



JOHNNY BE GUIDE

One line pitch:

JohnnyBeGuide is a website that connects travellers looking for original experiences with Local Guides ready to show them around their city.

Market Analysis:

According to PCW the sharing economy market could reach 268 billion euros by 2025, compared with only 12 billion euros today. The world market for tourism and leisure activities is estimated at \$ 100 billion. Online tourism in France represents 18.7 billion euros in 2015 (+ 5% in one year) in a global market of more than 43 billion euros. It is expected to reach 20.8 billion euros by 2017. On-line bookings of touristic activities have an exponential development. The major players integrate currently the reservations of activities on their websites or take over other competitor : Booking (GetyourGuide) Tripadvisor (Viator), Expedia, AirBnB (Experiences). ?

Value proposition:

JohnnyBeGuide is positioned on the market of leisure activities, collaborative travel and active tourism. Our objective is to meet the new travelers expectations : to discover a country, a city, a culture through its inhabitants, to share and learn. We propose a new travel experience based on 3 principles : Discover, Meet & Experience. We put the Local and his personality as the entry point of the service. No more time wasted in front of a computer to look for things to see & do, a Local is always ready to welcome you and to show you around his city and his little world. We offer an easy and cheap way to connect straight away to a new place. JohnnyBeGuide is the starter of your trip.

Business Model:

The business model of JohnnyBeGuide is based on a commission of +/- 15% levied on the amount of bookings with a minimum fixed amount. The service is currently totally free in order to develop as a priority the community of local tour guides and travelers. The payment module (connection and payment workflow already done) will be set up once we will reach a sufficient number of local guides: about 5,000 guides.

IP and Regulatory situation:

JohnnyBeGuide is a SAS french company with a capital of 20 000 euros founded in 23-11-2015 by two co-founders Florent Mayolle and Wilfried Granier. The role of JohnnyBeGuide is to facilitate the connection between travellers and local guides. We don't hire any local guides. Local guides registered on the platform are responsible for their own legal status.



COMPANY PROFILE

- **Website:**
<https://www.johnnybeguide.com/>
- **Field:**
- **Contact:**
MAYOLLE Florent
florent.mayolle@johnnybeguide.com
- **Location:**
20 rue Jean Robert
75018 PARIS
France
- **Founded in:** //11/2015
- **Employees:** 0
- **Financial information (€):**
 - **Company stage:**
Scalability phase
 - **Capital raised to date:**
30 000 €
 - **Monthly burn rate:**
100 €
 - **Capital seeking and date:**
300 000 € / Feb 2018
- **Investors:**
Centre d'Entreprises et d'Innovation de la Vienne (CEI86) / www.cei86.com, Banque Publique d'Investissement (BPI)