



## A story of transformation

September 2018



GeoTripz (Pty) Ltd  
#experiences #wedotourism #4thIndRev



# A new experience... for everyone

Have you ever wondered what South Africa could be like?  
A South Africa where social division does **not** exist. Where  
people connect with **people**. Where common experiences  
unite people. And where our homes, our communities and  
our **land, bring us together...**



the journey to now...



Now, imagine that this **change** was neither driven by economics nor politics. But instead, by something more fundamental to the **human spirit**. Imagine that it is driven by our natural impulse for human connection, for adventure, for exploring and for **fun!**

**We proudly present...**

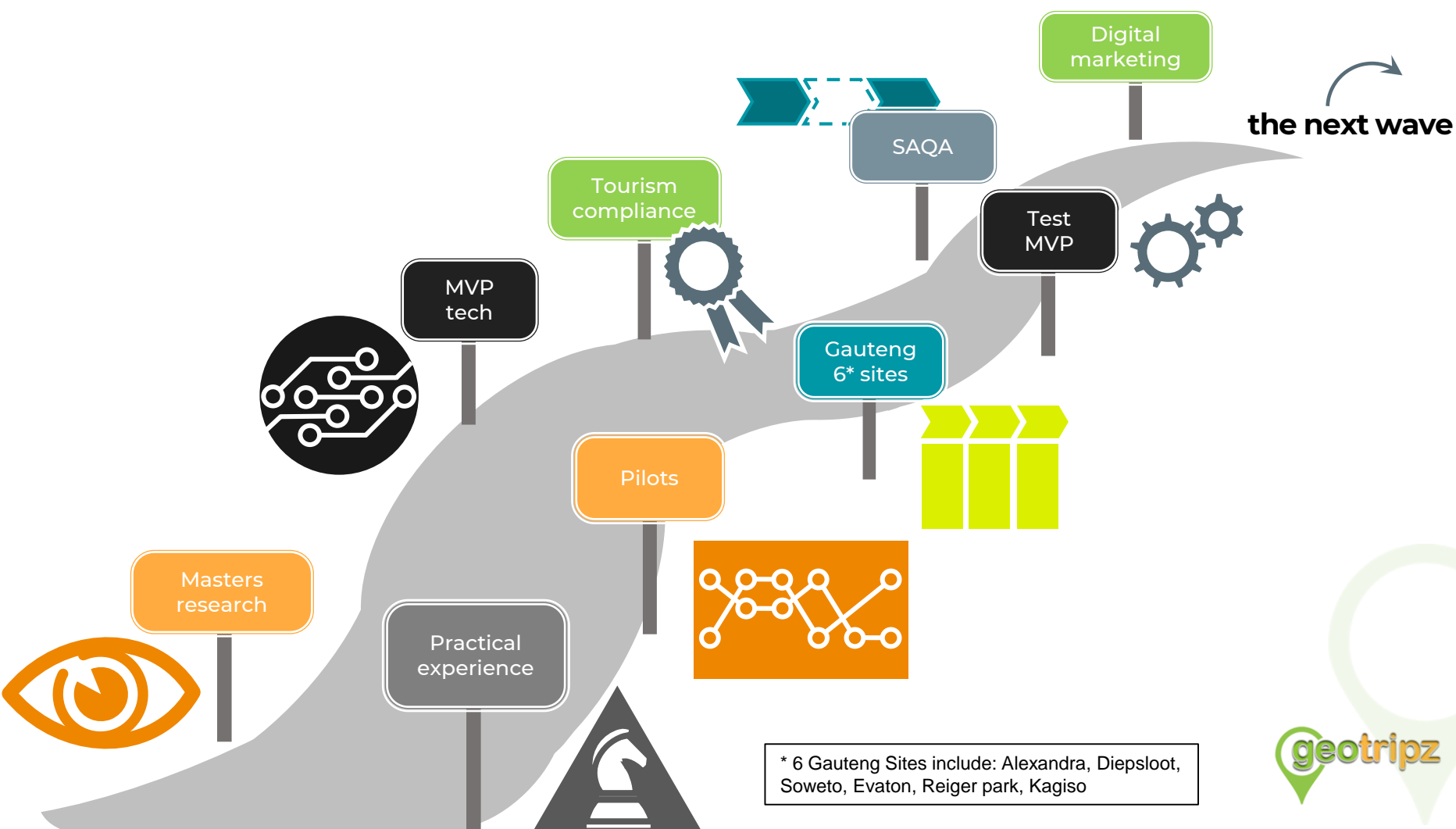


## In a nutshell

We are a community **tour operator** focusing on adventure tours, cultural/heritage tours and township tours. We're different in that we believe that tourism is about people, not buildings... *We specialize in sparking human connections!*

We think tourism is the **best** means to break down our country's social divide. So we built a world-class app to accelerate our progress. It's so **powerful**, we've now become a tourist platform for other operators too.





Masters research

Practical experience

MVP tech

Pilots

Tourism compliance

Gauteng 6\* sites

SAQA

Test MVP

Digital marketing

the next wave

\* 6 Gauteng Sites include: Alexandra, Diepsloot, Soweto, Evaton, Reiger park, Kagiso



# Our secret ingredients

A decade in the making, we have combined science and art into a 1<sup>st</sup> of its kind tourism development program. We are proud to present our 4<sup>th</sup> Industrial Revolution set of Mobile and Desktop tools aimed at the development of the African community by fusing the digital and physical spheres. This is achieved by Digital Gamified Challenges and On-Field Tourism experiences.

We have combined the tried and tested GPS Scavenger Hunt methodology together with a Geo-framework similar to Uber and some Cool GIS (Geographic Information System) algorithms. Welcome to GeoTripz!





There are people from across the world who will be interested to travel in your community. They just need to know how awesome it is. You are the local guide, someone who knows the treasures in the community – be the Treasure. Post your attractions as a trivia challenge and let the guests go on digital adventure game. The more successful posts and ratings you get, the further you level up on the leader board, earning you points and prizes.

Please note that for the on-field digital Tourism adventure game, our GeoTripz team will first complete the training workshops and other compliance requirements with you and your community. Join our (mvp) app and our admin team will be in contact!

You are traveller by heart, a new destination a new adventure, as often as possible. Join our network, experience the communities – before you even get there! Play the Game, earn the points, and assist in developing the community tourism product. You earn points by answering and rating the challenges. While you do this, you unlock the treasures hidden deep in our community.

Who knows someday you could actually come and visit the community, and if you do, your app then doubles up as an on-field treasure adventure game, a tour conducted by a compliant guide and trained community team. Join our (mvp) app and our admin team will be in contact!







the road ahead...





Itinerary development



Feasibility



On-site training



Pricing model



Content marketing



Pilot route



B2B sales



Foreign digital marketing



Site visits



Candidate portal



Customer care guide



Christmas specials





funding the journey...



## GeoTripz runs out of current budget at the end of November 2018

**We're currently self funded at a monthly burn rate of R30k.**

To manage costs while delivering quality, we've negotiated aggressively with best-of-breed service providers:  
an accredited training provider, digital marketing experts, GIS mobile technology developers, project managers, audio visual producers; business analysts and so on.





show me the money...

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**We require R190k\* monthly for a 12 month period**

We maintain fiscal prudence and pay at market rates or below.

**We are investing carefully to ensure we deliver a fully national program, cleverly marketed and operating at the highest safety standards.**

GeoTripz will become the tourism industry **standard** in South Africa.



\* Amounts are excluding VAT. Payments are milestone dependent.



what's in it for you...



## Aside from driving the next great social change in Southern Africa

We will conduct a detailed GIS (Geographic Information Systems) feasibility study and tailor our routes to ensure you get as much corporate exposure from the program as possible.

Live your investment – be part of our tours, interact digitally with candidates and most importantly, savour one of the most beautiful tourism destinations on the planet.

**Instead of a once-off exercise, let's explore how we can weave our program into your core business operations and deliver you ultimate customer value.**





**Thank you!**

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