

TravelU

The world is yours, explore it well!



Overview

TravelU is a travel service tailored to young travelers between 17 and 27 years-old. TravelU serves to answer all travel related questions college-aged travelers may have, whether they be about financial advice or what attractions to see. TravelU can be used for all trips domestic and international, short-term and long-term. TravelU's goal is to make traveling easier, cheaper, safer and more approachable for young travelers.

Revenue Streams

Paid premium app: The TravelU premium app is \$10 a year for access to exclusive content, along with the content on the free version of the app. The TravelU team plans to raise the \$10 subscription fee as interest for TravelU grows.

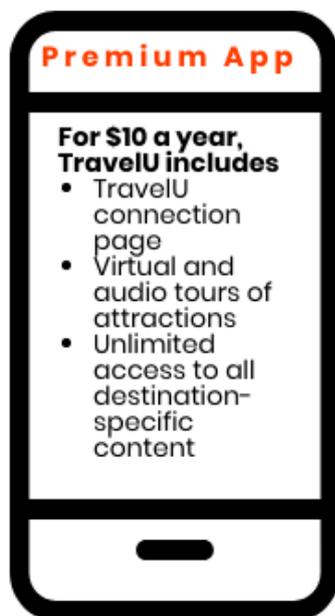
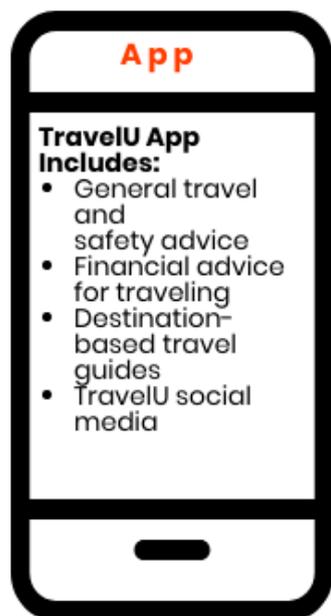
Paid advertising: Travel agents, local stores and attractions can pay for ad placement on both the website and TravelU app. Additionally a student deals page will be on the TravelU app where companies can pay to advertise deals for travel-related products.

Promotion

Brand Ambassadors: TravelU makes use of brand ambassadors on social media platforms highly used by our target age range, such as Instagram, TikTok and Snapchat. Brand ambassadors will contribute to the blog on the TravelU website as well as post promotional content on social media.

Exclusive online community for college students: The TravelU connection page is an online community that functions to connect TravelU travelers. The TravelU connection page is a part of the TravelU premium app and requires a valid .edu email to join.

Platforms



Color Palette

powered by

 PIKTOCHART