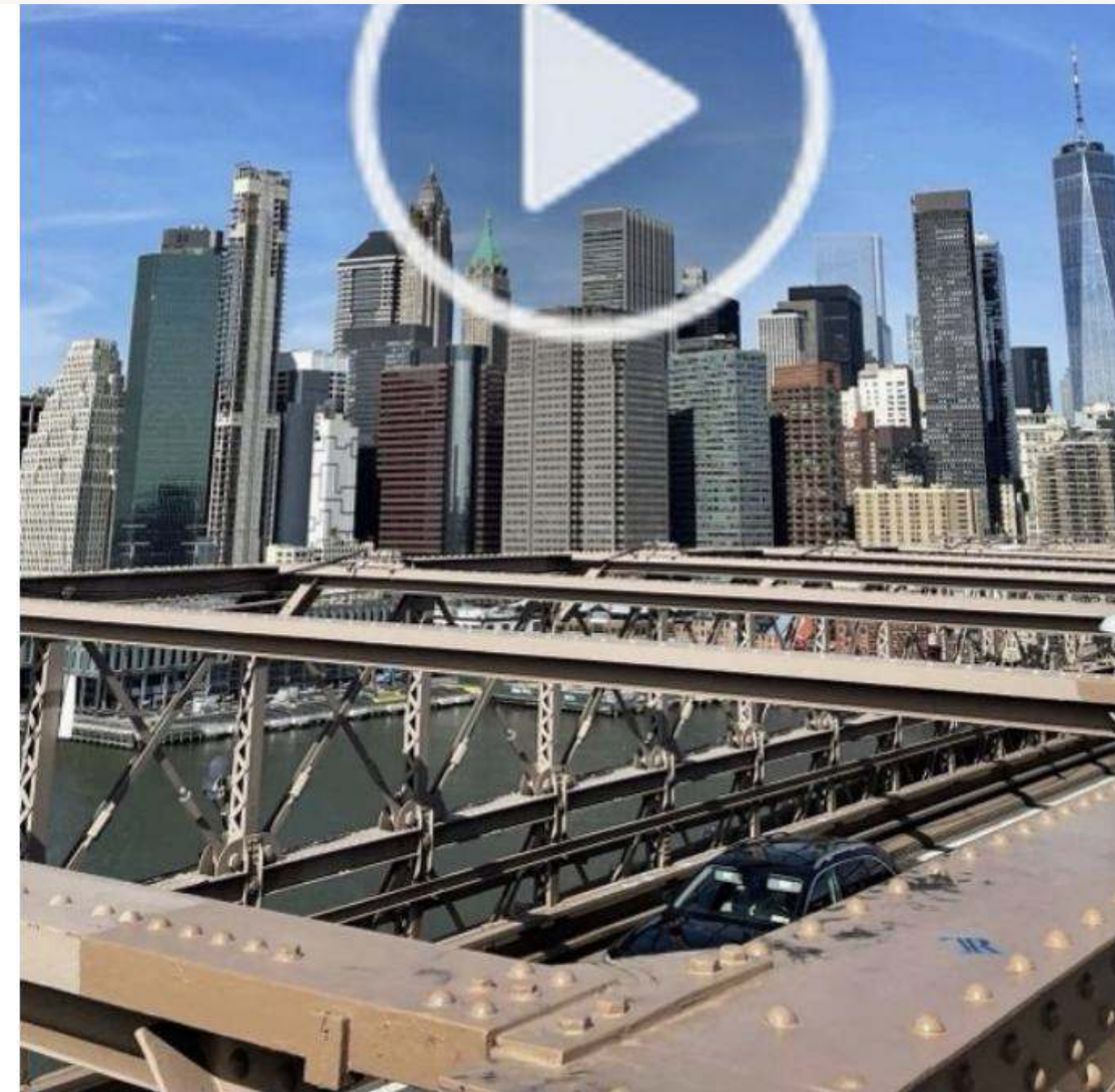


Trevo



To: 2025 NYC Trip



18.6K likes, 118 comments. "The itinerary you need to save for your next NYC trip 🗽✈️"



TikTok · Margaux 🦋👁️🌸✨
tiktok.com

Today 6:45 PM

We can't plan anything because you guys never reply

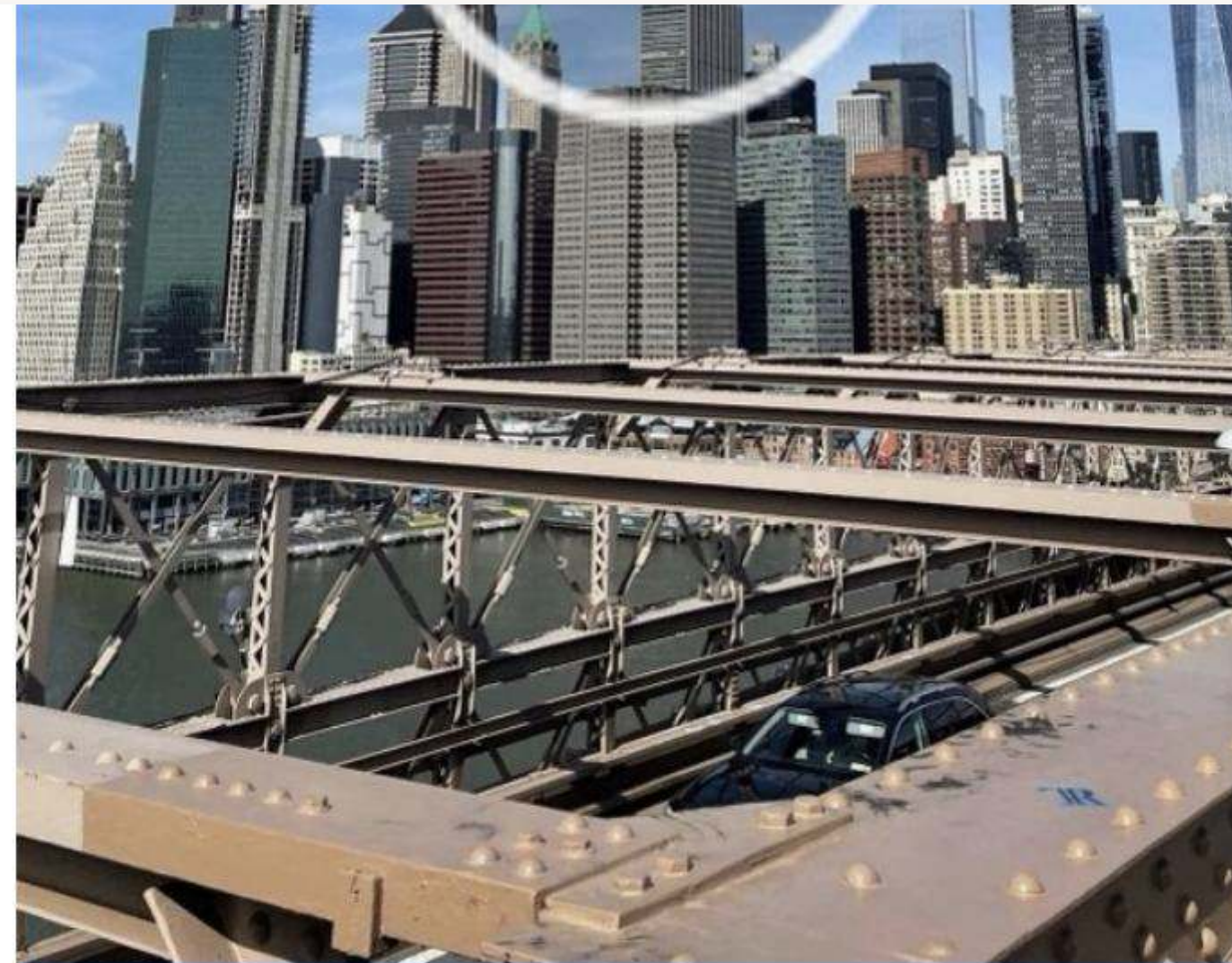


iMessage





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Vivian



You send like 10 reels every time, I don't have time for that!



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iMessage





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WHAT SPREADSHEET?!?!?



iMessage





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iMessage



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It's hard when you already planned the whole trip without us...



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Connor

C

We could try...



iMessage





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Vivian



It's hard when you already planned the whole trip without us...

Connor



We could try...

NO CONNOR

Vivian



NO CONNOR



iMessage



Current Problem



Travel Dilemma

**Scattered
Inspiration**

**Disconnected
Documentation**

**Organizational
Chaos**

Travel Dilemma

Scattered Inspiration

Students see great travel ideas but lack a simple way to turn them into usable trip plans

66%
of GenZ use social media for destination ideas

(Data Axel, 2025)

Disconnected Documentation

zational
aos

Travel Dilemma

Organizational Chaos

Disorganization and lack of coordination leave students frustrated when trying to plan trips

34%
of students found coordination and scheduling to be the hardest part of planning

(Starling Bank, 2024)

Travel Dilemma

Scattered
Inspiration

Disconnected Documentation

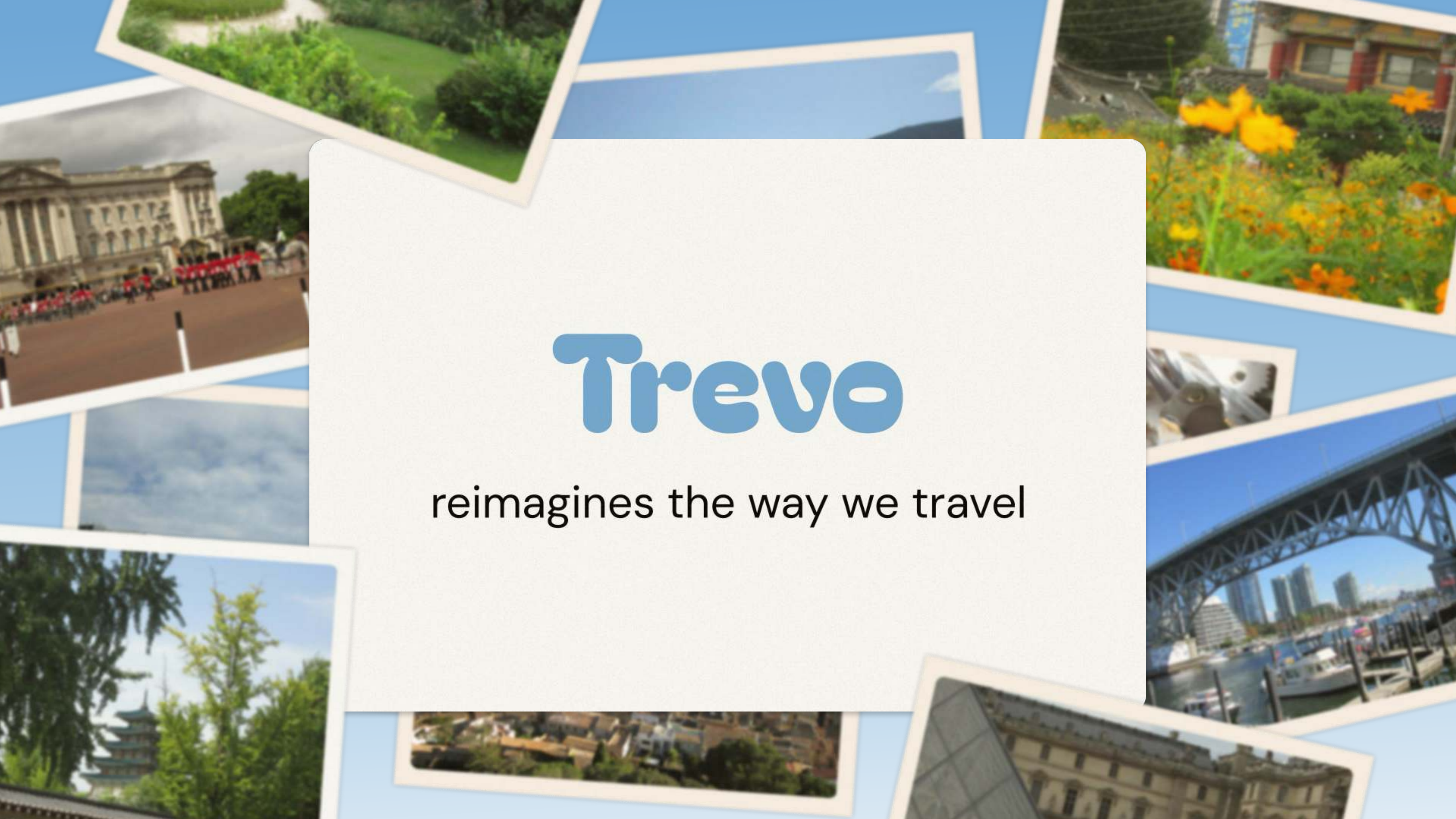
Sharing travel is
social currency, but
documentation is
disjointed from
planning

46%
of Gen Z post
their travels on
social media

{Skyscanner, 2026}

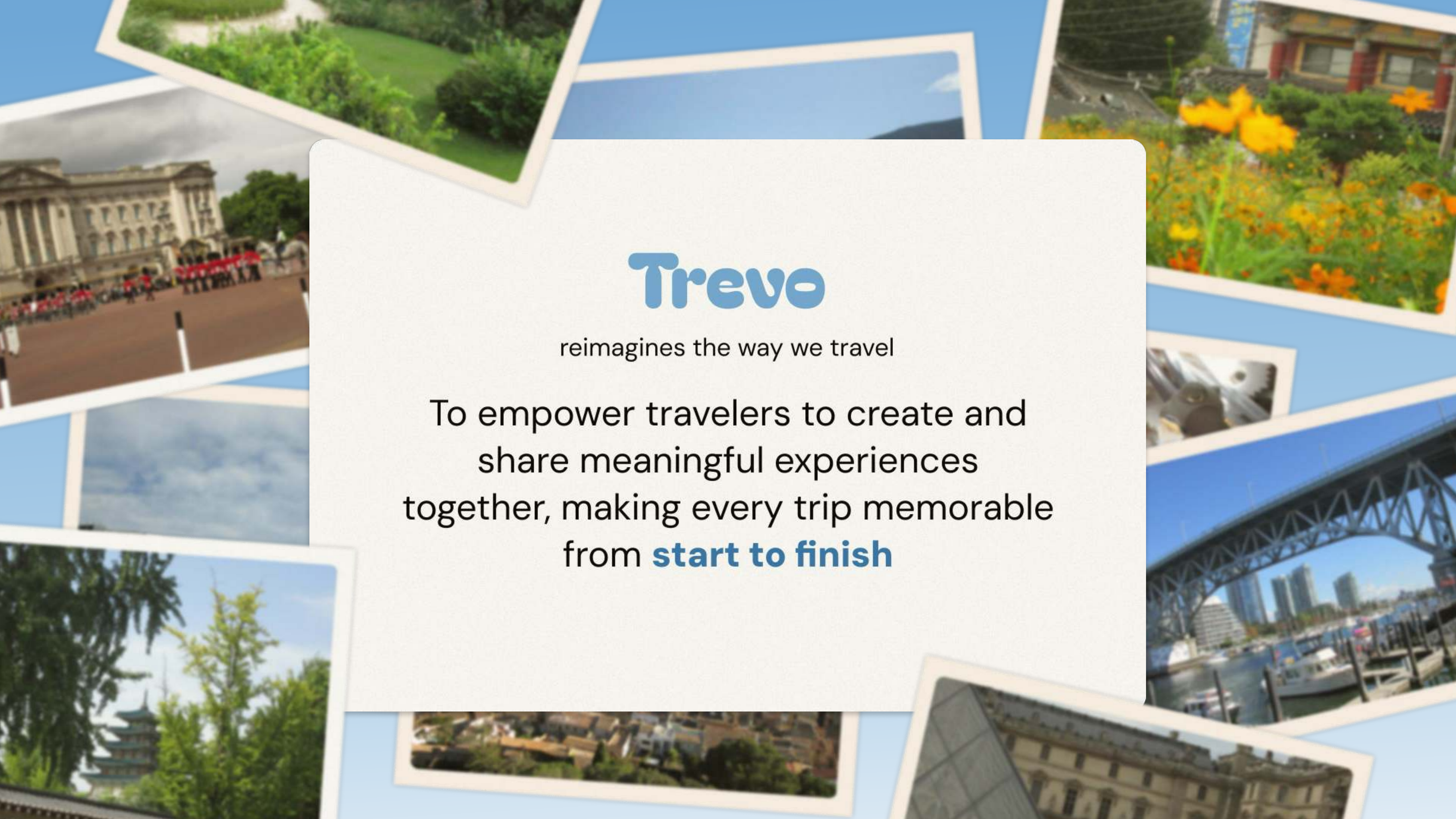


Trevo



Trevo

reimagines the way we travel



Trevo

reimagines the way we travel

To empower travelers to create and
share meaningful experiences
together, making every trip memorable
from **start to finish**

Travel Dilemma

**Scattered
Inspiration**

**Disconnected
Documentation**

**Organizational
Chaos**



Travel Solution

**Structured
Discovery**

**Disconnected
Documentation**

**Organizational
Chaos**

Travel Solution

**Structured
Discovery**

**Disconnected
Documentation**

**Collaborative
Itineraries**



Travel Solution

**Structured
Discovery**

**Unified
Platform**

**Collaborative
Itineraries**

Core Features



Core Features

Explore

Structured
Discovery

Plan

Collaborative
Itineraries

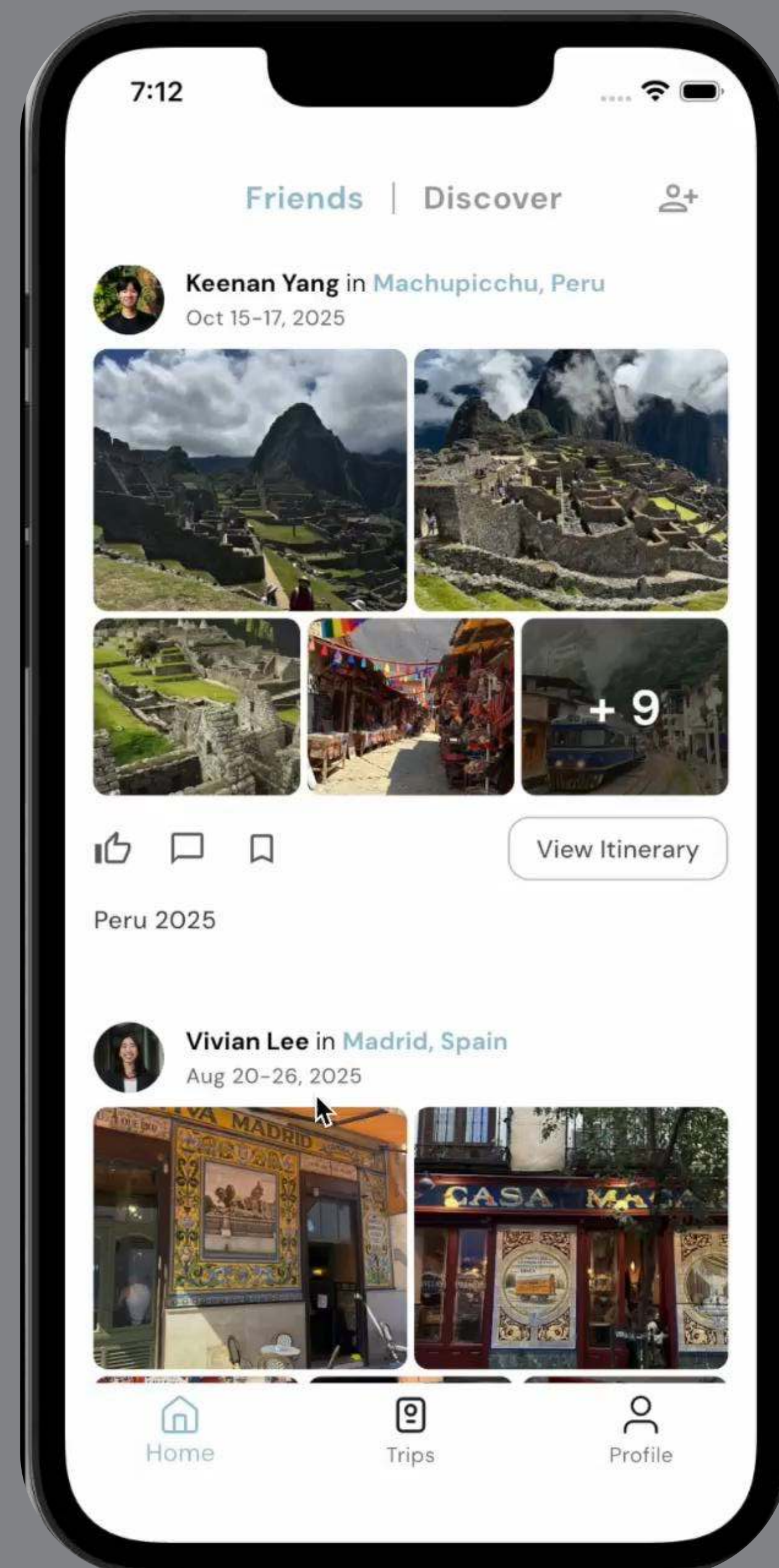
Share

Unified
Platform



Explore

**Structured
Discovery**



Explore

Visual collage of real trip photos that connect to a structured itinerary



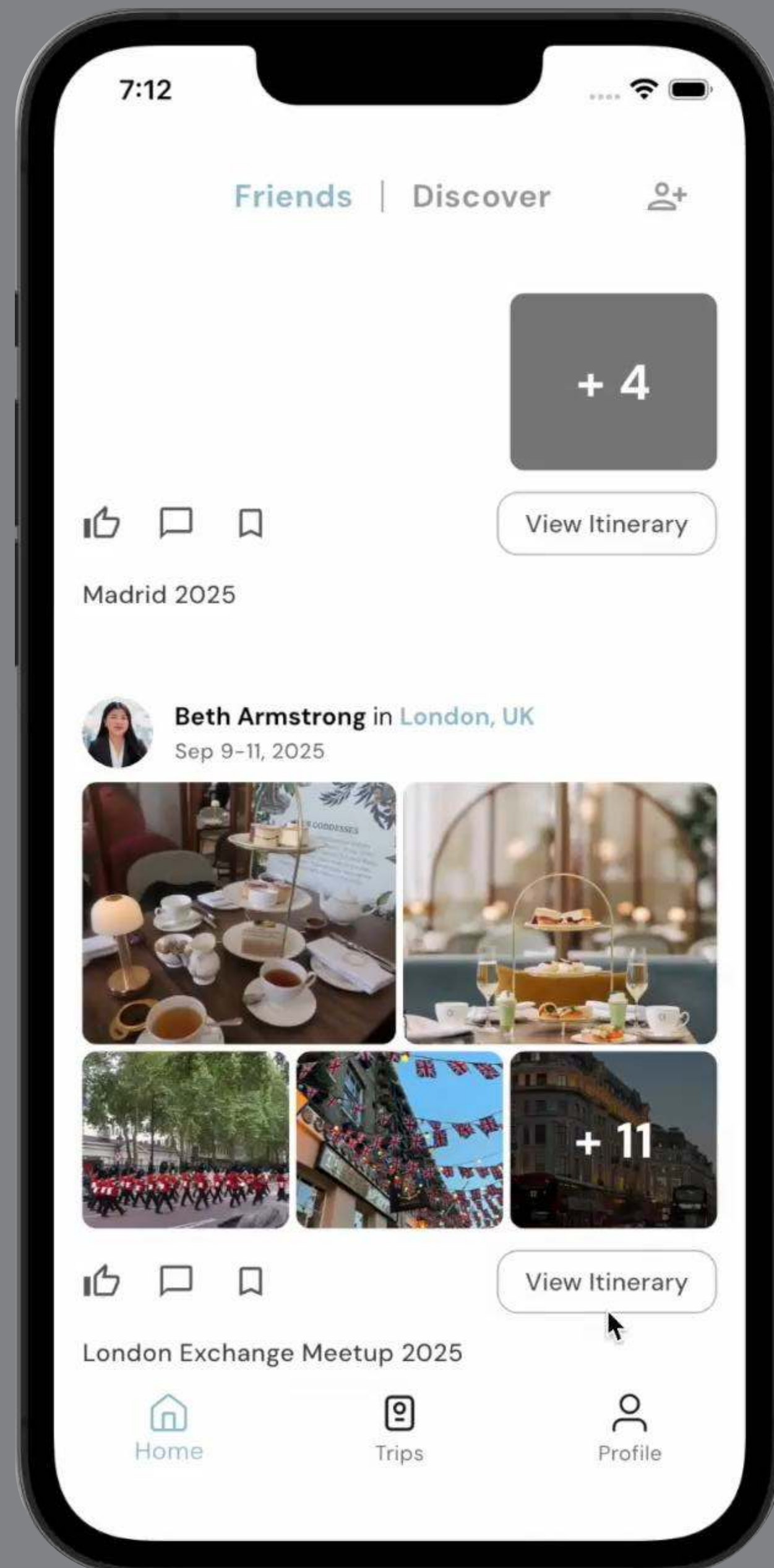
Explore

**Structured
Discovery**



Plan

Collaborative Itineraries



Plan

Begin from a template
or build from scratch



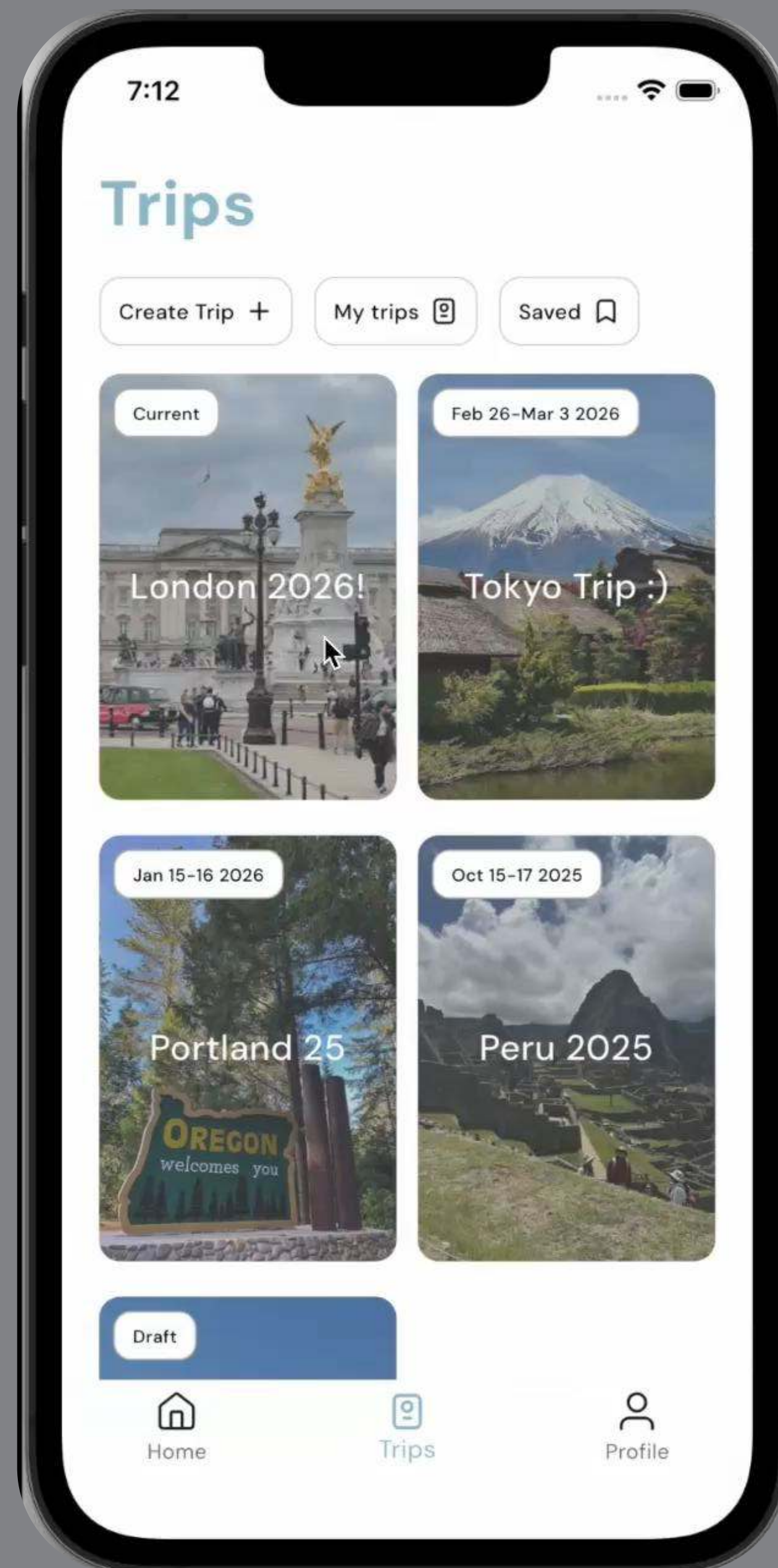
Plan

**Collaborative
Itineraries**



Share

**Unified
Platform**



Share

Turn your plan into a live
guide & publish trips

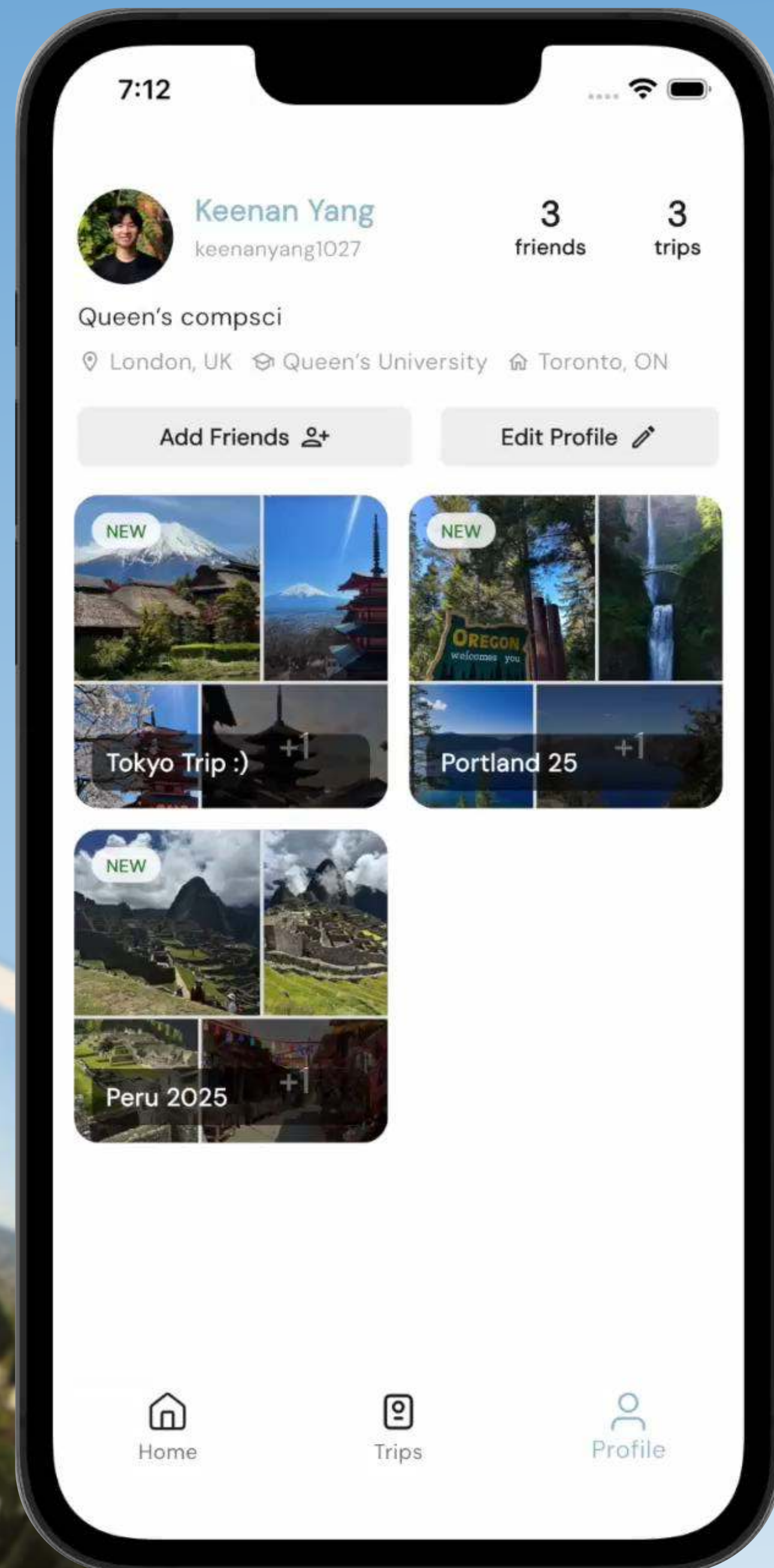


Share

Unified
Platform

Product Demo





Browse through trips

Tech Stack



Tech Stack

Frontend



Flutter

Database



Cloud
Firestore

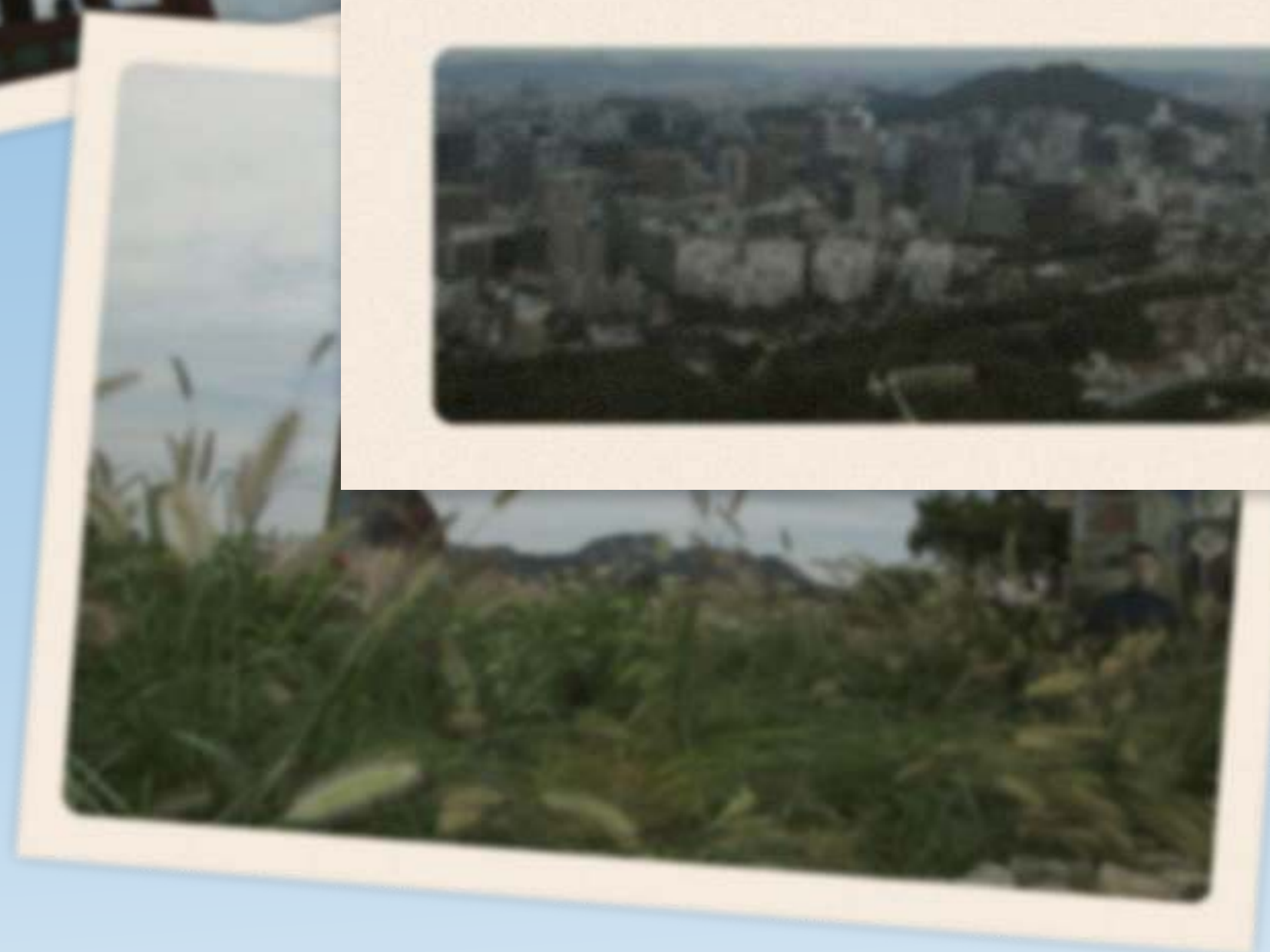
Backend



Firebase

django

Target Market



113.3M

Total Addressable Market

Gen Z and Millennial travelers in North America who intend to travel in the next year

350K

Serviceable Addressable Market

Exchange and study abroad students in North America who travel frequently and self plan their trips

10.8K

Serviceable Obtainable Market

Early adopters in the exchange student community
who rely on digital tools to coordinate travel plans

Competitor Analysis



Who Are The Competitors?



Planning Apps



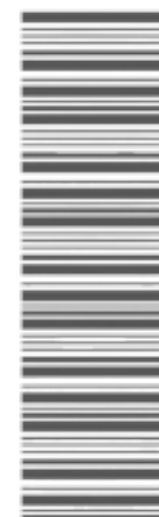
Planning tools create generic plans that are **not group or exchange coordinated**

✦ **mindtrip.**

🌀 **wanderlog**



Social Trip Apps

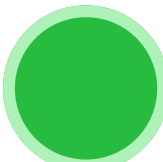
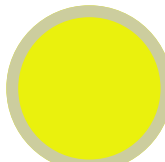
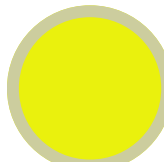
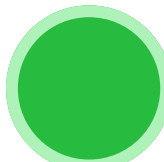
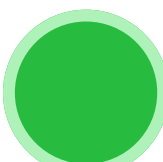
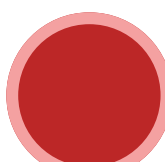
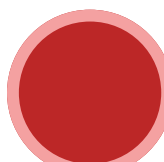
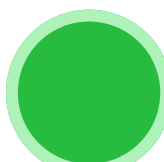
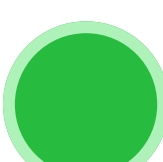
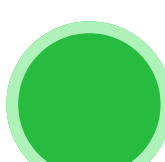
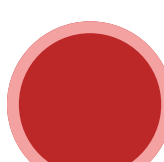
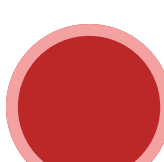
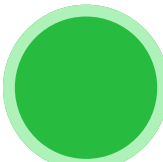
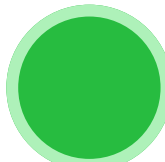
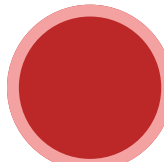
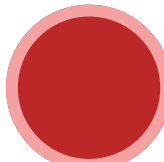


Trip recording apps capture memories but **lack group decision tools** to plan together

🐧 **FIND PENGUINS**

📍 **POLARSTEPS**

Feature Analysis

Apps	Trip Inspiration	Trip Guides + Sharing	Collaborative Planning	Trip Generation
 Trevo				
 mindtrip.				
 wanderlog				
 FIND PENGUINS				
 POLARSTEPS				

GTM Strategy



Beachhead Market

University Exchange Students

Highly Travel Active Segment

Looking for ways to plan their trips better using social media

Close Proximity to Our Users

1,000+ students study abroad each year while **500+** students come to Queen's on exchange



Beachhead Market Behaviour

Digitally Native

Uses students' existing TikTok/Instagram scrolling habits instead of asking them to change behaviour

High-Trust Reach

Recommendations come from peers on their own campus, not from ads, influencing their plans

Social Self Expression

Students tend to create Instagram accounts dedicated to exchange, documenting their trips online for friends to see

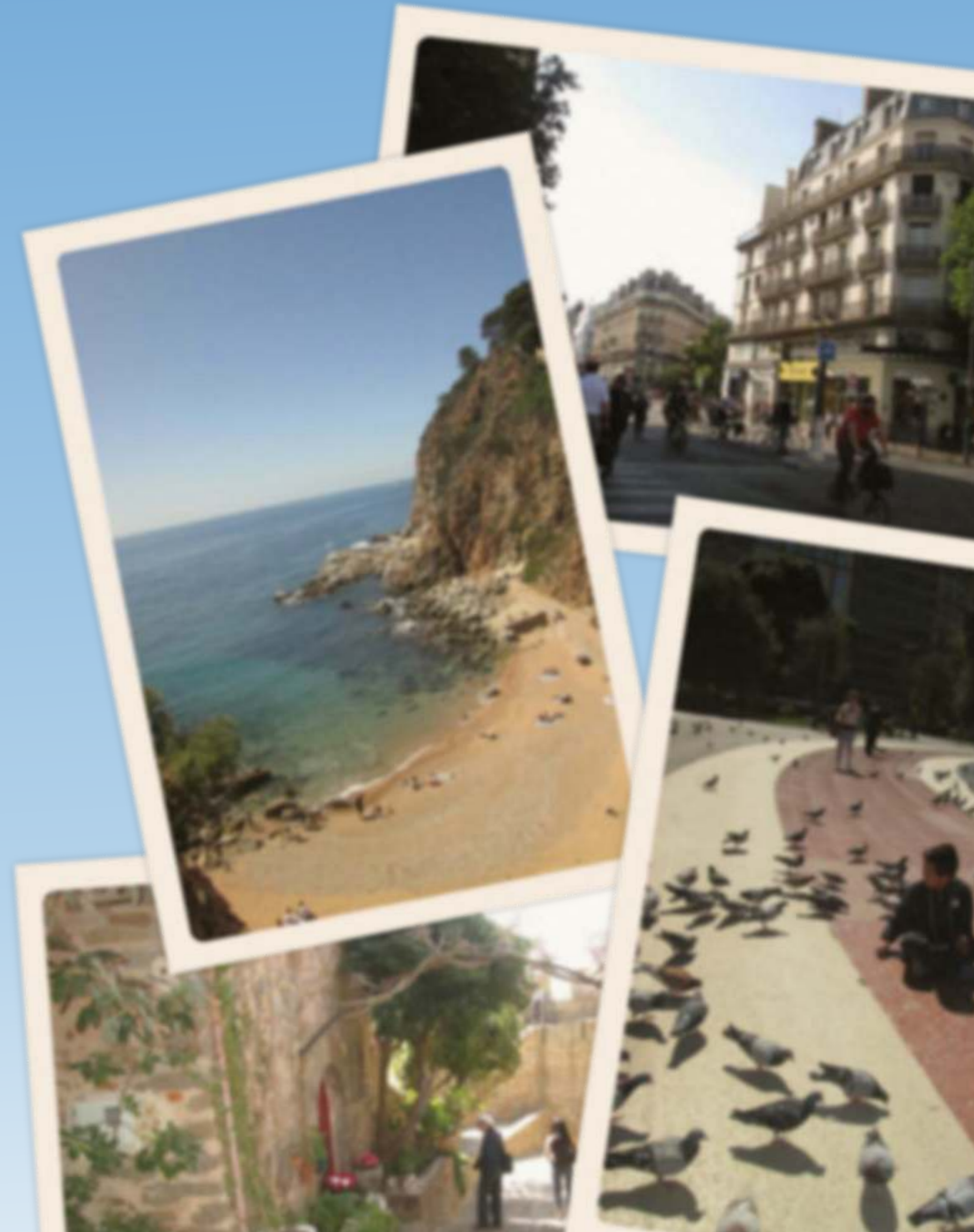
Go-To-Market Strategy

Campus Ambassador Plan

- Host Trip Nights & planning events
- Lead UGC on campus
- Partnerships with clubs & study abroad offices

User Generated Content Plan

- Travel content prompts and templates
- Student influencer program
- Contests & giveaways for reposts



Go-To-Market Strategy

Campus Ambassador Plan

- 84% of brands reporting increased brand awareness
- 92% of consumers trust peer recommendations over traditional advertising

(Martech Experts, 2026)

User Generated Content Plan

- 28% higher engagement than traditional brand content
- Influences 79% of purchasing decisions

(Influee, 2024)



Metrics for Trevo

203

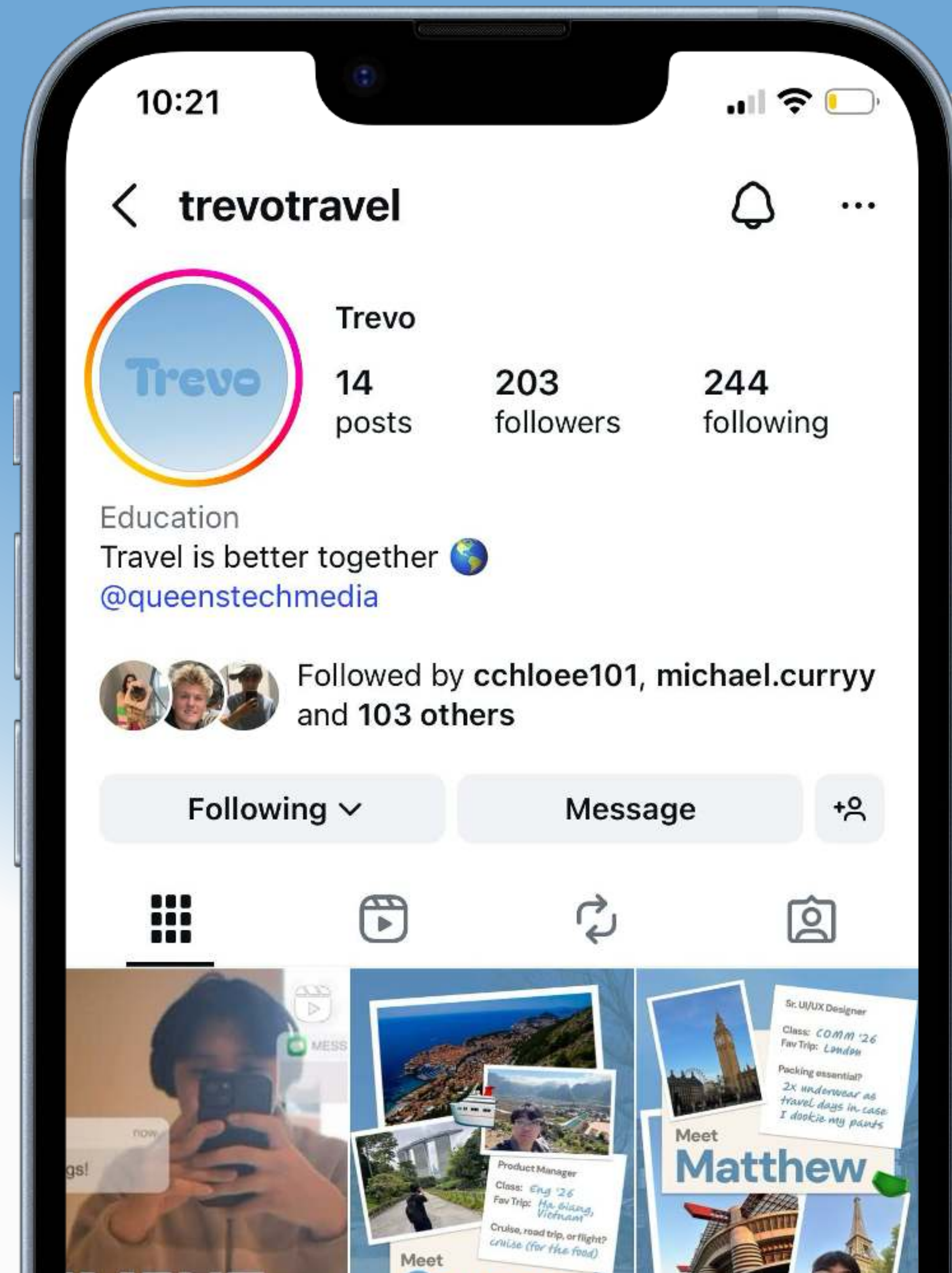
Followers

3.4K+

Profile visits

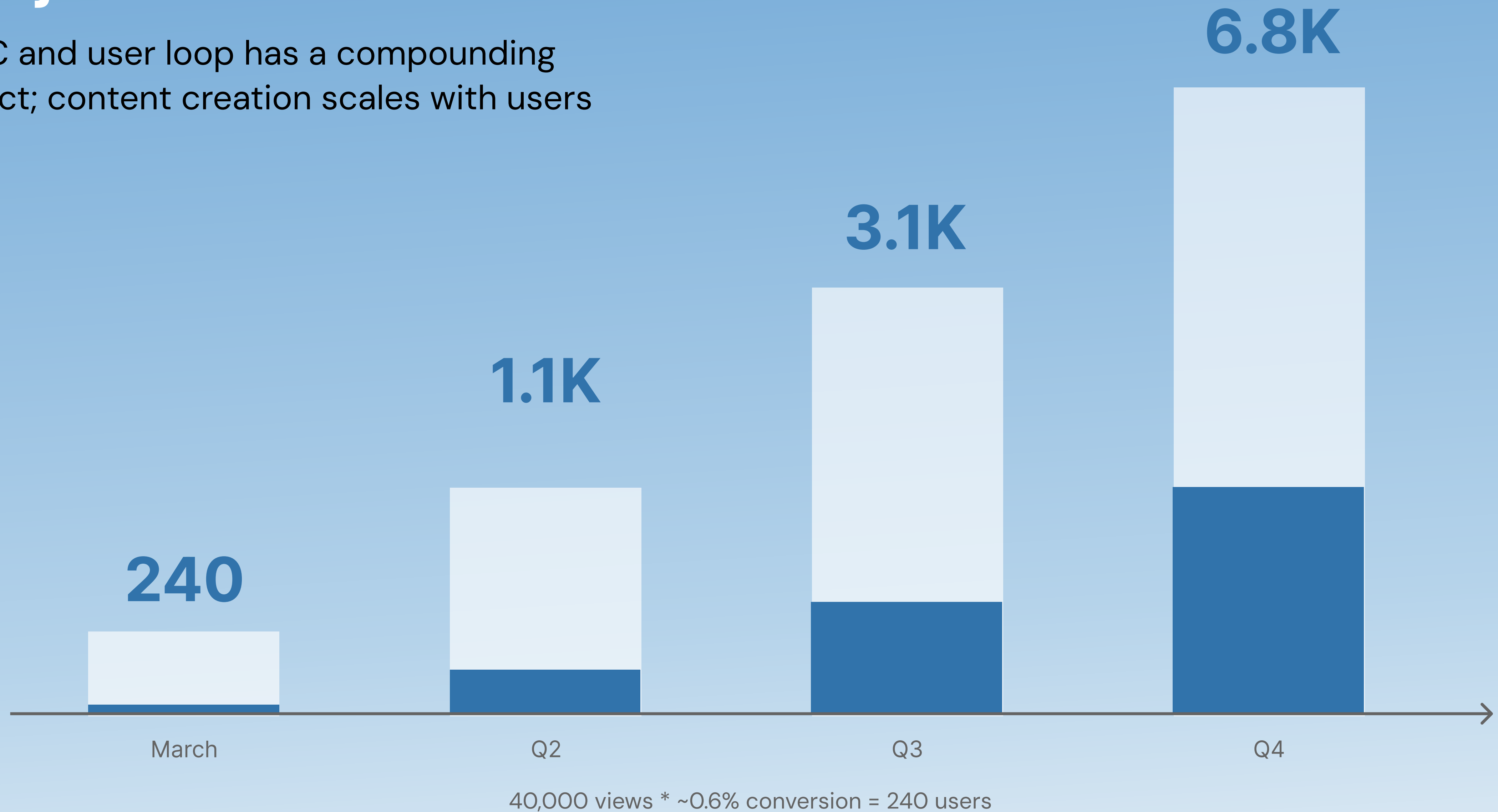
40K+

Views



Projected User Growth

UGC and user loop has a compounding effect; content creation scales with users



Testimonials



Elite L.
Student

"Trevo makes trip planning easy, and I love that you can also **post your trips after and see other people's for inspiration.** It gives you the **social side of travel** without needing to make a separate exchange Instagram account."



Siddharth M.
Student

"Seeing how other people planned their itineraries was incredibly helpful, and **the recommendations they shared really shaped our entire trip.** Having access to **ready-made templates** made the planning process so much easier, faster, and efficient."



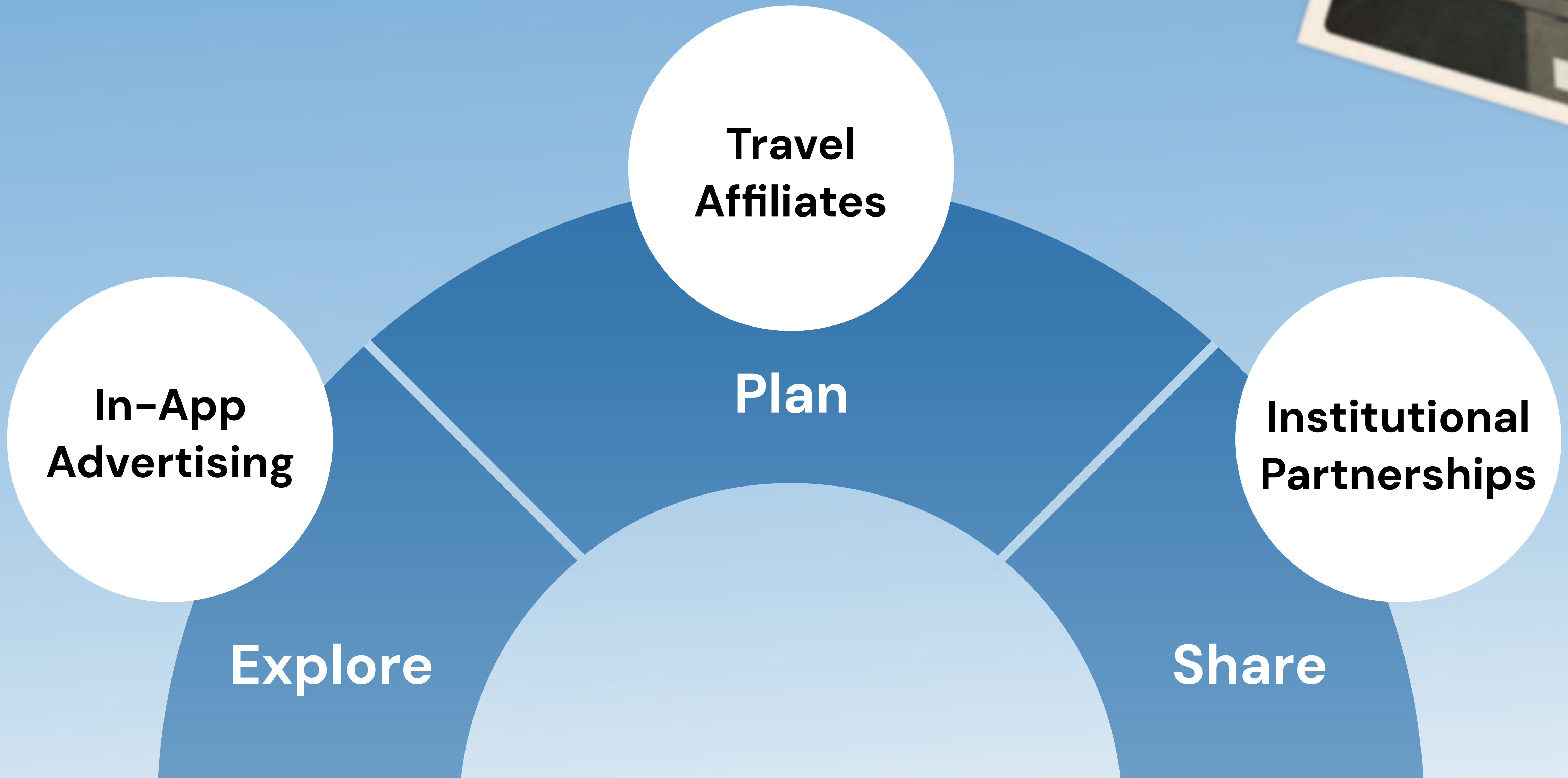
Ariel Z.
Student

"What I liked most was that I didn't have to keep **switching between different apps** for different parts of the trip. We could **plan the whole thing on Trevo.**"

Monetization



Key Paths to Monetization



In-App Advertising

What

- Sponsored itinerary stops and templates
- Targeted to destinations, dates, group size, and budget

Why it Works

Trevo captures structured itinerary intent, not just browsing

- Exact travel dates
- Destination sequence
- Budget signals

Explore

Travel Affiliate

What

- Booking links integrated directly into itinerary stops
- Earn commission per booking

Why it Works

- Embedded booking inside the itinerary reduces friction
- Group booking coordination increases resistance
- Monetizing decision moment

Plan

Institutional Partnerships

What

- Provides a centralized resource for destination research
- Annual licensing based on number of students

Why it Works

- Universities struggle with student engagement, experience quality, and student satisfaction
- Trevo provides structured trip sharing and peer connection infrastructure

Share

Why Our Data is Meaningful

Booking-Intent Data

Travel brands pay
for high-conversion
intent

Trevo captures
confirmed
destinations,
budget level, and
stop-by-stop plans

Destination Trend Forecasting

Exchange students
travel in
compressed
timeframes

Trevo identifies
surges to optimize
dynamic pricing
and targeting



Why Institutions Partner

Community Infrastructure

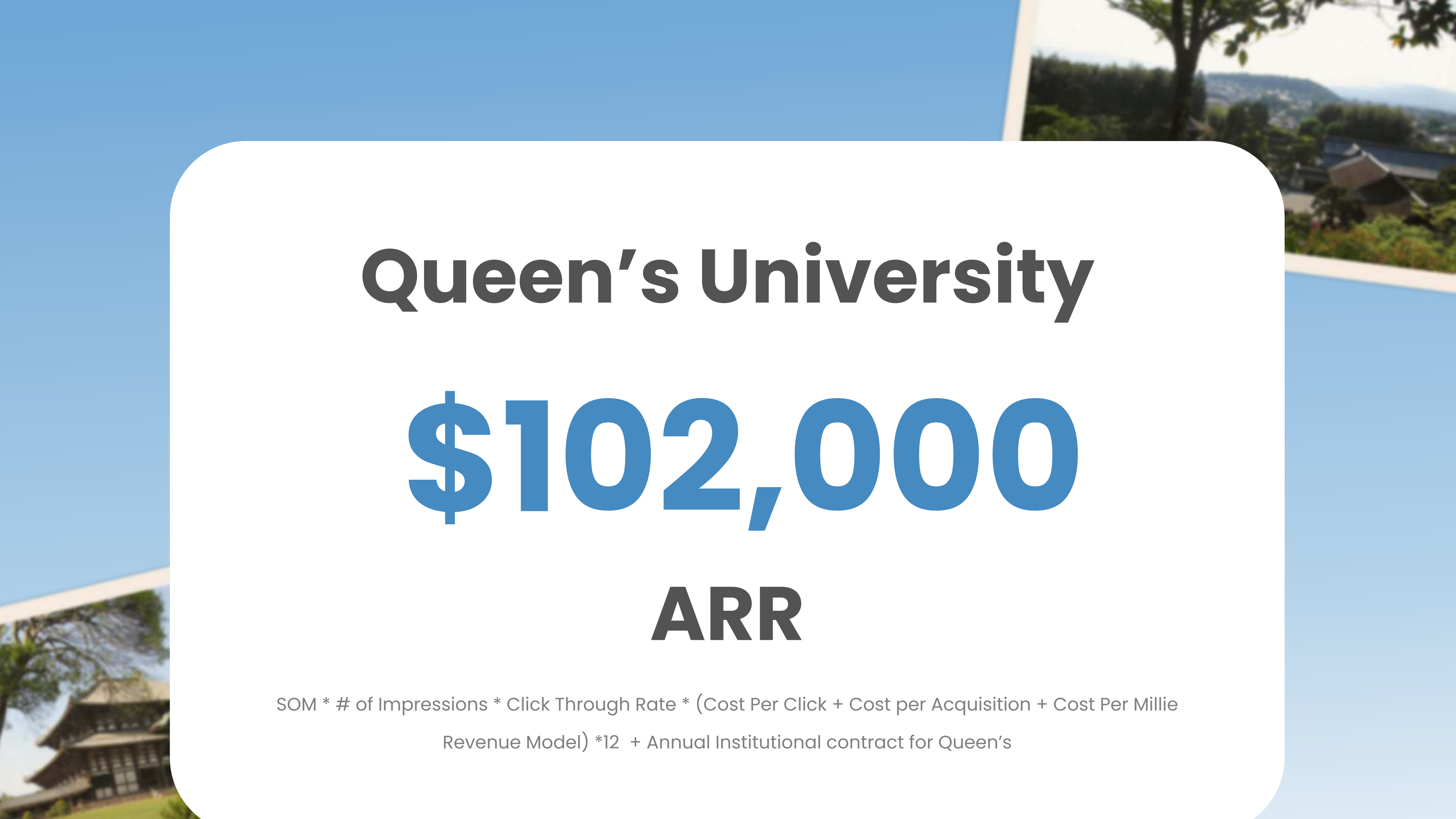
Universities do not currently provide a structured travel planning layer

Trevo adds a social layer and structured content generation tool (pictures, reviews, videos) for exchange programs

Student Experience Enhancer

Exchange offices care about student experience metrics and tracking outbound students

Trevo brings students together, increasing program reviews and brand positioning for incoming students



Queen's University

\$102,000

ARR

SOM * # of Impressions * Click Through Rate * (Cost Per Click + Cost per Acquisition + Cost Per Millie
Revenue Model) *12 + Annual Institutional contract for Queen's



North America

\$1,452,000

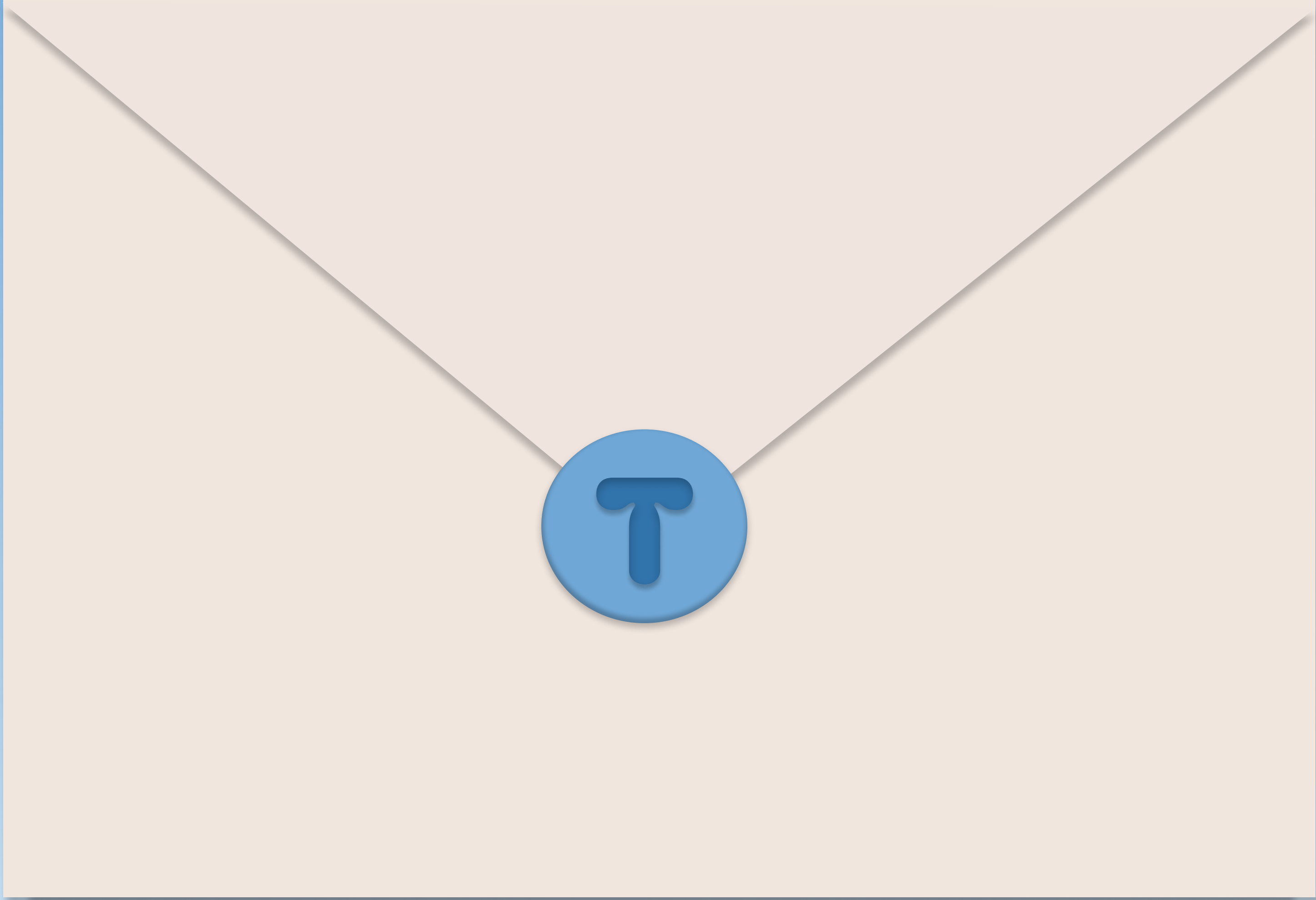
ARR

SOM * # of Impressions * Click Through Rate * (Cost Per Click + Cost per Acquisition + Cost Per Millie
Revenue Model) *12 + Annual Institutional contract for 3 Universities



Who We Are









Safe Travels
From,
Trevo

Trevo



Trevo

Appendix

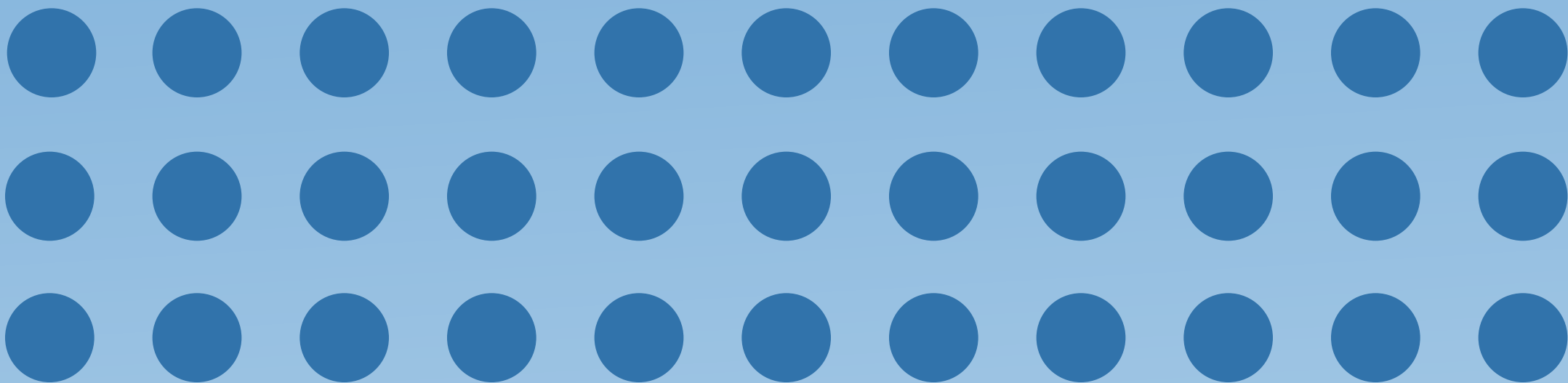


Current Planning Process

33 Days

Inspiration

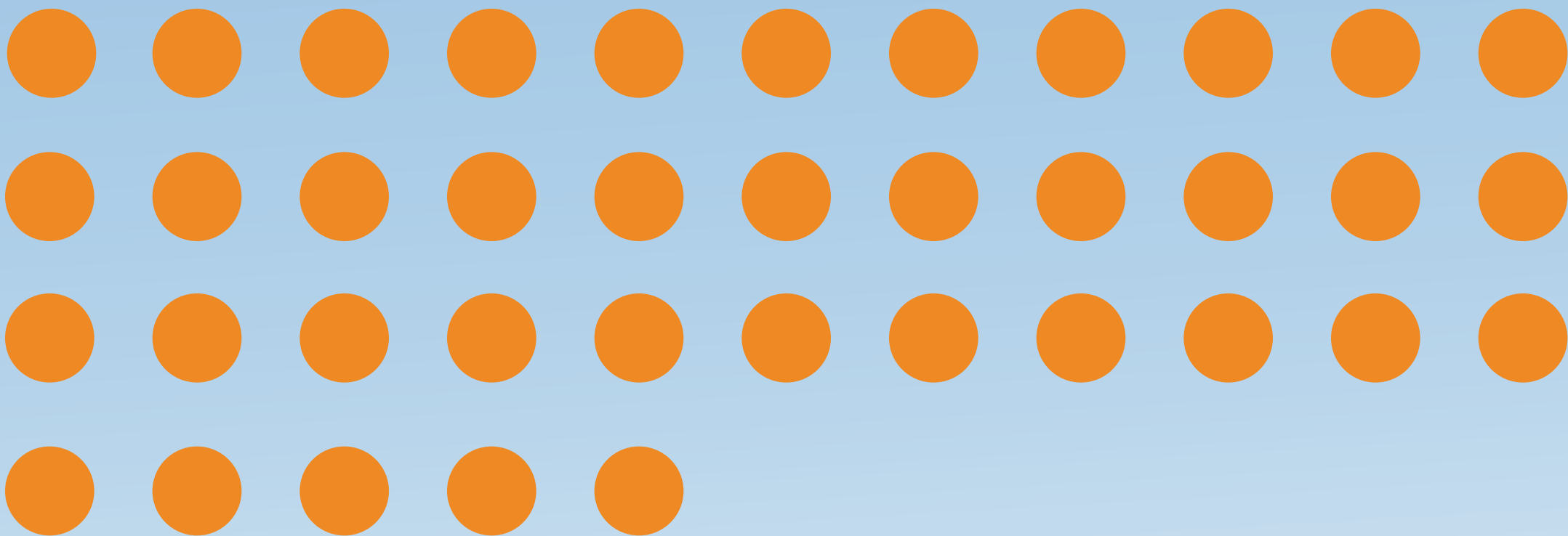
First thoughts of
travel from social
media, events, etc



38 Days

Research & Planning

Gathering info &
narrowing options



Execution Itinerary



November

- ☒ **Research & Validation**
Interview frequent travellers to sharpen Trevo's core pain points
- ☒ **Beta Testing**
Offer the product to a select group of travellers to obtain user-feedback & insights
- ☒ **Iteration & Fixes**
Use beta feedback to address key pain points using the product
Ideate change in value offering

December & January

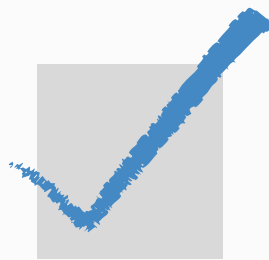
- ☐ **Launch**
Introduce Trevo v1 to our beachhead market of exchange students & collect feedback
- ☐ **Social Media**
Build online presence, pushing & encouraging students on exchange to explore better
- ☐ **Ambassadors**
Share our product to campus ambassadors & create partnerships with exchange offices
- ☐ **UGC Campaign**
Select campus travel influencers to promote our app with TikToks, Instagram, & YouTube

February & March

- ☐ **Campus Adoption**
Drive active use on pilot campuses through ambassadors, partnerships, & UGC content
- ☐ **Product Optimization**
Use feedback & real usage data to refine onboarding, swipe flows, & itinerary quality
- ☐ **Scale Reach**
Expand to more high-travel campuses & bring on additional ambassadors & creators
- ☐ **Monetization**
Integrate affiliate links into trip cards & push first time bookings through partners to validate revenue per active group

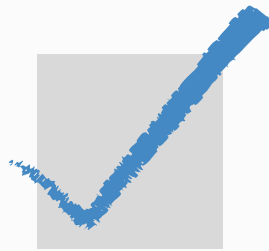
Execution Itinerary

● November



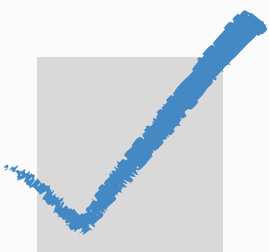
Research & Validation

Interview frequent travellers to sharpen Trevo's core pain points



Beta Testing

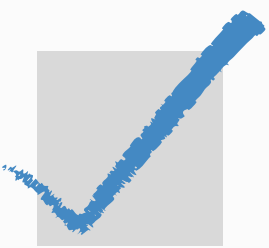
Offer the product to a select group of travellers to obtain user-feedback & insights



Iteration & Fixes

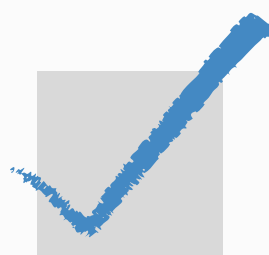
Use beta feedback to address key pain points using the product
Ideate change in value offering

● December & January



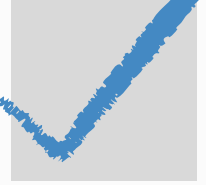
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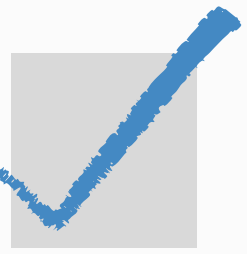
Social Media

Build online presence, pushing & encouraging students on exchange to explore better



Beta Testing

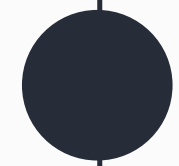
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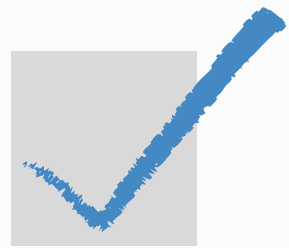
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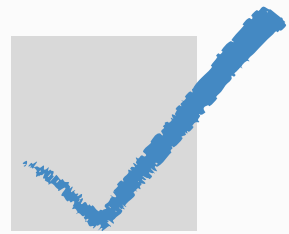


December & January



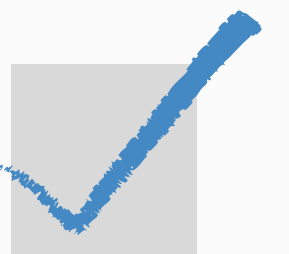
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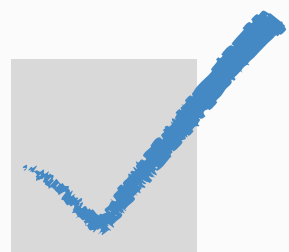
Social Media

Build online presence, pushing & encouraging students on exchange to explore better



Ambassadors

Share our product to campus ambassadors & create partnerships with exchange offices

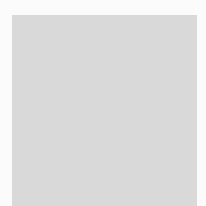


UGC Campaign

Select campus travel influencers to promote our app with TikToks, Instagram, & YouTube

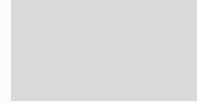
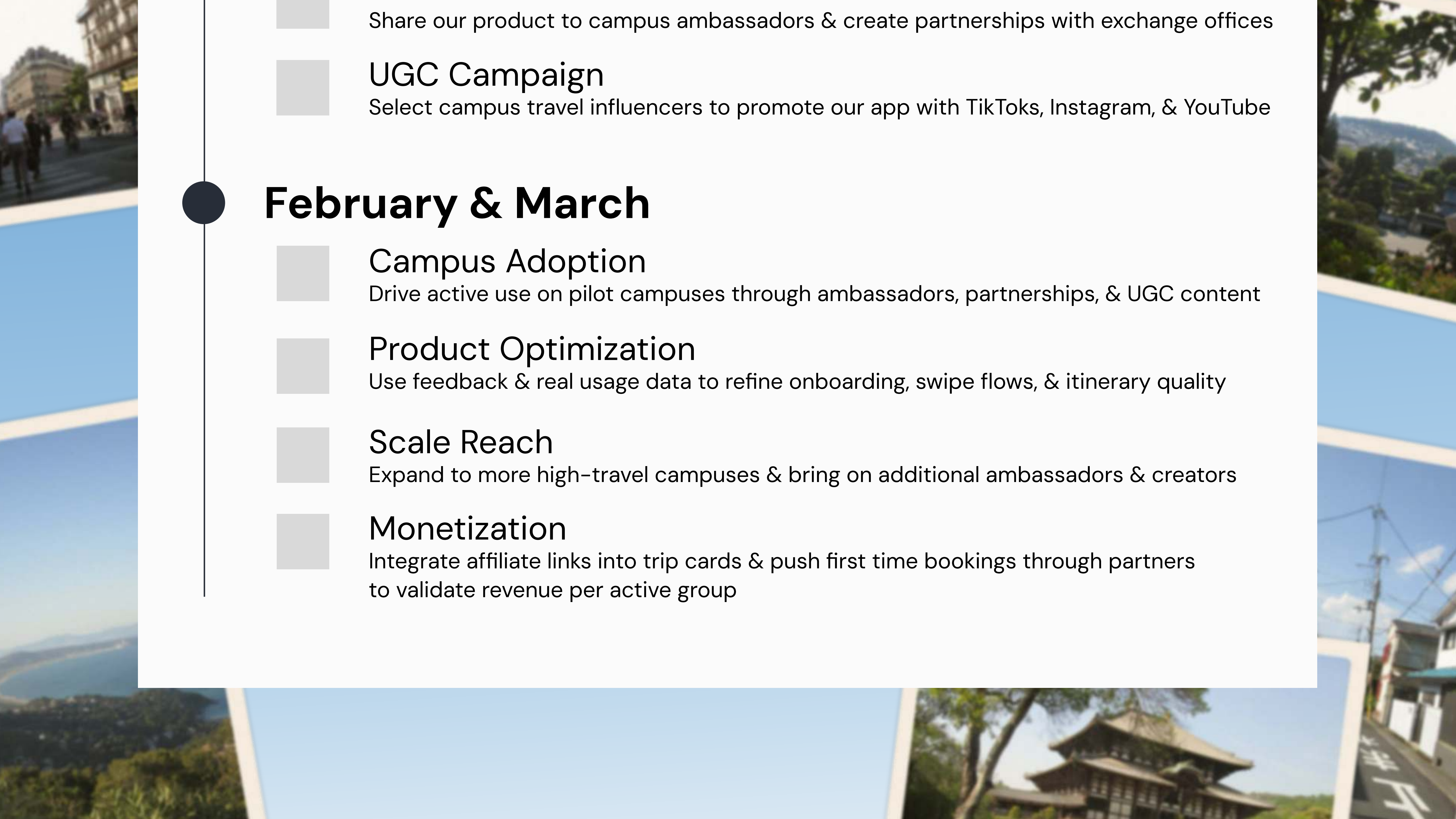


February & March

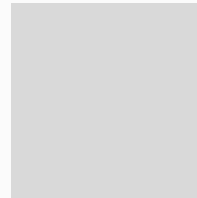


Campus Adoption

Drive active use on pilot campuses through ambassadors, partnerships, & UGC content



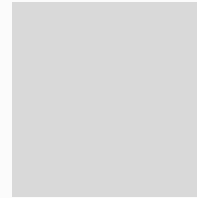
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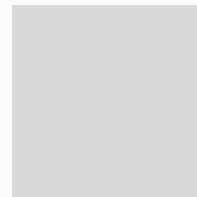
UGC Campaign
Select campus travel influencers to promote our app with TikToks, Instagram, & YouTube



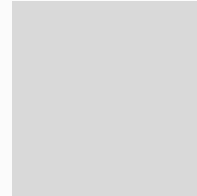
February & March



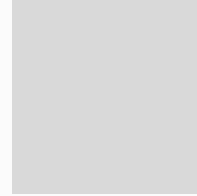
Campus Adoption
Drive active use on pilot campuses through ambassadors, partnerships, & UGC content



Product Optimization
Use feedback & real usage data to refine onboarding, swipe flows, & itinerary quality



Scale Reach
Expand to more high-travel campuses & bring on additional ambassadors & creators



Monetization
Integrate affiliate links into trip cards & push first time bookings through partners to validate revenue per active group

Monetization Models

Metric	Value
Impressions per user/day	30
Penetration Rate (only Queen's)	3.50%
Adoption Rate (only Queen's)	40%
Click through rate (CTR)	0.80%
Conversion Rate	4.00%
Cost per Acquisition	10
CPC	0.43
CPM (in 1000)	4.5

Revenue Model Queen's In year one	
Potential Total Users (exchange)	1,500
Acquired users	600
Daily Ad Impressions Per User	18,000
Click Generated	144
Daily Revenue	
CPC model	\$ 61.92
CPA model	\$ 57.60
CPM Model	\$ 81.00
Total daily	\$ 200.52
Total Monthly	\$ 6,015.60
Annual institutional Partnerships	\$ 30,039.00
Total Average Revenue Per User	\$ 10.03
ARR in year one	\$ 102,226.20

Revenue Model in year one	
Active users (SOM)	10800
Daily Ad impressions per user	324000
Click Through rate	2592
Daily Revenue	
CPC model	\$ 1,114.56
CPA model	\$ 1,036.80
CPM Model	\$ 1,458.00
Total daily	\$ 3,609.36
Total Monthly	\$ 108,280.80
Annual institutional Partnerships	\$ 153,280.80
Total Average Revenue Per User	\$ 10.03
ARR in year one	\$ 1,452,650.40