



Guide: Enchanting Prague, author: Michal Vitasek

Fripito: your photo guide



FRIPITO

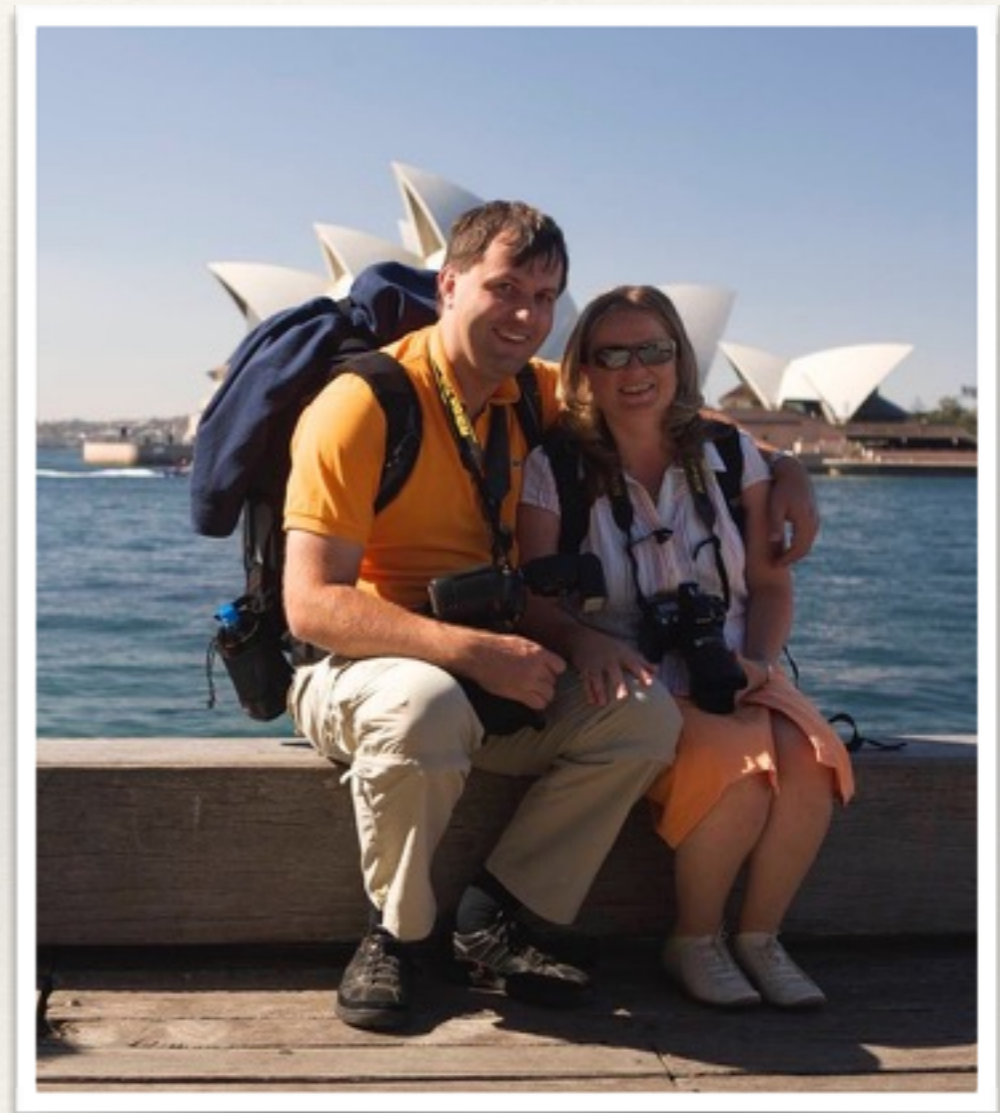
travel & photography guide

Jan Brezina

founder

How do you prepare your vacation?

- ❖ Google returns billions of links
- ❖ Can you really trust the information you find?
- ❖ Reviews are full of commercial bullshit
- ❖ Does anyone still use printed Guides in the 21st century?
- ❖ **You are wasting time!**



You could get better photos!

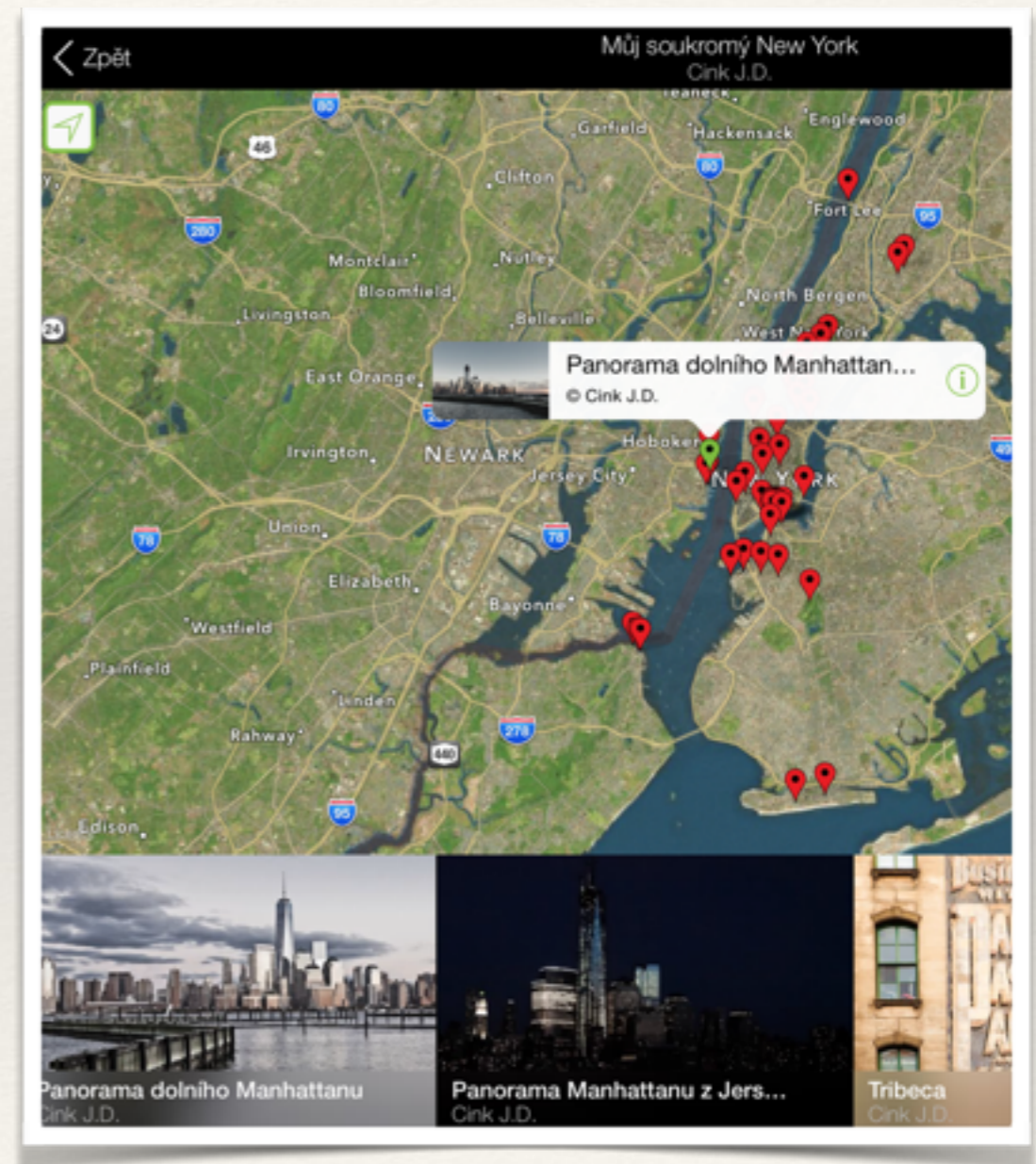
We give you premium photo guide!

- ❖ **App for iOS and Android**
- ❖ Guides **based on photos** from selected **local** photographers
- ❖ **Up-to-date information tailored to photographers!**
- ❖ Fully **offline**: photos, info and **maps**



Why Fripito?

- ❖ **Save time** when planning your trip
- ❖ **Verified** information
- ❖ **Offline** guide for your destination
- ❖ Pay only for the destination you want



For whom?

- ❖ **All travelers need to plan trip and want to return with great photos**
- ❖ It does not matter what camera you use. We will help you get the best possible pictures!



Market opportunity

- ❖ We focus on traveling photo fans
- ❖ We recommend **where, when** and how to go for the best **light and location**
- ❖ Every western family travels at least one time a year
- ❖ Segment of privately arranged trips **doubles** each year



Guide: London, South of the River

Who are we?

- ❖ 5 inside + 20 external
- ❖ Jan Brezina - founder, travel guide, photographer, ACT
- ❖ Irma Stastova - 15y of marketing in travel industry
- ❖ Jiri Pelikan - 15y senior developer
- ❖ Vlada Belohradsky - 6y senior iOS developer
- ❖ David Filipi - US support



Guide: My private New York

Why is Fripito unique?

- ❖ Photos with **full EXIF, GPS** and personal **travel and photo tips**
- ❖ **Offline maps**
- ❖ Strong sharing
- ❖ **Specific info for photographers**



Competitors

- ❖ Lonely Planet, National Geographic
just general information based on text
- ❖ Google and web galleries
unsorted overflow of info
- ❖ Oneofkind, 500px
no full info, no business model



Guide: Magical Island

Business model

- ❖ App for mobile for free
- ❖ Pay per destination
- ❖ Split revenue with authors
- ❖ We sold 100 guides in last month and grow 100%+



Where we are?

- ❖ Public presented at 10/2014
- ❖ **iOS** and **Android** version at stores
- ❖ **EN** and **CZ** version, UI in 6 lang.
- ❖ We have **9K users**
- ❖ Target for 2015:
 - ❖ 50K users
 - ❖ 50 locations / \$10K income



Guide: Bali



Fripito

Obchod

Moji průvodci

Má místa

Mapa

Přispět



OBLÍBENÝ

Bolívie - Altiplano

Fischer Milan



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Filipíny

Filipi David



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Londýn, jižní břeh řeky

Hines Shaun



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WWW.FRIPITO.COM

Thank you!

