



uemura

artisans of experiences

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SUMMARY

Uemura is an online travel agency for online travelers.

ENJOY

Design - Share - Socialize - Book

Social
Network

Travel

Events

Concierge

UEMURA

TEAM



Miguel - **Co-founder / CEO**



Sylvia - **Co-founder / Concierge**



Fernando - **Finance**



Ángel - **Suppliers & Content**



Eirini - **Production**



Enrique - **IT & Web Development**



Raúl - **Graphic and Web Designer**



Beatriz - **Customer Services**



Alexia- **HR**

PROBLEMS

- 1 - Lack of tools to find trips by travelers profiles
- 2 - To Design a trip the user needs to do it manually, with many websites
- 3 - User can not Share Trips and Split Payments On line
- 4 - Suppliers cannot reach final users
- 5 - Not any tool to create Bleisure Trips
- 6 - No social networks with the tools to create social trips

SOLUTION

Focus on the user

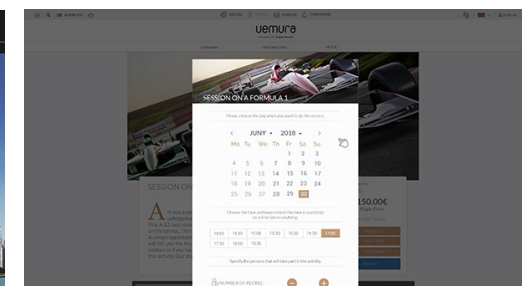
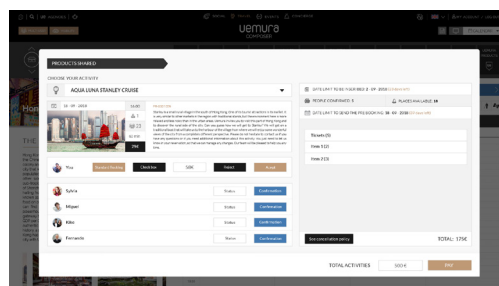
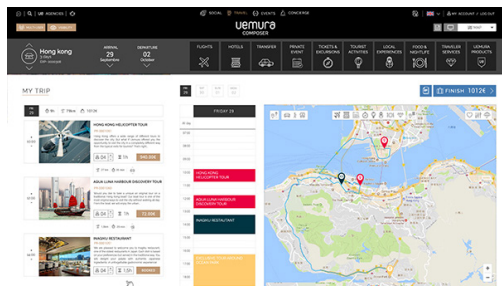
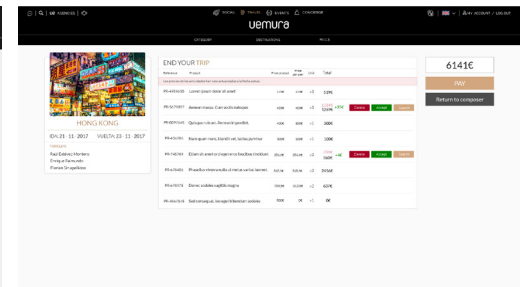
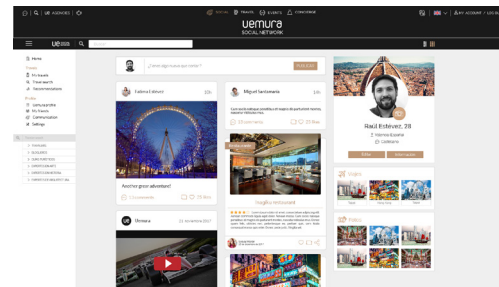
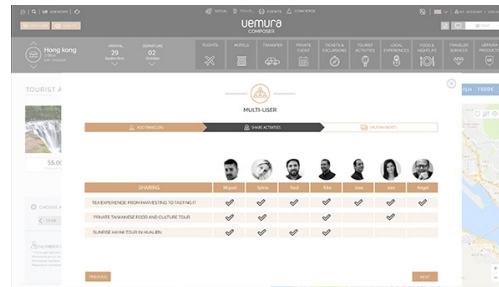
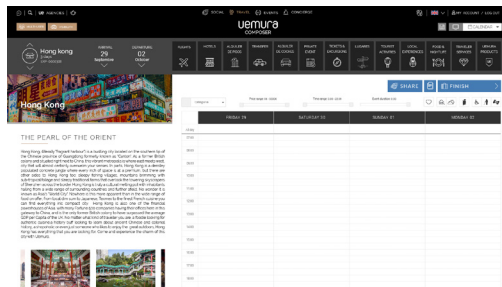
UEMURA

Design

Share

Socialize

Book



OUR DIFFERENTIAL VALUE IS

1. The best travel organizer in the market. To make customized trips.
2. The best tool for Business + Leisure trips. Multi users, multi invoices, company and employees, share agenda, add activities with privacy, enjoy free time, same trip.
3. Share trips with other users and access to a social network. Create your trip and invite travelers, meet travelers and create trips together, look for shared trips, and join them.
- 4- Thanks to the social network and our system to share, we let the clients be promoters, advisors and sellers.
- 5- Suppliers become users and promoters like other users, to advertise indirectly and without “bothering” with adds.

MARKET OPPORTUNITY

- 200 cities concentrate 50% of world tourism
- 81% of online purchases are influenced by posts in social networks
- 80% of travelers buy their tickets online
- More than 56% of adults who use the Internet use more than one social network
- 1 in 3 people use social networks
- 10 % of World's GDP (Direct, indirect and induced)
- 7% of World's exports - US\$ 1.4 trillion
- 1,235 million - International tourist arrivals in 2016
- 1.8 billion - International tourist arrivals by 2030

COMPETITION

	Quantity	Images	Price	Time	Languages	User friendly	Categories	Market	Design	Innovation	TOTAL
Expedia	10	10	9	10	9	9	7	10	8	3	85
TripAdvisor	10	10	9	10	8	8	9	10	7	5	86
Booking	10	10	9	10	10	9	6	10	7	2	83
Uemura	8	10	9	8	3	8	10	0	10	10	76

INVESTMENT

COMPETITIVE
ADVANTAGE

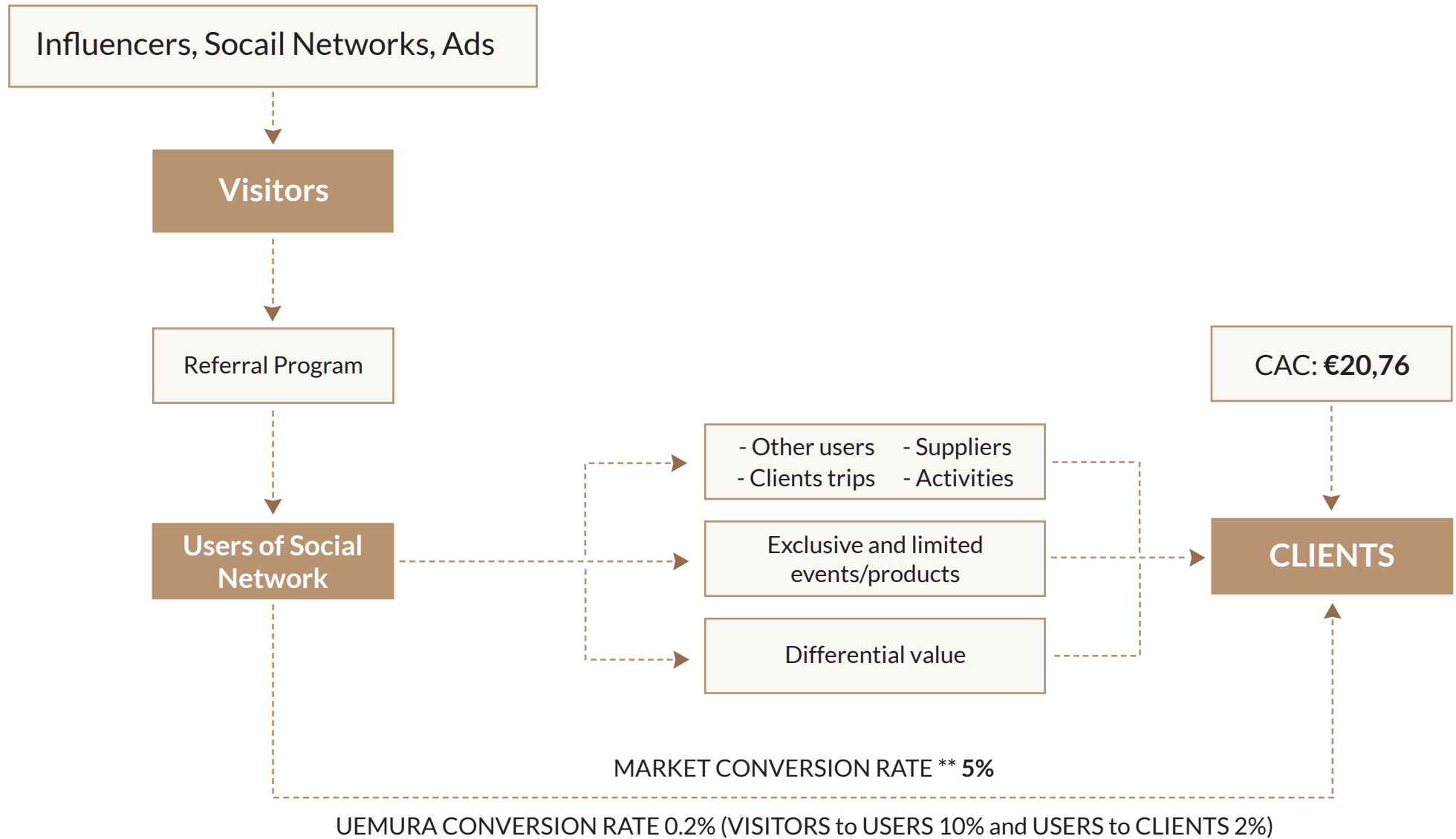
BUSINESS MODEL

PRODUCT	COMISSION	DEPOSIT
Travels	8% - 10%	100% at booking
Events	5% - 10%	100% at booking
Concierge	15% - 18%	100% in advance

→ 2018: €1 M

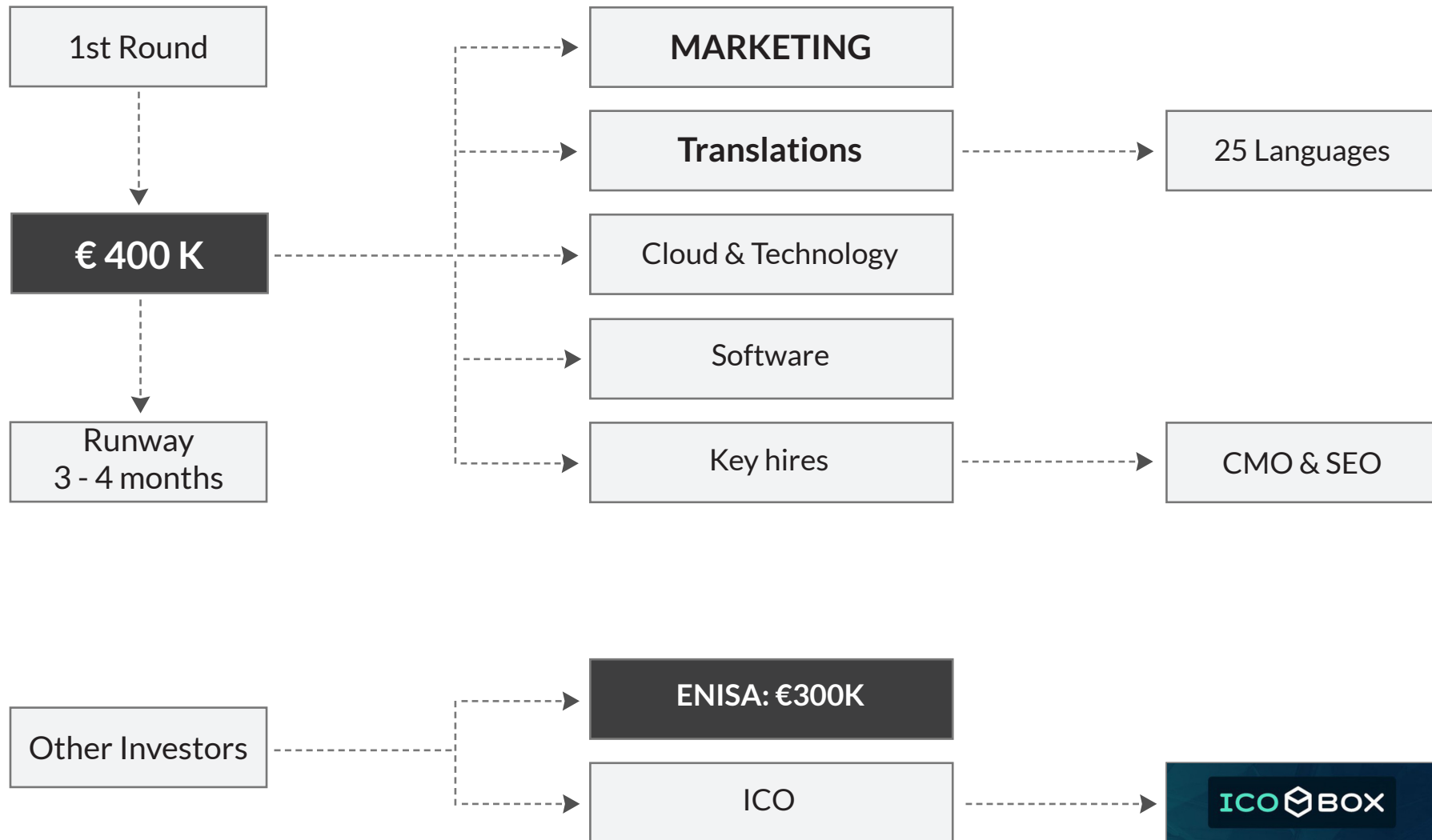
Affiliates Program - 10 euros per users - N26

CUSTOMER ACQUISITION



*Assumption **Source: Unbounce

FUNDING



NEXT MONTHS

	GO LIVE		
2018 (2nd half milestones)		2019	2020
API improvements	Sales	11.9 M €	107.76 M €
25 Languages Set up	Customers	9.1 K	91 K
Payment Gateway improvements	Users	455 K	4.5 M
Advertising & Marketing Campaign Set Up	Average trip cost	1088€*	*before taxes and based on a conservative scenario
Web final tests	Average profit	68,54 €	



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