a startup company dedicated to "Innovation & Digital Transformation" in travel space creating "job opportunity" for local youth
GuideRatna Travel & Tourism Pvt. Ltd.  
Regus, 5th Floor, RDB Boulevard, Sector - V, Salt Lake,  
Kolkata - Pin 700 091, India  
Phone +91 8480777293 | E-Mail: guideratna@hotmail.com  
http://guideratna.com  

Certificate of Incorporation MCA  
U74999WB2018PTC225406  
Date 27th March 2018  

GST Regi. No. 19AAHCG2491D1ZL  

Certificate of Recognition, DIPP19214,  
as a startup company by DIPP, Govt. of India  

GuideRatna Travel & Tourism is an app based platform that  
pair solo & Group travelers with local Tourist Guide & Tour  
package offered by local tour operators. Travelers can view,  
in real time in app, how many guides are available at  
particular tourist place (say at Victoria Memorial in Kolkata).  
Tourist can view the back-ground details of guide like M/F,  
age, qualification, language speak, licensed/non licensed,  
etc. Traveler can select and book guide (only) or guided tour  
package as per preference.  

It will disrupt the way travers travel now-a-days. GuideRatna is  
not a travel broker, it is technology Startup in SaaS / IoT space.  
There is potential to be “next UBER in travel space” if it groom  
properly.  

- Fumihiko Ishimaru  
Founder & CEO at Accord Ventures, Inc.  
Tokyo, Japan  

INTRODUCTION  

Fumihiko Ishimaru  
Founder & CEO at Accord Ventures, Inc.  
Tokyo, Japan  

https://www.youtube.com/watch?v=Y6isfs44UZ4  
https://www.linkedin.com/in/biswa-r-100097161/  
https://www.facebook.com/GuideRatna-295852841032963/?modal=admin_todo_tour
**FOUNDER & TEAM**

**Ratan** is the Founder & CEO of GuideRatna, world first tourist guide-sharing platform and most innovative mobile app for travel & tourism Industry. With a mission to create job opportunity in tourism space and providing tourist guide to solo travelers in real-time, he has started GuideRatna in January 2018 (official registration in MCA March 2018)

Before GuideRatna, Ratan having 20 years of industrial experience in sales and business development of capital Equipment’s in India, Japan, Finland, UAE, Saudi Arabia (working & Living total 10 Years). He was frequent travelers in US, Europe and Asian countries in 2007-2017. He is Bachelor in Engineering from National Institute of Technology, the country’s premium University in Engineering & Technology and MBA from National University of Singapore, one of the best business school in Asia-Pacific region. (Top 25 B-School Globally by ET)

**Palash** having 18 years of industrial experience in designing, developing, and deploying systems using Java, J2EE, Business Process Management technologies for banking / retail industries for US and UK customers. He is Masters of Technology from Indian Institute and Technology, Kanpur, one of the premier Institute in Asia-Pacific region after completing Bachelors of Engineering from National Institute of Technology. He has coveted various technology and management certifications, PMP from PMI and Developer Certifications for Java and BPM tools to name few.

**Ramita** Biswas, Co-Founder COO Patent Holder

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**Palash Dutta, Co-Founder CTO**

**Ankan Biswas, team member Technology, MCA (Final Year)**

**Mallika Mandal, team member Guide Care. BE - 5 Years Exp.**

**Shilpi Sarkar, team member Customer Care, BE - 5 Years Exp.**

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**Ramita Biswas, Co-Founder COO Patent Holder**
Customer Pain

- No real-time tourist guide booking & Package tour booking facility on spot available in market right now. It is always pre-schedule, you need to book well in advance.
- Language is one of the serious problems when non-English speaking tourist (Japanese, German, etc.) visiting tourist places (say Victoria Memorial in Kolkata). They must go with expensive package tour with local tour operator.
- Tour operator decides the guide in case of package tour or guided tour. Travelers do not have any role in guide selection. Travelers do not know who will attend them during site seeing. Most of the times they are employee of that tour operator and not authorized guide.
- There is freelancer “tourist guide” providing guide service but difficult to book them as per personal preference at spot when needed.
- It is bit difficult to find and book “Licensed / approved tourist guide” by Ministry of Tourism, Govt. of India. As order of Hon’ble Court, only approved tourist guide can enter inside of Ancient Monument and Archaeological sites in India.
GuideRatna Travel & Tourism is an app based platform that pair solo & Group travelers with local Tourist Guide & Tour package offered by local tour operators. Travelers can view, in real time in app, how many guides are available at particular tourist place (say at Victoria Memorial in Kolkata). Tourist can view the back-ground details of guide like M/F, age, qualification, language speak, licensed/non licensed, etc. Traveler can select and book only guide or guided tour package as per preference.

There are 3 major components in this invention:
- Client/Tourist/User
- App Provider/Guide App
- Web Admin Panel
**Value Proposition**

Value proposition is delivered via products and not by people. GuideRatna is neither a holiday planner not a tour operator. It is platform that connects solo travelers/tourist with local tourist guide and local experience.

**Customer Segments**

<table>
<thead>
<tr>
<th>Customer Segments</th>
<th>Full</th>
<th>Partial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solo Travelers</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Group Travelers</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Tour and Activity Operator</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Online Travel Booking Agencies</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Tourism Board</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
**Example of similar Business Model (SaaS / IoT Platform)**

*Wings Radio* cab was very popular few years back in Pune, Mumbai and other City in India. We call a telephone number and book cab over phone. It was online also. Cab booking over phone was great help to customer which eliminate all the hassle of local taxi operator on stand. It was very convenient and customer was so happy with this service.

*Ola Cab* (similar as UBER) came in market with disruptive business model. It is App based ride sharing aggregator where customer can book cab in app in real-time. Customer can map the booked car on Google map. This App is very user friendly and whole business model is very popular in India.

“*A lot of times, people don’t know what they want until you show it to them.*”

Steve Jobs
Historical Evolution of Indian Travel & Tourism Industry

Total contribution by travel and tourism sector to India’s GDP is expected to increase from Rs 15.24 trillion (US$ 234.03 billion) in 2017 to Rs 32.05 trillion (US$ 492.21 billion) in 2028. India ranked 7th among 184 countries in terms of travel & tourism’s total contribution to GDP in 2017. Travel and tourism is the third largest foreign exchange earner for India. Foreign exchange earnings (FEEs) in March 2018 were US$ 2.66 billion.
MARKET SIZE

Estimated Market Size and Potential in India

10M (2017) Foreign Tourist (FT) in India, set to grow at 9.7% YOY till 2020

1810M (2017) Domestic Tourist (DT) in India, set to grow at 12.3% YOY till 2020

Travel & Tourism

$155B Y2020

Guide Business

$27B Y2020

GuideRatna

$2.7B Y2020

Total Market Size for Guide Business 2020 (FT+DT) = $2,000M + $25,000M = $27,000 M ($27.000B)

Total Tourist (FT+DT) 20M+2500M = 2520M

Only 10% in by 2020

MARKET SIZE

Total Market Size Travel & Tourism Years 2020 (FT+DT)

$46 + $160 = $206 Billion

Total Tourist (FT+DT) 20M+2500M = 2520M

Total Market size for Guide Business 2020 (FT+DT) Only 10% in GuideMarket

$2.7B

Total Tourist (FT+DT) 252M

Estimated Market Size and Potential in outside India (Top 10 Countries)

Total Market size for Guide Business = $96000 M ($96B)

Spend @$200 per tourist
4 spot @$50 each
MARKET SIZE (direct employment)

Example how big is the opportunity!

Consider **Victoria Memorial**, one of the most visited place in West Bengal

![Victoria Memorial Image](image)

**Visitors 2015-2016**

<table>
<thead>
<tr>
<th>Category</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garden</td>
<td>14,90,146</td>
<td></td>
</tr>
<tr>
<td>Museum: Indian</td>
<td>17,54,949</td>
<td></td>
</tr>
<tr>
<td>Museum: Foreigners</td>
<td>28,526</td>
<td></td>
</tr>
<tr>
<td>Son-et-lumiere</td>
<td>9,827</td>
<td></td>
</tr>
<tr>
<td>Students of 239 School [Free entry]</td>
<td>18,605</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>33,02,053</td>
<td></td>
</tr>
</tbody>
</table>

* These figures are exclusive of the number of military personnel and VIPs.

Expected visitors in Museum 2018 (Nos.), Total = 2,500,000
Visitors taken GR service, 1% = 25,000
Every day (300 days in a year) = 83

No. of guide needed to serve 1% potential visitors every day = 20 (1 guide serve 4 visitors @2 hr. per day) = 100 (10% visitors)

Consider **West Bengal** state in India

**Domestic Tourist Arrivals Rank:** Retained the rank 8th in 2015 with a total of 70.2 million visitors

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic tourist arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>22.73</td>
</tr>
<tr>
<td>2013</td>
<td>25.54</td>
</tr>
<tr>
<td>2014</td>
<td>49.00</td>
</tr>
<tr>
<td>2015</td>
<td>70.20</td>
</tr>
</tbody>
</table>

Domestic tourist arrivals: 2018= 100 million

**Foreign Tourist Arrivals Rank:** Climbed to rank 5th in 2015 with a total 1.49 million visitors from rank 6th in 2014

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<thead>
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<td>1.22</td>
</tr>
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<td>2013</td>
<td>1.24</td>
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<td>2014</td>
<td>1.37</td>
</tr>
<tr>
<td>2015</td>
<td>1.49</td>
</tr>
</tbody>
</table>

Foreign tourist arrivals: 2018= 1.8 million

Calculation

Total Tourist in WB (DT + FT) =100+1.8M = 101.8M

If 1% taken GuideRatna service = ~1M travelers / tourist = 3333 travelers / tourist per day

No. of guide needed to serve 1% potential visitors every day = 833 (4 visitors / day / Guide) = 4,165 (5% visitors)

If 5% visitors visit 4 places and take guide = 4,165*4 = 16,660

At present
Govt. Approved Tourist Guide = 81
(Total in Easter India, listed)

Locally approved Tourist Guide, estimated (no data found) = 225
MARKET SIZE (Revenue)
Example how big is the opportunity!

Consider **Victoria Memorial**, one of the most visited place in West Bengal.

Revenue Generation = 100*20*300
@20$ per Tourist /Y = $600,000
300 D/Y

Consider **West Bengal** state in India

**Domestic Tourist Arrivals Rank:** Retained the rank 8th in 2015 with a total of 70.2 million visitors.

**Domestic tourist arrivals**

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No. of guide needed to serve 1% potential visitors every day
= 833 (4 visitors / day / Guide)
= 4,165 (5% visitors)

If 5% visitors visit 4 places and take guide
= 4,165*4 = 16,660

Revenue Generation = 16,666*20*300
@20$ per Tourist /Y = $999,900,000
300 D/Y = $99,996,000
OPERATION (Started 1st January 2019)

4 Historical City in West Bengal
(~80 customers served, Revenue 1000$ as on 24th Jan 2019)

GuideRatna Team
Regus, 5th Floor, RDB Boulevard, Sector - V, Salt Lake, Kolkata - Pin 700 091, India
United Nations Educational, Scientific and Cultural Organization (UNESCO) has recognized 32 sites in India as the World Heritage sites, in which 25 are cultural while other 7 are the natural sites.
INTERNATIONAL EXPANSION (discussion in place)
GuideRatna participated "Destination East 2019" B2B meet organized by CII and Govt. of WB, held in Biswa Bangla Convention Centre in Rajarhar Kolkata India on 14 & 15 January. There was 96 foreign travel & tourism company from 46 countries attended this flagship event and 50 companies visited our stall. All are very excited and shown keen interest in our App. Italy and Indonesia quite interested to start this solution in their country.
Facebook boosting (Jan 3, 2019 for 3 days)

Post engagements
Boosted post: Download App from Goog...
Created on 3 Jan

People reached
7,608

Post engagements
2,198

Reaching more people helps you build brand awareness.

When promotions are relevant to people who see them, they're more likely to engage.

Tourist Spot and Hotels
COMPETITION

List of Competitors: No competitor in this space

There is no direct competitor of GuideRatna. Value proposition / Business model is completely new.

DEVELOPMENT ROAD MAP

03/2018
Company Registration

04/2018
App Dev. Start Tourist App – iOS & Android
Guide App - Android

07/2018
Beta Testing of App – Vendor
Beta Testing of App - Customer

08/2018
Launch Webpage & 1 month Live Testing
Debug, update

09/2018
Commercial Launch

11/2018
Face Book Page Launch

https://guideratna.com

Regi. 27.03.2018
Patent File 18.07.2018
Beta Test 15.08.2018
Webpage 30.08.2018
Launch 27.09.2018
Launch 10.11.2018
DEVELOPMENT ROAD MAP

10/2018
Operation Started

12/2018
App repair, Bug Fixing Started

01/2019
New Office, Sector-V Salt Lake, Kolkata (Regus co-working space)

01/2018
B2B Meet in Kolkata

12-13.01.2018
1st Guide Meet Murshidabad 12.10.2018
Bishnupur 24.11.2018
Murshidabad 21.12.2018

10.01.2018
Bishnupur

12.10.2018
Murshidabad
### BUSINESS MODEL

#### Partner Network
- Guides Association
- Online Travel Platform
  - Travel company
  - Local Tour operates
- Airbnb Hosts

#### Key Resources
- Guide Certification
- App development
- Guide network
- Marketing network

#### Key Activities
- Offer: GuideRatna
  - Tour real-time
  - Modular tours
  - Guide Profile Matching

#### Offer: GuideRatna
- Tour real-time
- Modular tours
- Guide Profile Matching

#### Customer Relationships
- Tourist
- Non-Tour group
- Solo Travelers
- Online platform
- Local Tour Operator
- Tourism Board

#### Customer Segments
- Non-Tour Group
- Solo Travelers
- Online Platform
- Local Tour Operator
- Tourism Board

#### Distribution Channels
- App store

#### Cost Structure
- Salary
- Off. Admin
- Marketing
- Resource Development

#### Revenue Streams
- Direct Commission from guide revenue
- Adm. Fees every Q from guide

#### Guide Commission
- ₹
**BUSINESS MODEL**

We take 25% commission on each transaction (between tourist and Guide)  
$25 administrative fee’s from each guide per Q

<table>
<thead>
<tr>
<th>Year</th>
<th>India Market</th>
<th>Outside Market</th>
<th>Total Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer</td>
<td>Revenue</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>10,000</td>
<td>$100K</td>
<td>$100K</td>
</tr>
<tr>
<td>2020</td>
<td>25 M (1% of Total Tourist)</td>
<td>$270 M</td>
<td>$1,230M</td>
</tr>
<tr>
<td>2021</td>
<td>252M (10% of Total Tourist)</td>
<td>$2,700 M</td>
<td>$12,300M</td>
</tr>
</tbody>
</table>
FUND RAISING

Year – 2019: $500,000
Year – 2020: $4,000,000

Capital Usage: 2019
Salary, Marketing, Product Dev.

Capital Usage: 2020
Marketing, Product Dev. Salary

EXIT PLAN: Potential Buyers

Online Travel Agency

Room Sharing

Ride Sharing