



Digital Tourism with TravelBaits

Shradha Sinha, Co-Founder and Director

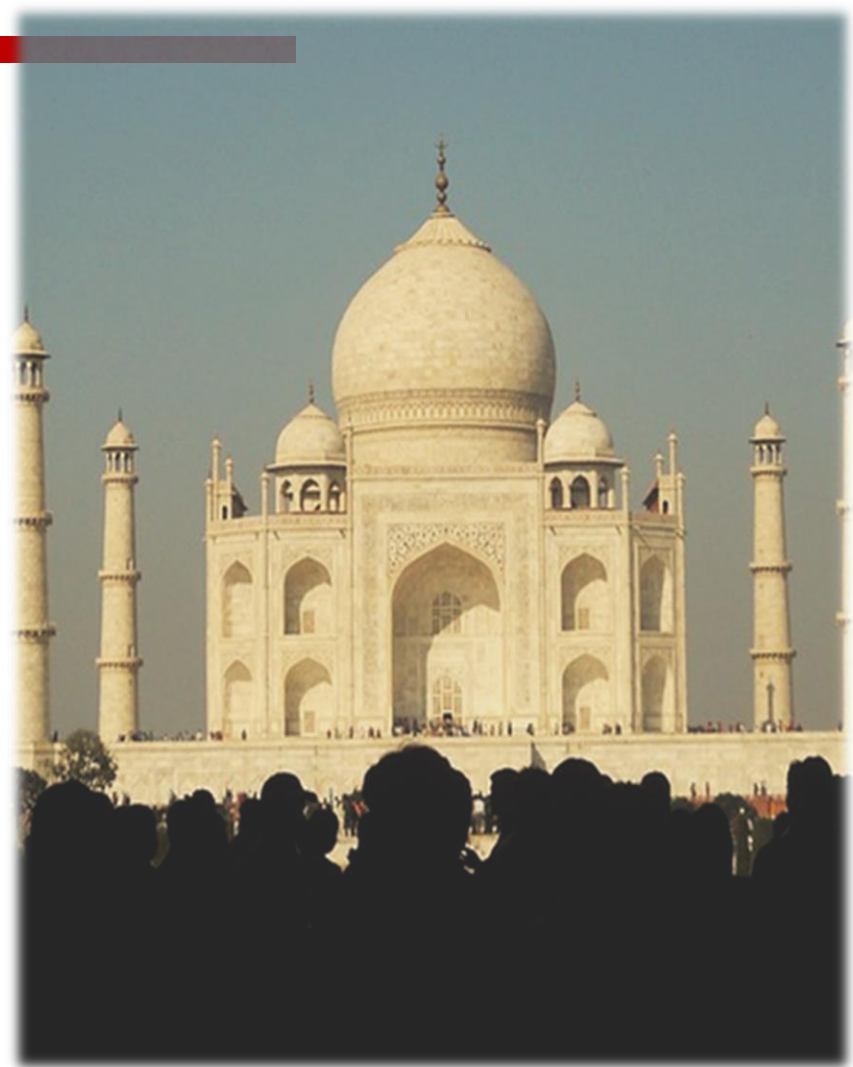




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Our Vision

Globally Connected India Through
Transformative Tourism



India Tourism: Overview



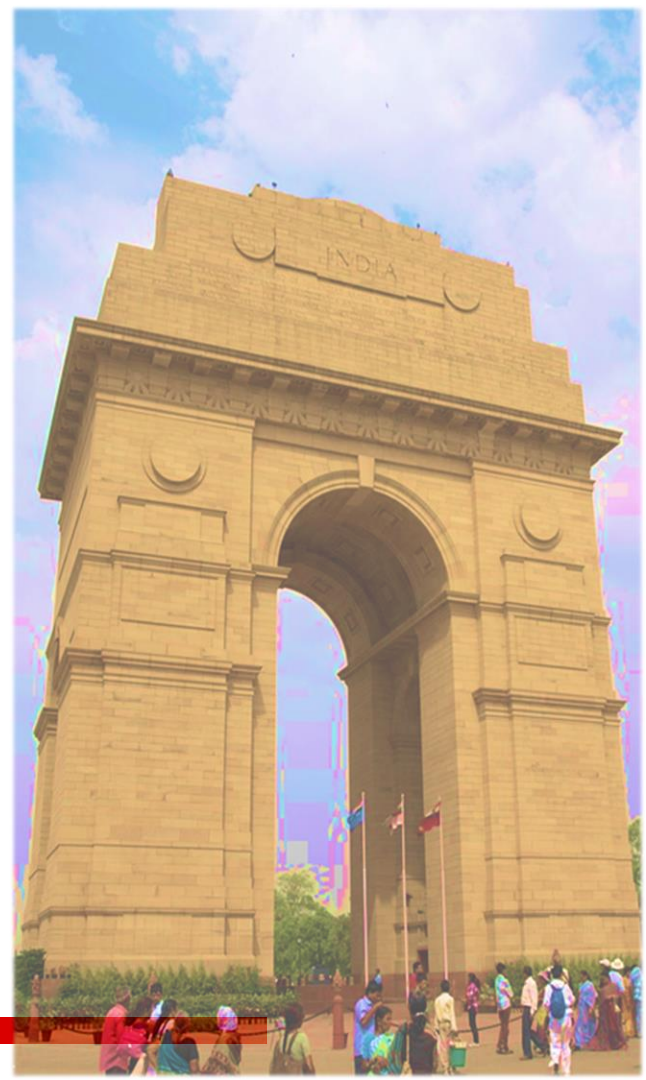
One of the oldest civilizations. Among the **top 7 nations** in the world in terms of **UNESCO World Heritage Sites**.



35 World Heritage Cultural Sites, 7 World Heritage Natural Sites. New sites every year.



Total contribution to **GDP- \$178 billion** in 2021. Expected to grow to **\$512 billion by 2029**.



Challenges in Indian Tourism



Lack of Awareness

Tourism is not connected well with education. Lack of awareness about heritage sites among Indians. Not enough tourism content for international travelers.



Technology Hurdles

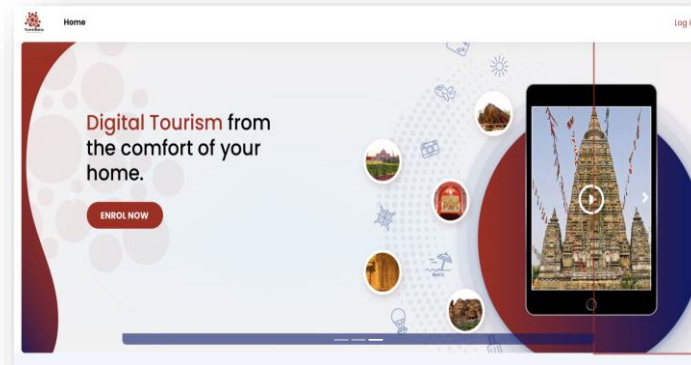
Traditional artists and rural folks not familiar with technology. Emphasis is more on transportation than experiential tourism.



Under-marketed Sites

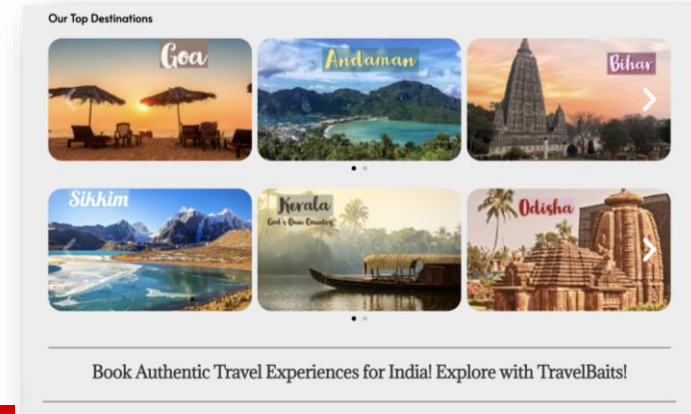
Both domestic and international tourism limited to few sites which have been marketed well. Lots of high importance sites get little to no visibility.

Our Digital Solutions



Digital platform for Video Walkthroughs of UNESCO World Heritage Sites with Interactive learning through Quizzes

learning.travelbaits.in



E-commerce portal to easily book in-person tours across India

www.travelbaits.in



Key USPs



Authentic Walkthroughs

Our walkthroughs are led by local guides, licensed from the Ministry of Tourism, State/Central Government



Interactive learning, NEP compatible

Interactive learning through quizzes, badges earnings. Compatible with New Education Policy



Affordable Pricing

Priced at \$10 for lifetime membership, making our solution one of the most affordable video-based learning platforms.



Highly scalable

Built on a SAAS platform, the solution is scalable and can be accessed by millions of customers across the world.



Business Roadmap and Traction



Impact 200,000 clients and generate revenue of \$2.5M by 2027.



Targeting M&A exit with an expected valuation of \$10M by 2027.



Have raised seed funding of \$50,000 from Ministry of Electronics and Information Technology.



Looking to raise \$250,000 for angel round and fast scale-up.

Our Team



Shradha Sinha
Co- Founder, Head of Business
B. Tech., M.B.A
6+ years of experience in IT
consulting, Enthusiastic traveler



Puja Shekhar
Co-Founder, Head of Marketing,
B.Tech. in Architecture,
Previously Co-founded Graphic
Design Companies



Kaushal Kishor
Head of Operations,
M.B.A, Tourism
12+ Years of Experience in Tourism
Operations across India

Our Mentors



Sumit Shekhar
Promoter
B. Tech., PhD
IIT Bombay and University of
Maryland, USA Alumni



Abhishek Singh
President,
Entrepreneurs Association of India
Incubated 50+ startups,
Startup mentor



Dr. H.C. Azeeda Jalaludeen
Founder, Our SHINE GOGLOBAL Ltd
GOGLOBAL Accelerator, Singapore

Links:

learning.travelbaits.in

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Thank you

