

amavido.de 

WE ARE ON A MISSION
TO MAKE TOURISM MORE HUMAN

The Problem

Rural areas suffer of local exodus. Villages die out because of missing human resources.

At the same time there is a growing interest in discovering authentic places far away from mass tourism.
But handling the information flood in the internet to find the right place
is time consuming and annoying.

Established solutions either focus on touristic destinations or neglect individual offers.
There's a clear market gap in providing individual offers with a strong focus on rural areas & social impact.



The Solution

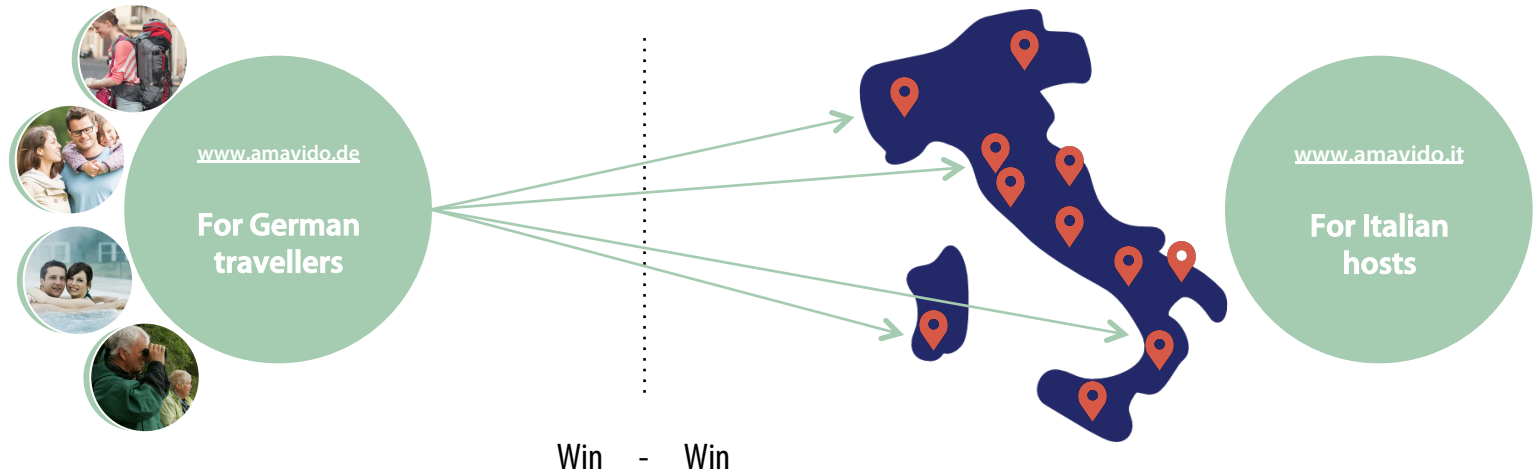
Creating economical based perspectives for rural places in realizing community based tourism.

For finding the best places far away from mass tourism that match your interests and personal requirements you need travel experts with local knowledge.

Introducing amavido.

The amavido platform is a two-sided marketplace.

German travellers can book Italian accommodations and local activities in special rural places, very far away from mass tourism.



Travellers want to discover authentic places, and experience real local activities.

Hosts in rural areas suffer from urbanization and urgently need slow tourists to re-vitalize their villages.

The Status Quo

General Acceptance on both sides of the marketplace proofed
with a prototype version

250+

Registered Hosts

Combined accomodations
and activities

500+

Generated Leads

Emails generated with
questionnaire/booking
request

60+

Customers

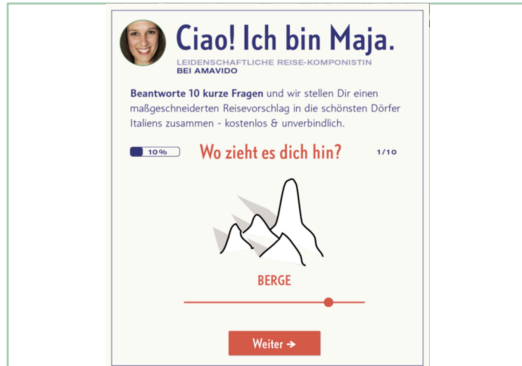
Combined Bookings of
accomodation & activity

Product has been completely re-built according to
further experience and to allow for scalability
(Re-launch estimated in Sept. 17)

- ✓ Development & major improvements based on specific customer insights
- ✓ Powerful host registration and host management application
- ✓ Automated processes and organized CRM for host caring and support
- ✓ Heavily enriched content to present destinations to customers in a unique storytelling style
- ✓ Automated and segmented customer funnels that allow for highly individualized offers
- ✓ All Processes and work structures have been clearly defined and are scalable

Travel offers will be provided to customers in a super-individual and scalable way

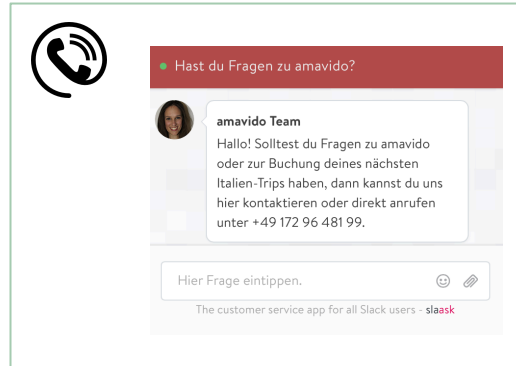
Step
1



Visitors answer a fun wizard and specify their individual requirements and expectations. They leave their email address in the end to get a free and non-binding offer.

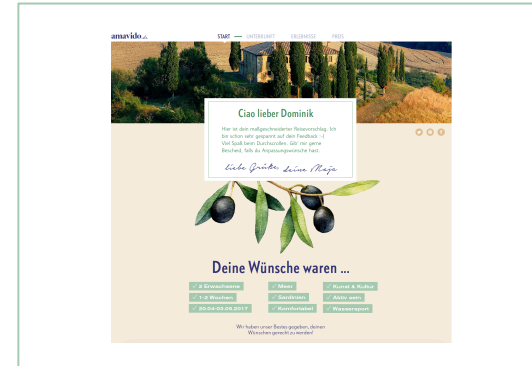
Step
2

*optional



Optionally: Calls are scheduled or live-chats conducted to gather more specific data from visitors.

Step
3



Having collected all relevant individual information, our algorithms can pick & present the most suitable places, accommodations and activities in a unique storytelling layout.

The typical amavido customer



Alicia. 30 years, 2 children.
"The Young Mother"



Michael. 35 years
"The professional"

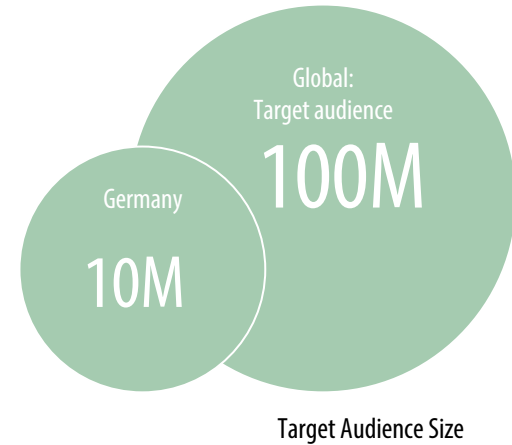


Martina. 25 years
"The conscious student"

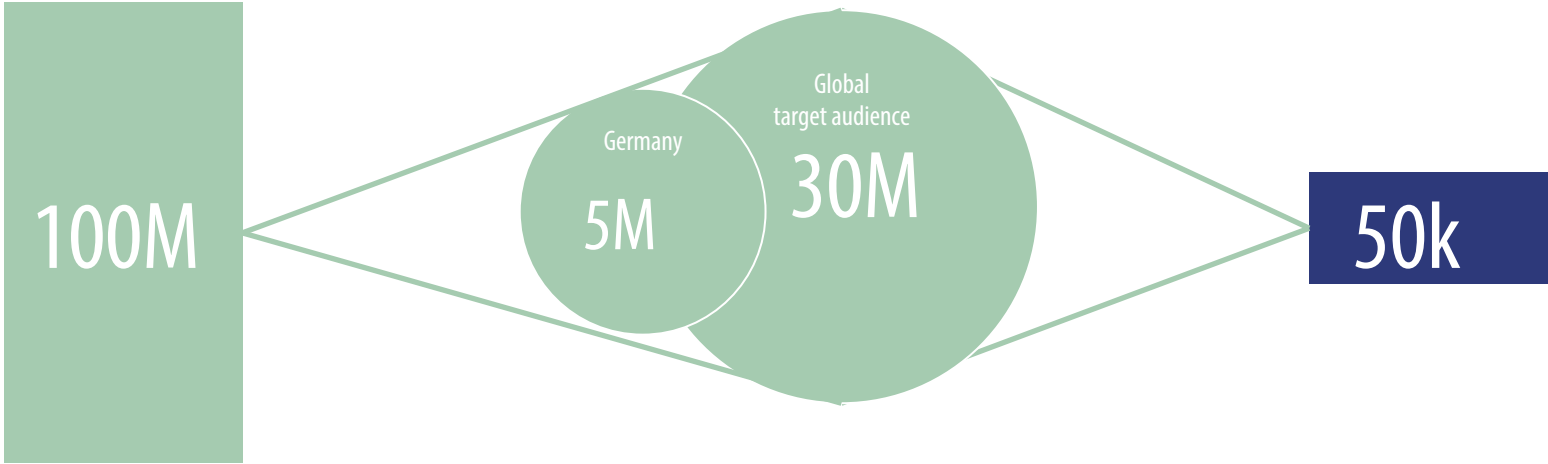


Dieter. 63 years
"The old hand"

Persona Specifications
<ul style="list-style-type: none">• Enjoy testing new products & services• Nature conscious• Culture interested• Open-minded• Free-spending• Community engaged• Well-educated• Value social and environmental compatability• Liberal• Tolerant



Market Size



Individual Trips booked p.year (worldwide)
Total available Market

Target Audience Size
Serviceable Available Market

Trips with amavido in 2020
Share of Market Germany

Source:

Based on Facebook Targeting Criteria

0,5% of accessible Market

Business Model

We will take a 15% commission from host and 10% from travellers on each transaction.



Trips with amavido (cummulated)

Share of market
1% of available market

Average Fee

600€ * 25%
Source: In average customers @
amavido book accommodations and
activities worth 600€ per holiday

Revenue

Projected till 2020

Market Penetration Strategy

- PPC Campaigns (facebook, google)
- SEO Content
- Classic PR (selected targets)
- POI activation (Food, Language, Culture)

Lower barrier to fill out
wizzard and create
automatically an personal
account with email

Convince leads through
segmented highly
individual email
campaigns

Don't make Customers,
Make fans.
Build a community

But amavido is not just a business.
It's a movement.

„The challenge of our generation is creating a world, where everyone has a sense of purpose.
Purpose is what creates true happiness.“

M.Z.



amavido is a lifestyle.
It's a way of thinking, a way of travelling and a way of creating purpose.

With amavido, we help people in rural areas to find and keep their purpose alive.
To live a life free of restraints by sharing and obtaining the uniqueness of their culture, place and tradition.

We want to see the world moving closer by matching travellers with these places and people. We believe in creating individual and extraordinary travel experiences by making visible what is currently invisible.

This is our vision of a better, more human tourism industry and world.

amavido is more than a platform. It's a movement.
Ladies and Gentlemen, please fasten your seat-belt, the journey has already started.

amavido

Vision

The amavido **Fund**

Public figures, Banks, and Privates invest money to support locals in realizing tourism projects getting intrests and creating new offers

The amavido **Foundation**

Amavido gathers old houses from municipalities and offers it to selected locals with great tourism projects

The amavido **Association**

The association gathers public funds and activates community projects in sustainable tourism with working holidays and similar

Now

The amavido **Platform**

Unique travel portal with strong community

Vision & Sustainability

- ✓ Focus on rural areas, family run accommodations and authentic activities
- ✓ Activate unused already existing potential (space, knowledge) and stand against rural exodus
- ✓ Support local communities and inspire them without imposing ideas
- ✓ Support future hosts through knowledge, network and financial support (amavido fond)
- ✓ Motivate travelers to discover their own country or travel with environmental friendly alternatives
- ✓ Create exchange between city and rural areas and establish new values like “small is beautiful”

A complimentary - highly passionate and intrinsically motivated - team



Marie-Janet
Calzone

Co-Founder & CEO

Operations (customer)
BA in cultural studies,
strong experience in
producing several cultural
projets, with italian
background.



Dominik
Calzone

Co-Founder & CEO

Product & Vision
Movie director and
realizer of several
projects and companies
(fandujo, COFFI) with
italian background.



Lucia
Tomassini

Co-Founder

Operations (host)
MsC Architect and Urban
planner. Experienced
Tourism Destination
Manager and phd in
sustainable tourism.



Dario
Spadoni

CTO

Fullstack
Experienced full stack
developer. More then 10
years of experience in
various international
companies.



Anna
Senge

CFO

Finance & Controlling
Master in Sustainability
Economics and
Management, strong
experience in area of
accountancy and auditing



Kurt
Jonas

Business Angel

Investor & Advisor
Experienced Interim
Manager with focus in
aftermarket- and
medium-sized OE-
Business International.

+ a great base of talents:

Matthias Neumann (Design) | Julia Kordes (Online Marketing) | Benjamin Landgraf (Email Marketing)
Eleonora Tagliazucchi (Host Sales) | Maike Neumann (Social Media) | Patrizia Brando (Translations) | and many more...

The Press loves amavido

„In Italien belebt authentischer Tourismus strukturschwache Regionen. Das Berliner Start-up amavido will da jetzt mitmischen. Funktioniert das Konzept auch für deutsche Dörfer?“

„Ferien machen und sich als Einheimischer fühlen. Das möchte amavido für Italien-Urlauber erlebbar machen – und gleichzeitig die Kultur vor Ort fördern.“

„Ob auf dem Land oder am Meer, inmitten antiker Gassen oder verstaubten Kunstwerken: amavido verspricht familiengeführte Unterkünfte fernab des Massentourismus.“

DER TAGESSPIEGEL


GRÜNDER  SZENE

 FOCUS

Travellers as well as hosts love amavido, too.



Michael. "The professional"
35 years, with partner

„amavido is awesome!
We've been so often to Italy,
but the places amavido proposed,
where completely new to me.
Incredible...“



Martina. "The old hand"
57 years, with partner

„It was the first time for us to book
online. Marie-Janet's service was
very supportive and our host was
very friendly. We had a great
time.“



Pascale and Massimo (Agriturismo)
San Marcello in Toscana
Eco-Wine producer

„The guests we receive through
amavido are phenomenal.
Super interested & nice!“



Maria Stella (B&B)
Lamoli in Marche
Artist

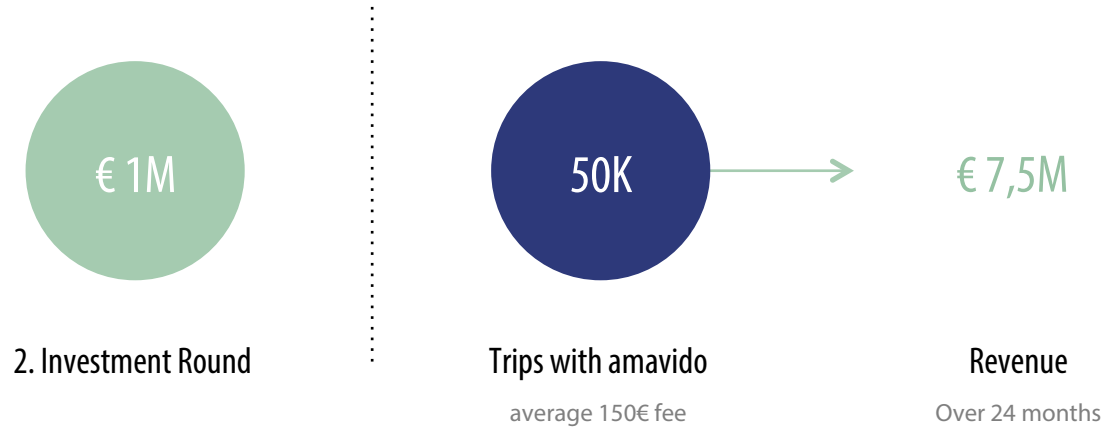
„amavido is what we have been
missing from the big platforms like
booking. Proximity, understanding
and support for the small and
hidden places“

amavido's NEXT STEPS.



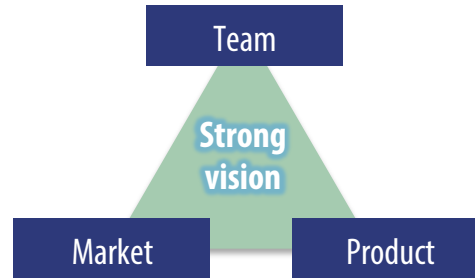
Opportunity

We are looking for a 24 months financing to reach a total of 50k bookings on amavido till end of 2019.



Summarizing amavido's formula for success

Complementary team with tourism, IT and business expertise. Strong shared vision and intrinsic motivation -100% committed.



Huge market potential: Sustainable & local are the new sexy. Clear market opportunity as competitors focus on different positioning. Host pool as challenging market-entry barrier.

Completely re-built with focus on customer insights. Very unique storytelling presentation of travel offers. Differentiated from traditional marketplaces.

amavido's USP: Individual unique travel packages in undiscovered places with authentic experiences, passionate locals, creating together a positive social impact.

Get in touch.
We have so much more to say.
Our vision is huge.



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Founder & CEO

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