# FREECITY

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We prepare, you discover.

## One line pitch:

FreeCity helps you visit a city by generating a customized itinerary that fits your interests. Why waste time planning? We prepare, you discover.

## Market Analysis:

The current main trend in the tourism market is the personalization of the tourists' trips. Indeed, when planning a trip, a tourist digs into no less than 38 different websites before deciding what to do. A good example comes from AirBnB: they made a market study showing that 80% of their customers chose AirBnB to avoid mass tourism and live unique experiences. In spite of it, there is no actor on the market that offer a really personalized itinerary to the tourists: either they highlight only their local partners, either they give a large list of activities (on which the user must spend much time to decide what he'll actually do), either the recommendations are not personalized but generic.

## Value proposition:

We offer our service to the tourists through a mobile app. Our value proposition relies on 4 main characteristics: - A personalized itinerary: we use Machine Learning to ensure a great accuracy in our recommendations. - An itinerary that is consistent in its globality: we don't just suggest activities that are independant from each other (and then potentially redundant, or very far from each other), but an itinerary that is complete, optimized and diversified. - Neutrality: we don't recommend any partner in particular, but only landmarks that might be interesting for the users. - Trip management: the user can manage his whole trip through the mobile app: his timetable, his bookings, his route...

## Business Model:

Many business models are considered for the moment, and they will all be tested in the next few months during the beta-testing period, in order to determine the most viable one for scaling. Nevertheless, the most likely business model is to partner with touristic actors that offer services apart from the itinerary itself (such as hostels, plane companies, car rental companies, ...), by giving them more visibility among our users in exchange for money. Thus, the visit itinerary (our core activity) remains neutral, and we offer to the tourists all the other services needed for their trip through partnerships, so that they only need to use FreeCity's app to plan their whole vacation.

## IP and Regulatory situation:

We are currently working on a prototype of the app (a MVP - minimum viable product), and then there is no use for IP right now, as the product isn't advanced enough yet to require it. For the same reason, and because we don't have any turnover or investor yet, we don't need any official status for the moment. Then the startup currently doesn't officially exist.

## COMPANY PROFILE

- **Website:**
  freecity-app.com

- **Field:**

- **Contact:**
  DURAND Tanguy
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- **Location:**
  930 route de Velleron 930 route de Velleron
  84800 Isle sur la Sorgue
  France

- **Founded in:** //04/2017

- **Employees:** 1

- **Financial information (€):**
  - **Company stage:**
  Proof Of Concept
  - **Capital raised to date:**
  0
  - **Monthly burn rate:**
  0
  - **Capital seeking and date:**
  Not determined yet.

- **Investors:**
  No investors yet.