

PokkeT TREK



Capturing the best moments in
a data driven business

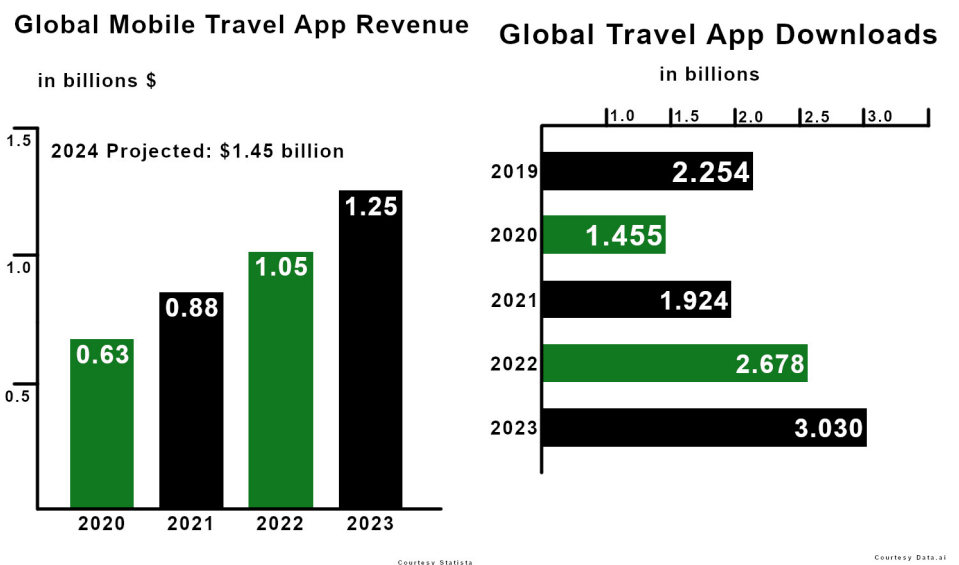
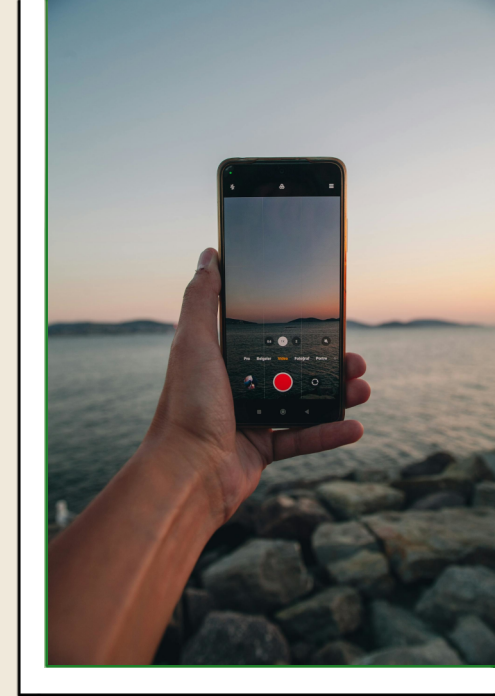


A brand new mobile travel
app solution that delivers
benefits to travelers and the
travel industry



The Travel Business Upended

Industry participants could set their watch to the consistent growth in the travel market. Demand for leisure and business travel ramped up continually until COVID-19 and the ensuing pandemic decimated the business. Air passenger volume cratered as global and regional travel restrictions took effect, plunging traffic in the United States to 371.61 million in 2020, down from 926.44 million the year before. With most key methods of transportation limited and regional border restrictions in place, travel essentially ground to a halt and travel consumers had to contend with 2 years of isolation. Businesses adapted to travel restrictions easily by taking most tasks online but the explorer's instinct can never be quelled as demand for travel continued to ramp up even during the pandemic. This pent up want and need for travel opened the floodgates of demand as COVID-19 restrictions eased and transportation and travel services slowly returned to normal.



The Market Recovers

Exploration has always been part of human nature and is driven by the curiosity instinct. Travel is one of the key conduits to fulfill that particular instinct and while the world was locked down during the pandemic, the need for travel and exploration never diminished. The industry saw a major rebound as that pent up demand for leisure travel hit the market when restrictions were lifted. As travel demand and volume returns to pre-pandemic levels, demand for mobile travel apps will increase alongside. Travelers will always appreciate technology that enhances the journey and mobile travel apps can play a key role in elevating the individual's experience.



Travel Pairs With Technology

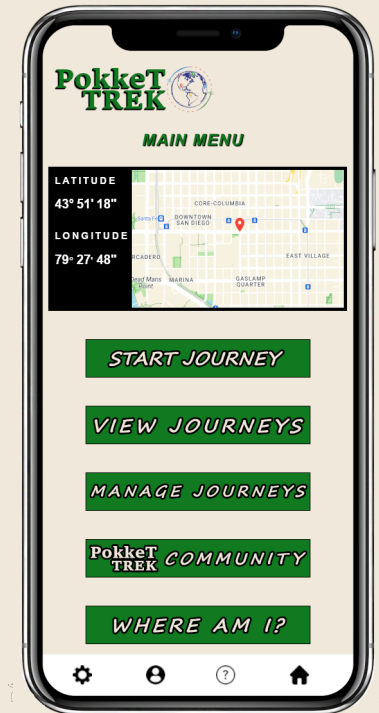
Kodak brought their portable cameras to market in the late 1800's which may have sparked the very complementary relationship between technology and travel. Today's connected and capable smartphones have become the go-to accessory for leisure trips. Full function cameras, advanced organizational and processing abilities, GPS location services and communication capabilities, smartphones are the perfect all-in-one device for traveling. It's no surprise that mobile device usage is expected to reach 6.38 billion by 2029, almost tripling 2019's totals. More device usage means more downloads as traveling consumers look for apps that can enhance experiences.

Elevating the Experience

Smartphones and mobile devices can be practical even when disconnecting from 'the grid'. Some models have camera functionality that rivals professional 35 mm style equipment. Taking high quality still images and video are indispensable features when traveling. Devices can also accurately record vital journey data such as time, distance, destinations for post journey reference. Creating and reliving emories is essential for that post-journey experience and travelers will welcome an all-in-one app that keeps details in a centralized and sharable format.

THE APP MISSION

PokkeTTREK is a mobile app that enhances the traveler's experience by documenting and recording key trip statistics and organizing trip related media in an easy to access interface.



Welcome to PokkeTTREK

As smartphone adoption continues at a frenetic pace, travelers are shifting towards apps that maximize device functionality during and after the journey. PokkeTTREK is a brand new mobile app designed to organize vital travel statistics and trip media in a centralized format. Travelers can check vital stats during the trip in real time while reliving and sharing iconic moments of the journey directly within the app. PokkeTTREK's functions are geared towards increasing user engagement while elevating experiences during and post journey. PokkeTTREK is designed to deliver benefits to both the traveling consumer and travel businesses.

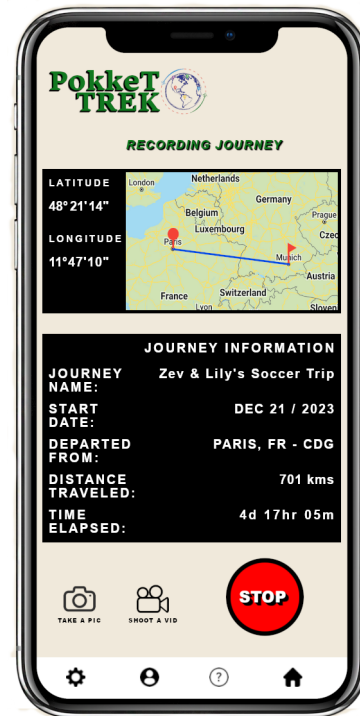


PokkeTTREK for Travelers

PokkeTTREK is a trip tracker app that records vital journey data. Users can capture images and videos within PokkeTTREK's own camera. Journey data and media from the trip are stored on the device for future reference. Users can share journeys and engage with other users on a closed community platform. Local experiences are the hottest travel trend and PokkeTTREK's Where Am I function displays top localized search results at the push of a button. .

3 KEY BENEFITS

- 1. Provides essential and in demand travel functions in an all-in-one application**
- 2. Users can access journey data and media in an easy to use interface**
- 3. Users can share their own experiences and learn about others within the closed PokkeTTREK community**



Benefits for the Travel Industry

PokkeTTREK is an interactive way for travelers to document their journeys. Designed to keep users engaged even after the trip, PokkeTTREK is positioned to be a traveler's constant companion. Travel providers and businesses within the industry can benefit from the valuable marketing data that PokkeTTREK generates while providing value to the user. Additional marketing opportunities can also be generated from future growth of the closed PokkeTTREK community. PokkeTTREK's framework is designed around a free and subscriber model with additional features and benefits to paid users, potentially generating direct revenue.

Some Key App Specs

Platform: iOS and Android

Data Usage: Push / User controlled

Management Reporting: Web based portal on local server

Reporting: Customizable and automatic reporting

Proposed Core Language: Python

Small sized app and idle data connection means faster load and processing times and smaller data footprint on user's device

**Screenshots and map displays subject to change based on final layouts and API's used




The Revenue Model

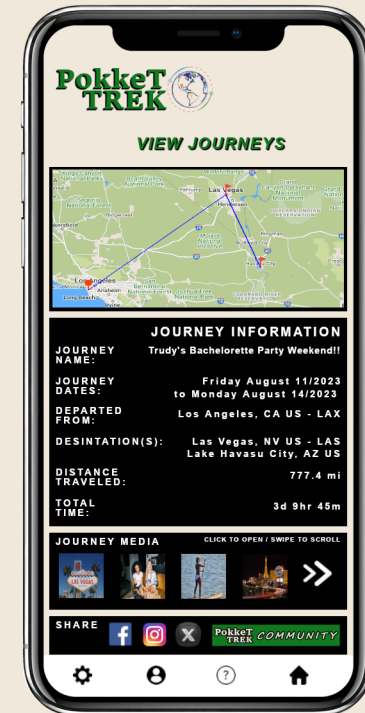
PokkeTTREK's functionality speaks directly to travel and technology enthusiasts, a demographic that eagerly spends on practical mobile apps. PokkeTTREK could generate revenue through a subscription model. A free tier account would allow users to save a limited amount of journeys with caps on images and videos. A paid subscription tier would remove all limits on saves and allow access to the closed PokkeTTREK community. A small fee (TARGET: \$5.99 - \$8.99) for a yearly subscription provides a low-input purchasing decision for users, potentially increasing subscriber volume quickly. Local storage processes for user captured media would determine operational overhead and would influence final subscription pricing.

Data Drives the Travel Business

Travel is a highly competitive marketplace and market share comes at a premium. For travel providers, core revenue is generated by outward marketing and delivering the right product at the right time can be challenging. Thanks to data, brands can fully understand their market and gain a distinct advantage over their competitors. PokkeTTREK's data capturing functionality can deliver real, individual user insights regarding travel decisions, trends and behaviors.

5 KEY FEATURES

1. PokkeTTREK creates real time mapping and graphical plotting
2. PokkeTTREK has an easy to follow menu tree and large navigation elements
3. Direct contact help is always available through 
4. PokkeTTREK has its own camera interface for capturing images and video during the journey
5. PokkeTTREK can make localized recommendations based current user GPS location



Marketing Opportunities

The emotional tie in with leisure travel purchases creates opportunities to influence travel buying decisions. Using insights generated by PokkeTTREK, travel businesses can optimize marketing and product offerings that positively impact revenue. Knowing what to sell, when to sell and who to sell it to will drive conversions and ultimately, the bottom line. As user count increases, growth of the closed PokkeTTREK community will create more avenues for marketing and additional revenue generation.



The Captive Audience

Businesses that have captive audiences can consider themselves lucky from a marketing perspective. Simply put, captive audiences pay more attention to a brand's message which makes them easier to sell products and services to. Does your brand have a captive audience?

- 1. Do you have subscribers / followers for your brand's social media presence?*
- 2. Do you have clients that are repeat purchasers?*
- 3. Is your brand's website session time and traffic steadily increasing?*

Affirmative to any of these points means your brand has a captive audience. Optimizing marketing through data and insights from PokkeTTREK will give your brand an advantage when engaging this highly qualified and valuable group.

Make PokkeTTREK Your Own

PokkeTTREK has a flexible architecture making customization easy. White label opportunities for travel businesses, publishers and other travel related industries can send an impactful message to a captive audience. PokkeTTREK's final design can completely match your brand's color palette and typographic styling, delivering a true in-house look. PokkeTTREK's closed community platform will also match the styling and palettes, extending your travel or publishing brand's potential reach.



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Thank you for your time!

PokkeTTREK is a project by TravelTechnologySolutions.net

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