

AdvisaTrip

An innovative way to connect young people in
Hong Kong and Japan

MONEY

TIME

PEOPLE

AdvisaTrip

An innovative way to connect young people in Hong Kong
and Japan

WHAT

What is AdvisaTrip?

Innovative way to encourage young people to **connect, collaborate, and explore** each other's countries, without the **money, time and people constraints**



WHY

Purpose of AdvisaTrip

- **Encourage communication** between young Hong Kong people and Japanese
- **Encourage exploration** between different cultures
- **Provide life-changing experience**
- Provide chance to gain **international work experience** and **travel abroad** at the same time



WHO

Target User

- University Students in Japan and Hong Kong
- Loves to Travel
- Likes to help and meet new people
- High level of English skill
- Highly motivated to learn about different cultures

HOW

I want to
go to Hong
Kong

Budget:

\$1,000

I want to go to Hong
Kong

Budget: \$1,000

I want to join

I want to join

I want to join

I want to join

I want to join

I want to go to Hong
Kong
Budget: \$1,000

I want to join

I want to join

I want to join

I want to join

I want to join

Advisor

Advisors

- **Student Interns**
- **Gives advice** concerning entire trip
- **Frequent communication** with travelers from other countries
- **Earns TripPoints** to use on own trip

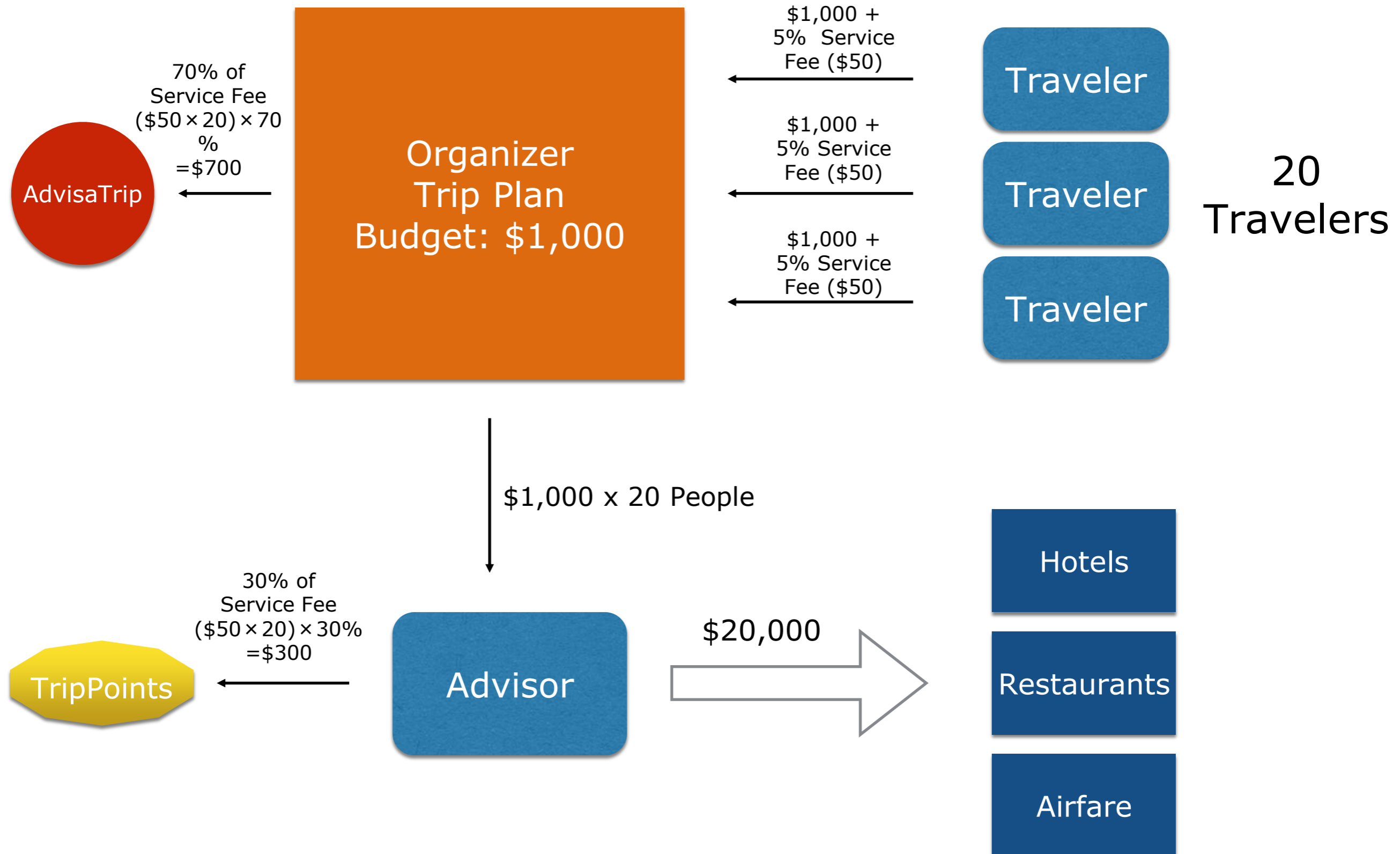
Frequent Communication

- **Overcome** language and cultural barriers
- **Gain deeper understanding** of each other's countries

TripPoints

- Earned through Advising, Organizing, and Referrals
- **100 points = \$1.00**
- Can be used for travel plans within AdvisaTrip

Cash Flow (20 Travelers)



WHERE

Viral Marketing using SNS

Sign-Up from Referral



1,000 TripPoints

Incentives to Share

Sign-Up and Apply for Trip



5,000 TripPoints

facebook

twitter 

You Tube



AdvisaTrip

2時間前 · 🌐

【友達を紹介して1,000AdvisaTripポイントを手に入れる！】

最近話題の旅行企画サービスAdvisaTrip！

友人を紹介するとなんと1,000AdvisaTripポイントをもらえる！

方法はこのリンクを友達に送るだけ！！

→<http://www.advisatrip.com/friendreferral>

いいね！ · コメントする · シェア



AdvisaTrip: Explore Hong Kong and Japan



AdvisaTrip ✓

チャンネル登録 46,274

225,775

+ 追加 共有 ... その他

👍 1,057 💬 37

AdvisaTrip

An innovative way to connect young people in
Hong Kong and Japan