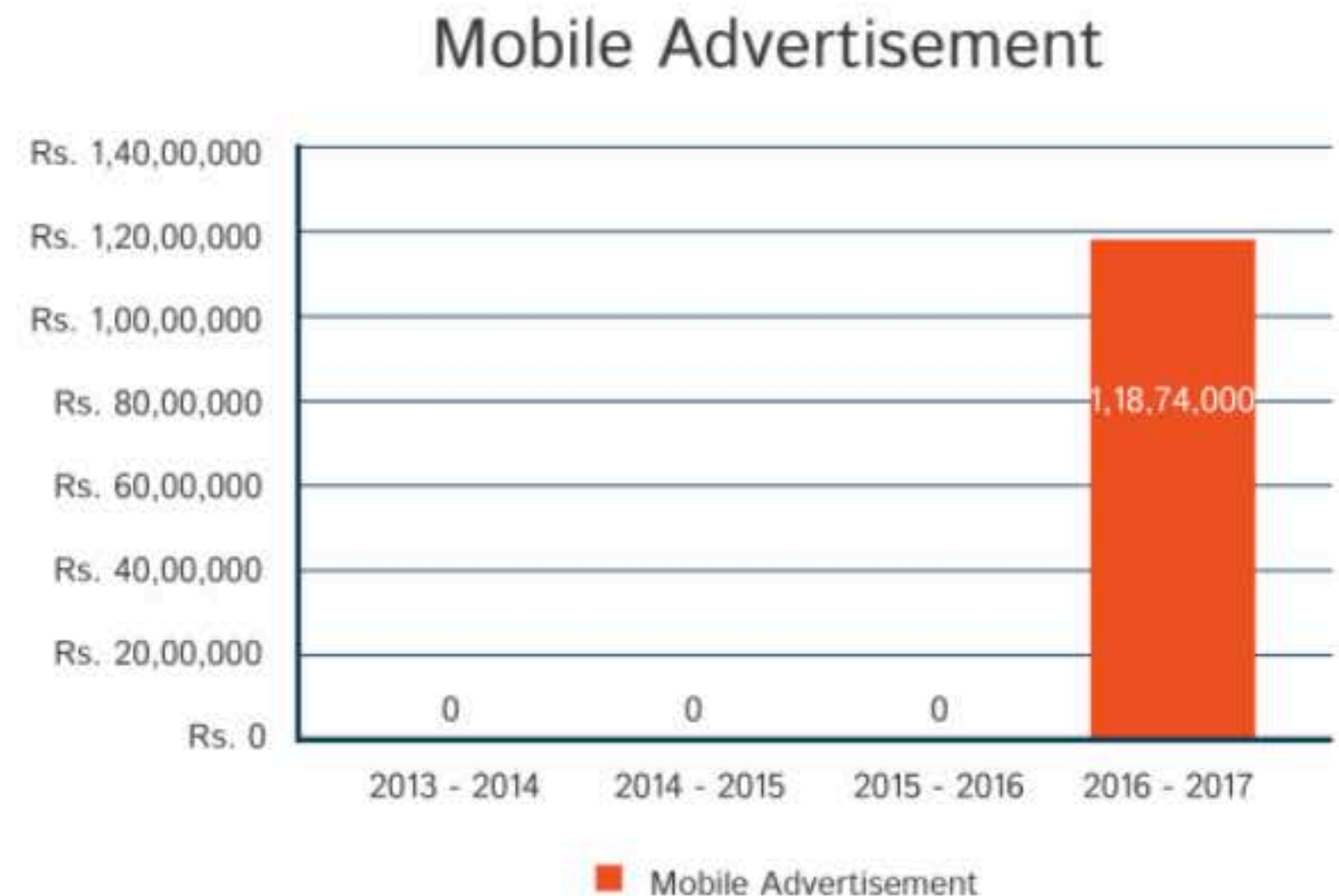|	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
Mobile Advertisement	0	0	0	1,18,74,000

■ Mobile Advertisement
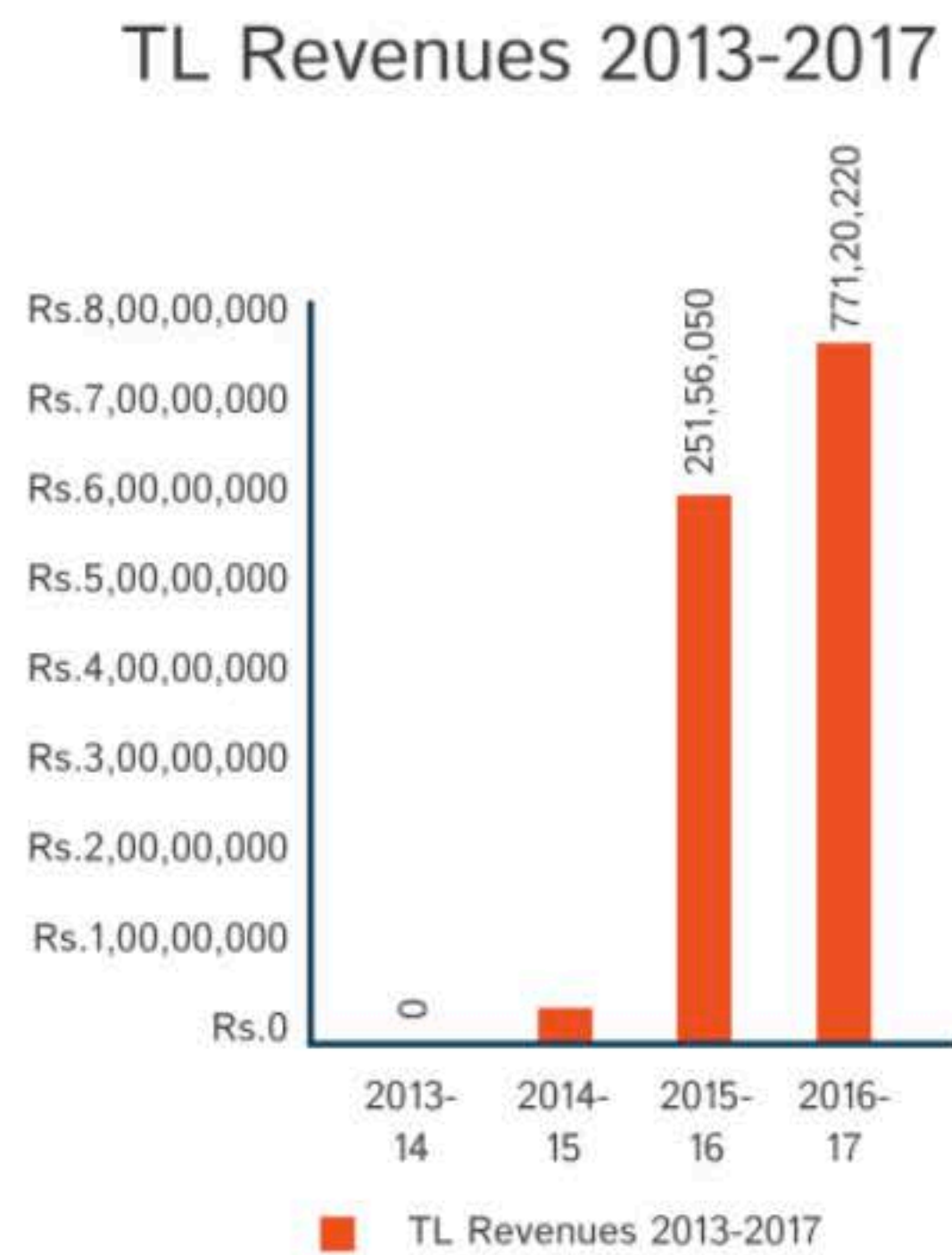
LEAD ADVERTISEMENTS

As Users search for various destinations on TL, a paid newsletter with this search activity reaches Travel Agents so they can specifically target those users with their offer their services.
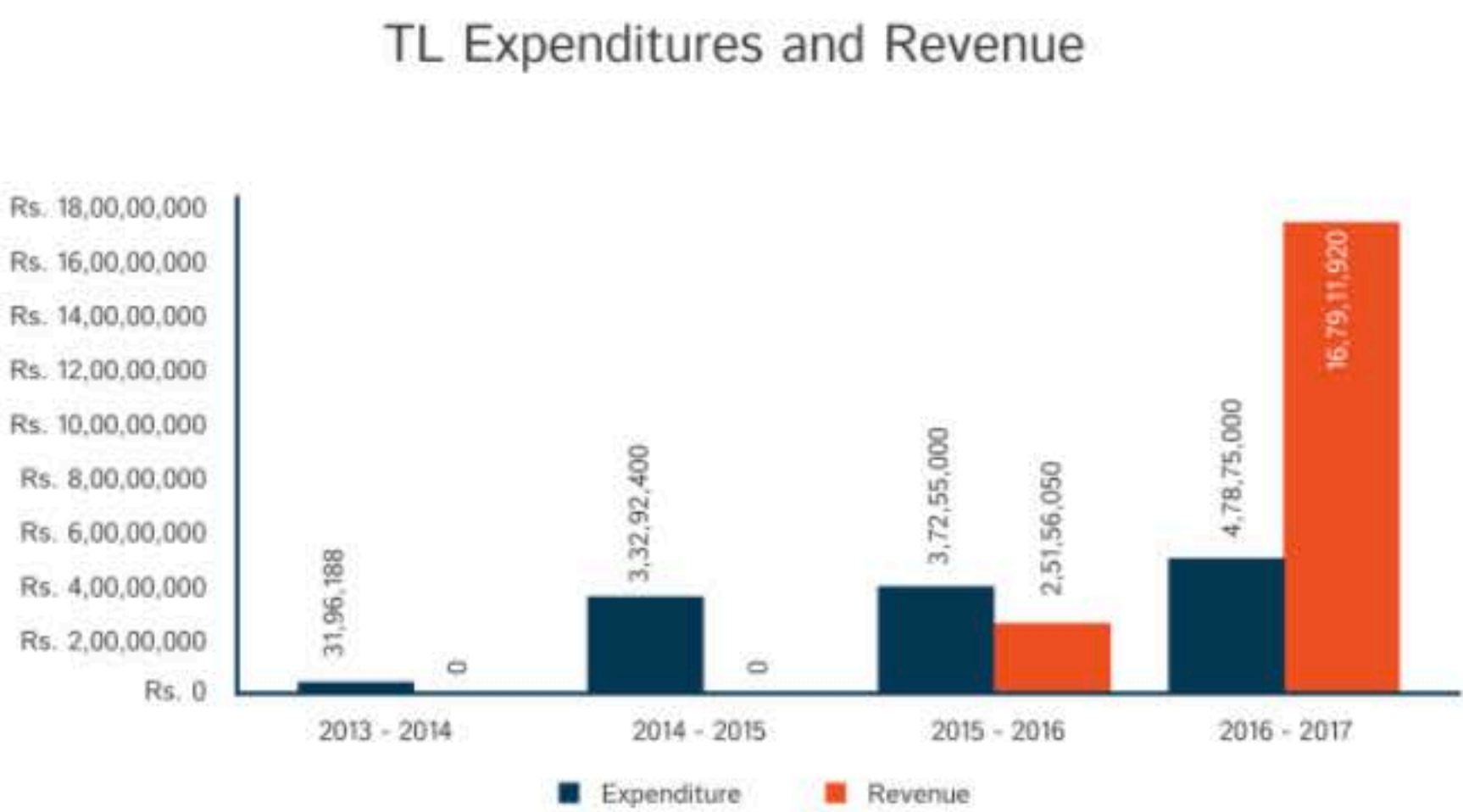
Lead Advertisement

	2013 - 2014	2014 - 2015	2015 - 2016	2016 - 2017
Lead Advertisement	0	0	0	93,60,000

■ Lead Advertisement

TL REVENUES 2013 - 2017

TL Revenues 2013-2017

Rs.8,00,00,000
Rs.7,00,00,000
Rs.6,00,00,000
Rs.5,00,00,000
Rs.4,00,00,000
Rs.3,00,00,000
Rs.2,00,00,000
Rs.1,00,00,000
Rs.0

2013-14   2014-15   2015-16   2016-17

- TL Revenues 2013-2017
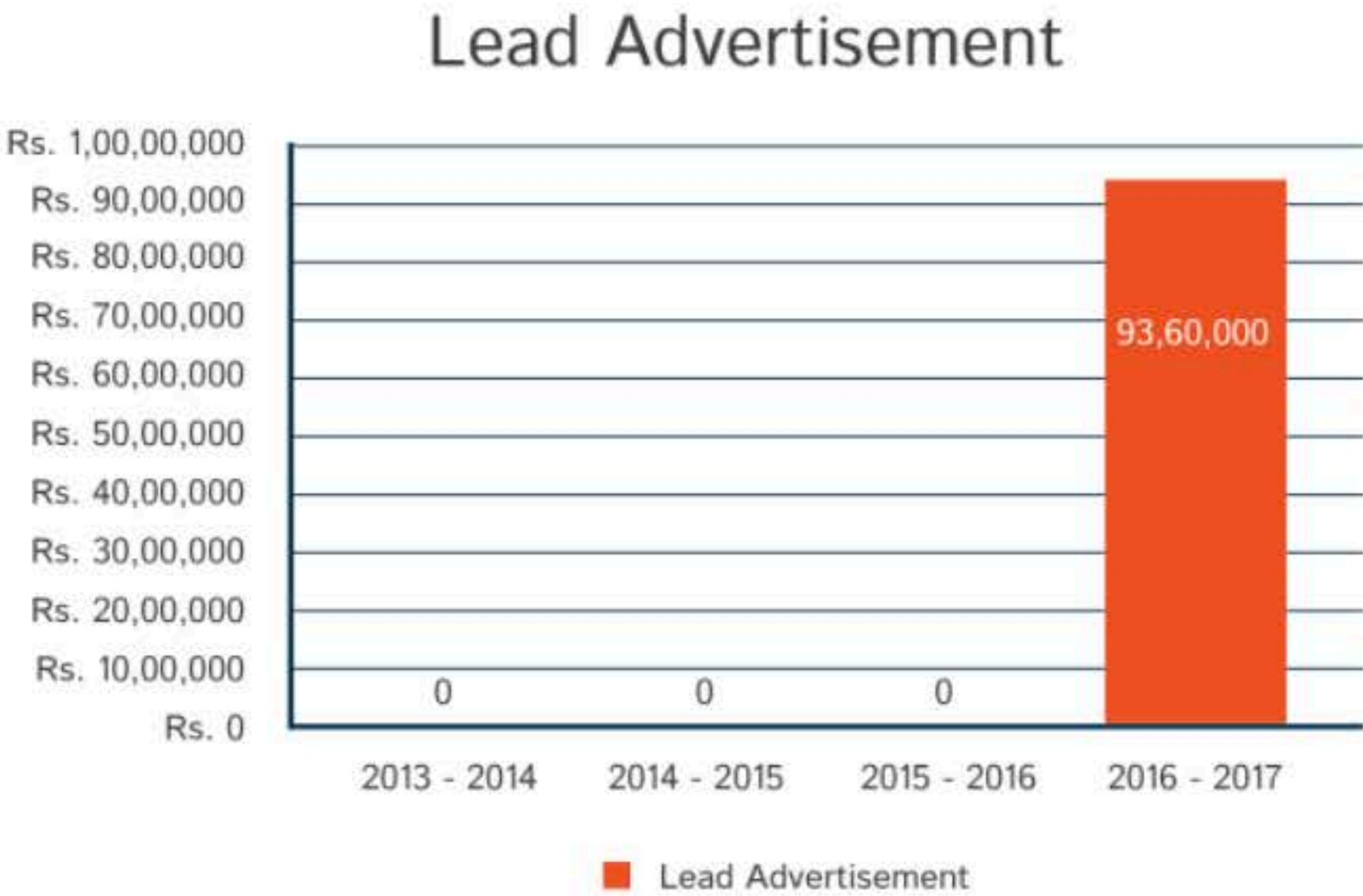
Bar values: 0 (2013-14), (2014-15), 251,56,050 (2015-16), 771,20,220 (2016-17)

TL EXPENDITURES AND REVENUE

Below is a chart comparing the estimated expenditure and revenue model of TraveLibro between 2013-2017, that is detailed above.

TL Expenditures and Revenue

Rs. 18,00,00,000
Rs. 16,00,00,000
Rs. 14,00,00,000
Rs. 12,00,00,000
Rs. 10,00,00,000
Rs. 8,00,00,000
Rs. 6,00,00,000
Rs. 4,00,00,000
Rs. 2,00,00,000
Rs. 0

2013 - 2014   2014 - 2015   2015 - 2016   2016 - 2017

- Expenditure   - Revenue

Values: 31,96,188 / 0 (2013-2014), 3,32,92,400 / 0 (2014-2015), 3,72,55,000 / 2,51,56,050 (2015-2016), 4,78,75,000 / 16,79,11,920 (2016-2017)

1.11: INCOME STATEMENT

INCOME STATEMENT	YEAR 1 TOTAL	YEAR 2 TOTAL	YEAR 3 TOTAL
Advertisements	18,00,000	1,83,72,000	4,42,68,000
Sponsored Itineraries	-	47,25,000	99,22,500
Travel Feed	-	24,08,100	42,15,522
Follow Page	-	8,38,950	40,74,900
Product Sales	-	-	19,24,620
Book Sales	-	-	2,88,000
Scrapbook Sales	-	-	56,16,000
Sponsored Blogs	-	-	37,50,000
Mobile Advertisement	-	-	2,21,58,000
Lead Advertisements	-	-	3,22,50,000
TOTAL REVENUES	18,00,000	2,63,44,050	12,84,67,542
COGS – Creativity & Development	29,94,684	14,00,000	5,50,000
TOTAL COGS	29,94,684	14,00,000	5,50,000
TOTAL GROSS MARGIN Rs	-11,94,684	2,49,44,050	12,79,17,542
GM %	-66%	95%	100%
SEO	9,00,000	9,00,000	9,00,000
SEM	1,17,30,000	1,17,30,000	1,17,30,000
SMM	5,40,000	5,40,000	5,40,000
PR	18,00,000	18,00,000	18,00,000
Travel Conferences	0	6,00,000	6,00,000
TOTAL MARKETING EXP	1,49,70,000	1,55,70,000	1,55,70,000
Rent	9,00,000	9,90,000	10,80,000
Furniture	11,25,000	50,000	50,000
Computers	4,50,000	3,00,000	2,00,000
Interiors	10,00,000	0	2,00,000
Utilities	3,00,000	3,00,000	3,00,000
Misc Expenses	60,000	60,000	60,000
Shutterstock	1,80,000	1,80,000	1,80,000
Salaries	1,30,20,000	1,81,80,000	2,94,60,000
Legal	2,87,400	2,25,000	2,25,000
TOTAL G&A EXPENSES	1,73,22,400	2,02,85,000	3,17,55,000
TOTAL EXPENSES	3,22,92,400	3,58,55,000	4,73,25,000
NET PROFIT (EBIT)	-3,34,87,084	-1,09,10,950	8,05,92,542
% of Sales	-1860%	-41%	63%
Interest Expenses	0	0	0
NET PROFITS (EBT)	-3,34,87,084	-1,09,10,950	8,05,92,542
	-1860%	-41%	63%

1.12: WHAT TRAVELIBRO IS LOOKING FOR?

TraveLibro's projected expenses and revenue are illustrated in the graphs below. Costs in Year 1 begin at Rs. 3,196,188, steadily escalate and are overtaken by revenue in Year 3, where income totals Rs. 128,467,542. Total numbers indicate that the cumulative expense of preparing and launching TraveLibro (Rs. 121,618,588) is well compensated for in returns of Rs. 156,611,592.

TOTAL ASK 60,000,000

Bar chart showing Rs. Revenues, Rs. Expenses, Rs Net Profit across Year 1, Year 2, Year 3.

Year 1: Rs. 1,800,000 (Revenues); Rs. 36,488,588 (Expenses); Rs (34,688,588) (Net Profit)
Year 2: Rs. 25,156,050 (Revenues); Rs. 37,255,000 (Expenses); Rs (12,098,050) (Net Profit)
Year 3: Rs. 47,875,000 (Expenses); 120,036,920 (Net Profit)

Legend: Rs. Revenues | Rs. Expenses | Rs Net Profit
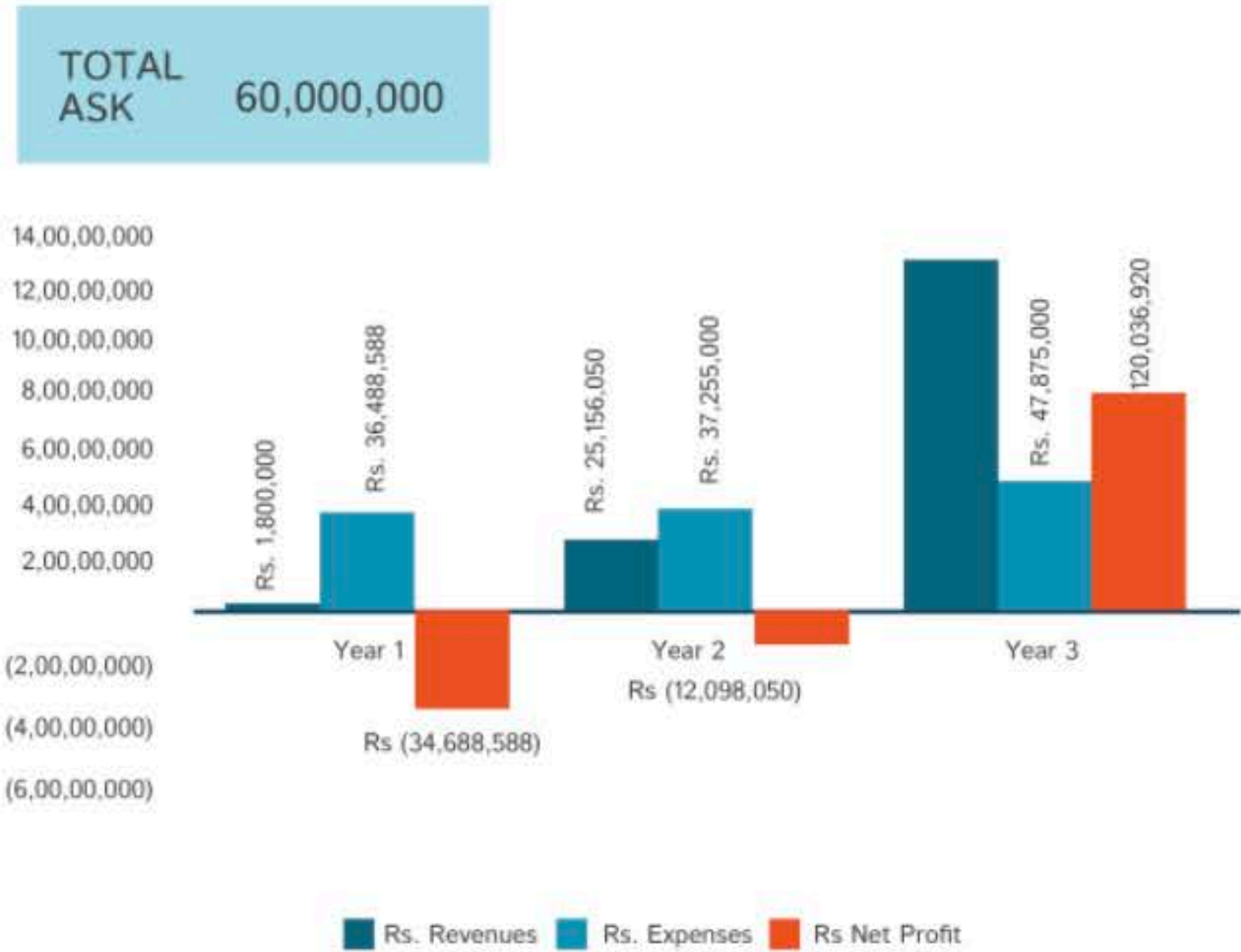
1.13 Valuations:

Valuation Method	2017 Sales multiple	Valuation
Valuation multiple for Travel Libro *Blended*	3.7x	469.3
Valuation multiple for travel based business	7.3x	933.7
Valuation based on Tripadvisory cons 15E Multiple	4.7x	598.3
Mean	5.2x	667.1

Valuation Method	2017 EBITDA multiple	Valuation
TRIP Consensus 2015E Multiple	13.4x	1,076
Travel Comp set Jefferies	9.5	766
Mean	11.4x	921

Valuation Method	Per User	Valuation
2017 Per User Multiple	2340	313

Travel Libro Mean Valuation	INRmm	INRCrore	US$mm Valuation
Sales Multiple (Transaction + Trading comps)	667	66.71	11.12
EBITDA multiple	921	92.09	15.35
Per User Multiple	313	31.28	5.21
Mean	634	63.36	10.56
Median	667	66.71	11.12
Mean (without User Multple)	794	79.40	13.23

Transaction Comparables - Ecommerce India
US$mm

Name	Valuation	Gross Sales (FY14)	1 yr fwd Multiple
Flipkart	1,600	333	4.8x
Snapdeal	1,000	333	3.0x
Myntra	200	100	2.0x
Jabong	150	60	2.5x
HomeShop18	500	189	2.6x
LensKart	31	8	3.7x
Average			3.1x

Transaction Comparables Commission / Fee Based Businesses
US$mm

Name	Valuation	Net Sales (FY14)	1 yr fwd Multiple
Zomato	150	6	25.0x
Info Edge	1,106	88.3	12.5x
Just Dial	1,849	77.4	23.9x
MakeMyTrip	1,075	102	10.5x
RedBus	100	10	10.0x
Quikr	250	33.3	7.5x
Average			14.9x

tification

ravelibro will play in both social media and e-commerce space due to its revenue models.

ded multiple has given 70% weightage to E-commerce and 30% weightage to Commission based business

: to demonstrate higher risk in revenue model and to lower valuation as compared to commission / fee based business.

er reduction of multiple as these are Comp set is 1 yr fwd and we are taking 3 year fwd revenue projections

loser Transaction comps comparable set

ripadvisor 2015E multiple 7.1x -- 3x discount as we are basing on 2017 sales

aceBook, Yelp, LinkedIn at ~8.5 times FY15 revenue

Facebook 2016E EV/EBITDA 14.4x, source Jefferies 25 March 2014

TripAdvisory 15E multipleof

|	
PCLN	15.4
Expedia	8.3
OWW	6.8
AWAY	20
TRIP Consensus	
Comp Set	

Twitter per user valuation $78 or Rs

Assumed TravelIbro at a 50% Discount to reflect risk in getting user targets

MR. MONISH SHAH, FOUNDER, WITH A CURRENT HOLDING OF **69%** OF THE COMPANY

Apart from being a seasoned professional with a degree in Finance from ICMA Centre, University of Reading, UK; Monish is a budding entrepreneur and a passionate traveller. He is currently working with Deutsche Bank and has been leading their Securities Lending, Prime Brokerage and Trading Analyst teams.

His fiercely ambitious attitude coupled with his shared passion with his wife to travel, is the driving force behind TraveLibro. Together, they have worked at creating an extensive travel portal; which is rich in information, aids planning, fosters sharing and thereby become an international travel community.

While his wife (co-founder) looks into the day-to-day working of the portal, Monish supports the vision with a macro strategy and strong financial plan.
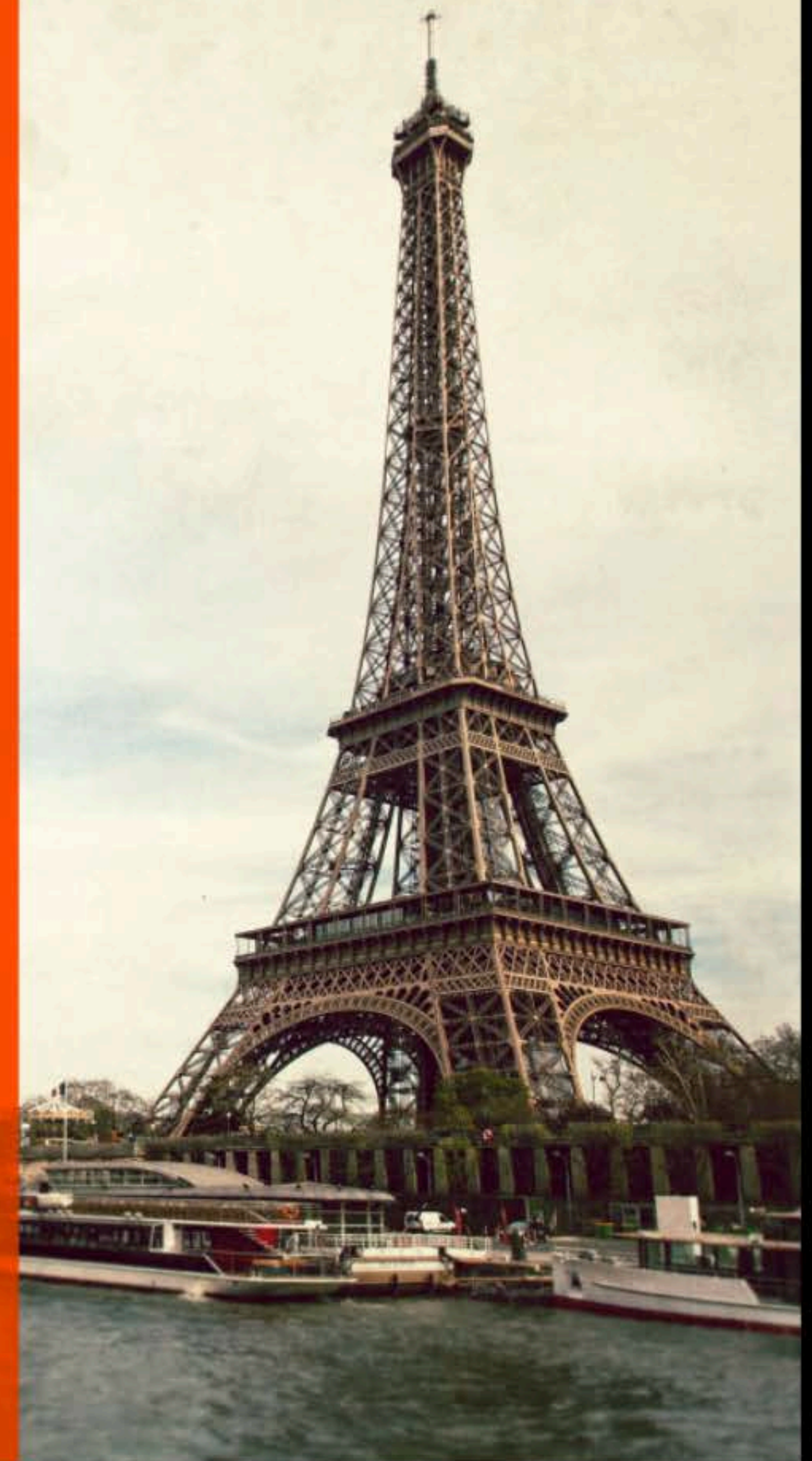
MRS. SHRUTI SHAH, CO-FOUNDER, WITH A CURRENT HOLDING OF 10% OF THE COMPANY

Shruti has studied textile designing from Fashion Institute of Technology, NY and has been working with TrendSetters as a head designer since 2005. She is also the Creative Director at Tiny Surprises, a brand that she owns.

Her creative bend of mind and passion to explore the world fuels her to look in to the day-to-day running of the portal. With a list of 7 concrete Phases chalked out, which pan out until 2017, Shruti handles execution, and implements the TraveLibro vision phase by phase.

MRS.TRUPTI SHAH, SILENT PARTNER, WITH A CURRENT HOLDING OF

21% OF THE COMPANY

TING
CREATIVE CONSULTANT

Founded in 2008 by 3 young entrepreneurs, Ting is a one-stop-shop for one's designing and communication needs. With a head office in Chennai and a team in Mumbai, Ting comprises of a 20+ member team today. Founded and headed by experts from the field of communications and business development, Ting makes for an agency with bright young minds with both creativity and business sense.

Stepping into the industry as an advertising agency, TING has seen itself transform into a space that provided creative solutions in terms of ads, web sites, e-commerce portals, apps, displays, social media marketing and even augmented reality. In the last four years, they have diversified and grown as the needs of the market shifts from traditional advertising to media solutions across platforms and mediums.

Over the last 4 years, Ting has worked with over 70 clients on over 300 projects. Their portfolio has seen several start ups take flight and also worked with more established names like:
Edelman India, Smaaash, Lifebuoy, Lakme Absolute Salon, Muthoot Group, Kaleesuwari, Raj TV among others.

ASCRA
TECHNOLOGIES, DEVELOPMENT CONSULTANT

Founded in 2009, by an enterprising mind with a strong Engineering background, Ascra Technologies creates a host of affordable, high-quality technology solutions. With a team strength of 25 and growing, Ascra delivers comprehensive web services ranging from developing web-portals to development of Business Intelligence systems.

Their services include:
1. Develop Web, Mobile and Responsive Websites and Portals
2. Provide e-commerce solutions
3. Web & Mobile Application development
4. Facebook Application development
5. Internet & Social Media Marketing
6. Augmented Reality

These core offerings help clients find an effective online solution to generate revenue streams, establish communication channels or streamline business operations.

Their clients include:
Standard Chartered, Max Group, DSK Group, CNBC, ORRA, Belmonte etc.

BEFORE YOU TRAVEL, LIBRO

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