



A.T.H.T.sarl: where all hikers meet

Atlas Trip Hiking technologies S.A.R.L.

A.T.H.T. offering the Atlas Trip app for 4 million moroccan backpackers





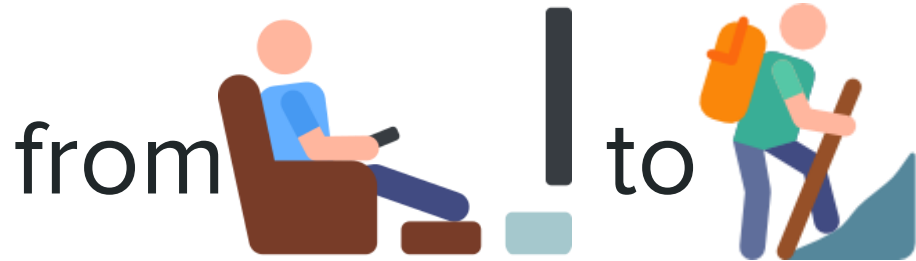
4 million backpackers

in morocco

According to

- • Statista.com
- Facebook insight

what stops them
from hiking ?



Obstacles²



(backpackers interview)

- Budget
- Duration of the trip
- Fear of the unknown



The Problem

Survey has done on april of 300 backpackers



untrusted information
can cause misguidance



risks of hiking (getting
lost, injured,
dehydration etc)



- 60% are novice
(meaning less than 5
hikes = less
experience = more)
risks)



Solution (mobile APP)



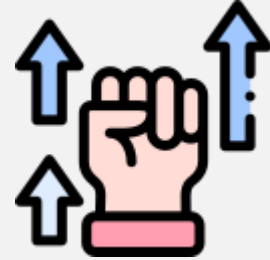
Guiding (before the hike)

- Budget of transportation Motels and camping
- how many backpackers will go to the same place
- safety
- Preferred cellphone Network
- Aim gadgets



Assisting (during the hike)

- Near markets and rivers
- Warning before entering no-signal, danger zones and if no backpacker in the area



Encouraging (to have more hikes)

- community of hikers
- Smart search based on:
 - >budget needed
 - >duration of the trip
 - >challenging places
 - >astronomical events
 - >special discounts

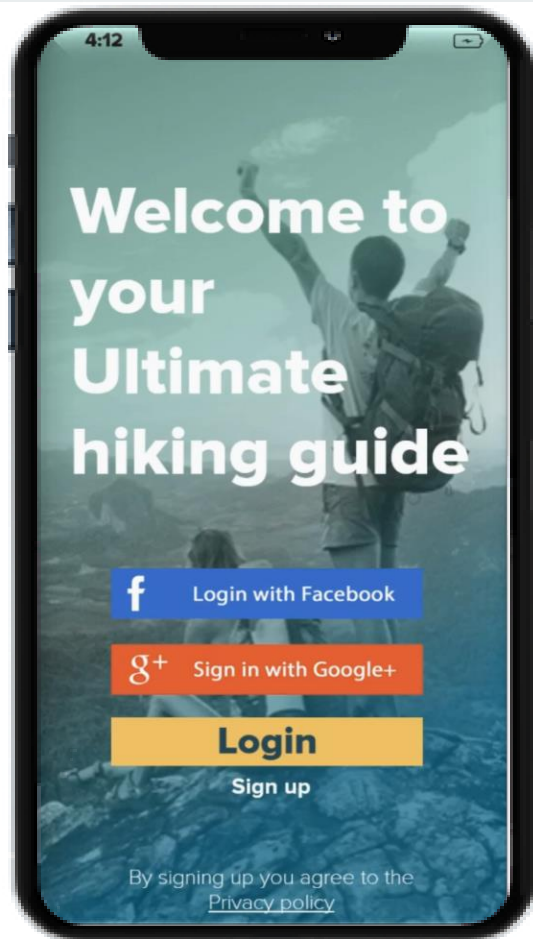


MVP (Minimal viable product)

It provides **3 values** to the moroccan backpackers:

- Trusted information
- budget needed
- Security

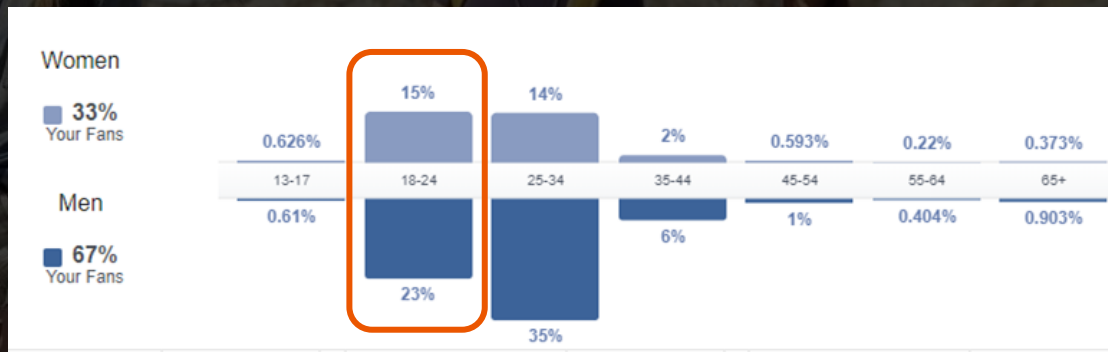
ATHT's Team took 2 month to build the mockup





Customer segments

With the help of marouan Zitan the admin of the MTC page, this **Data collected** From the facebook page of **300K moroccan backpackers**

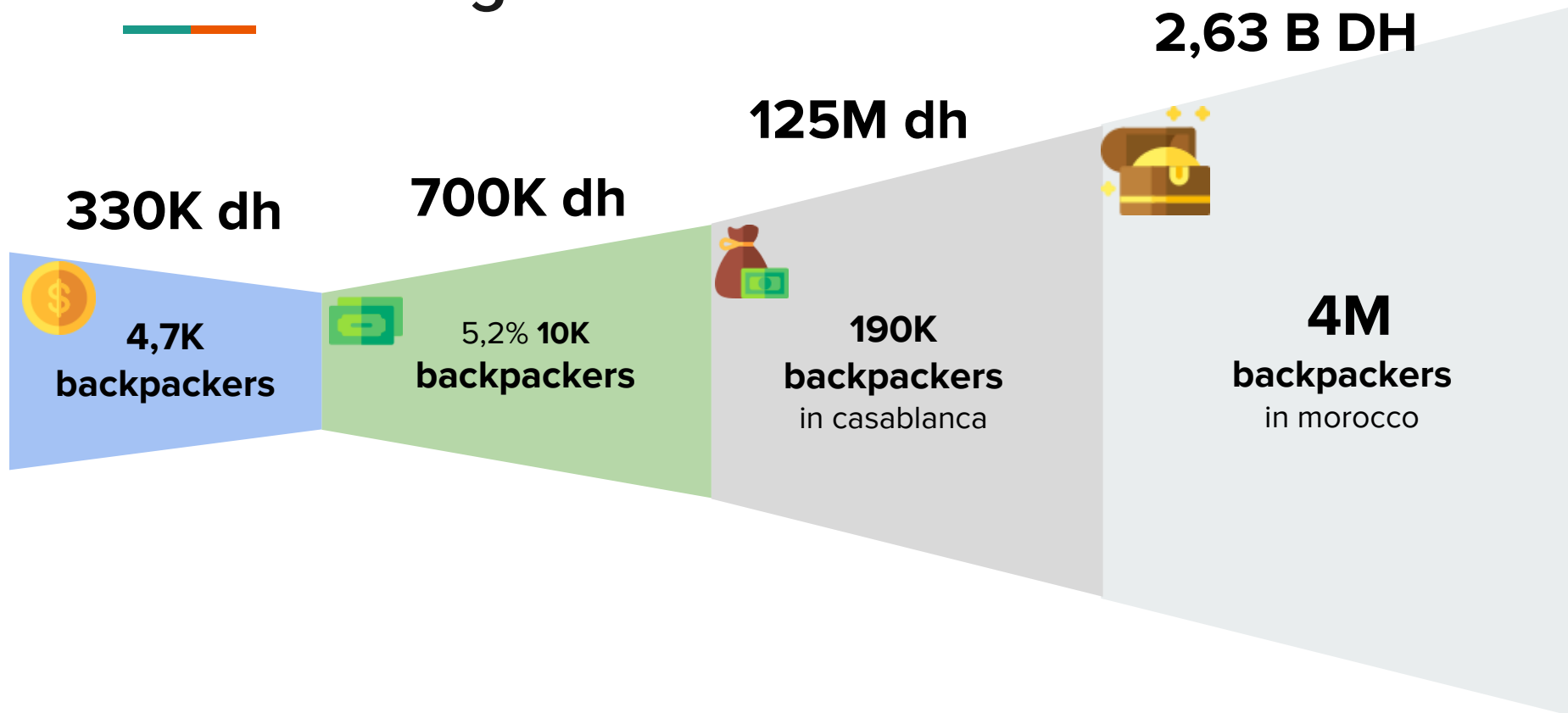


Moroccans :40 million
 Moroccan backpackers :9,9% (4 million)
 Young (18-24) :38%(1,5 million)
 lives in casablanca :20,9%
 Novice backpackers :60%

= 190K 



customer segments





Revenue Streams

online Store

Suggest outdoor gadgets
of other companies



AD_S revenue

In-App banner ads
More freemium
customers more ads
revenue

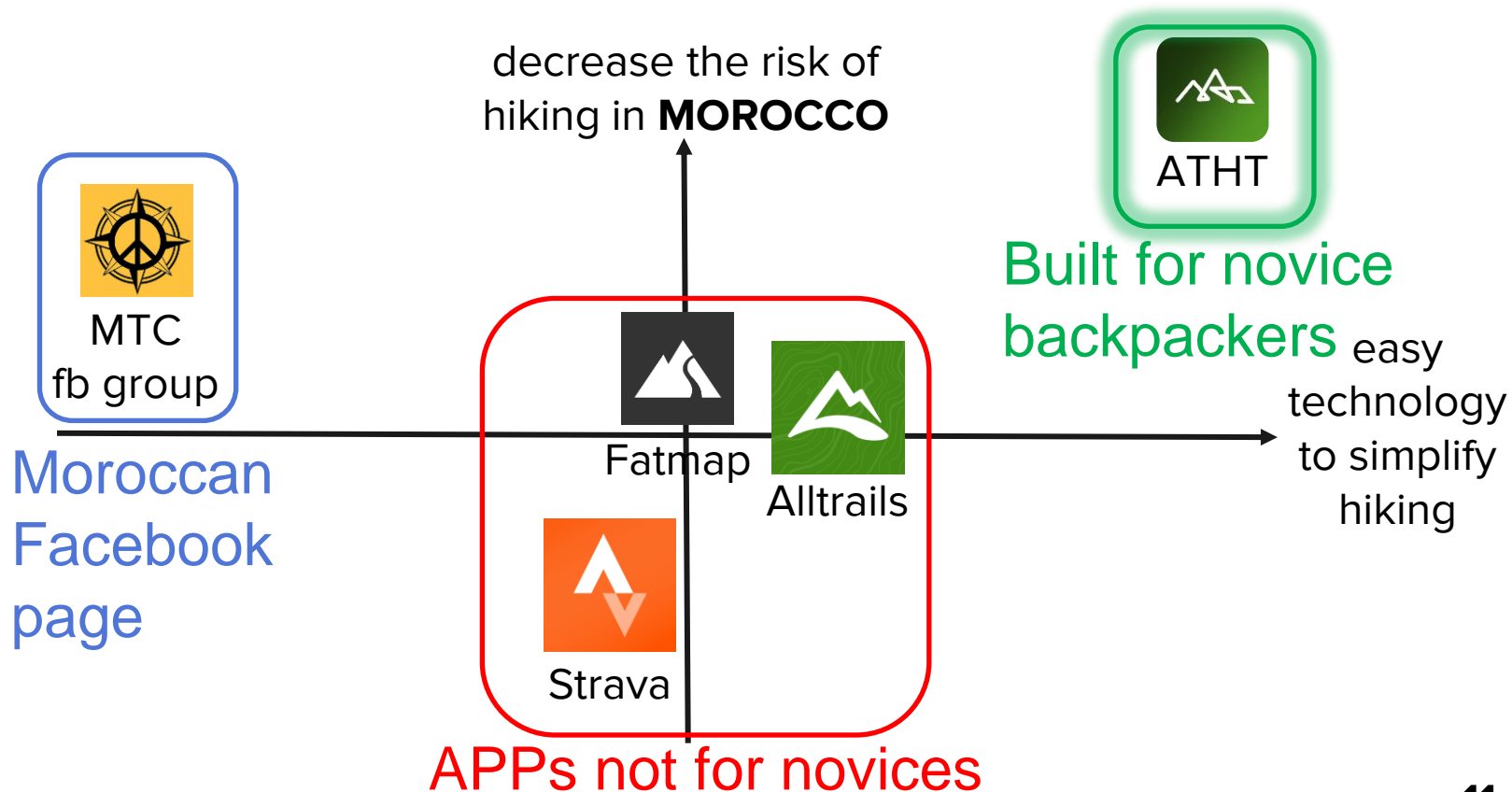
10_{dh}

monthly
subscription fees

- Offline Maps and info
- Security pack
- health pack
- No Ads



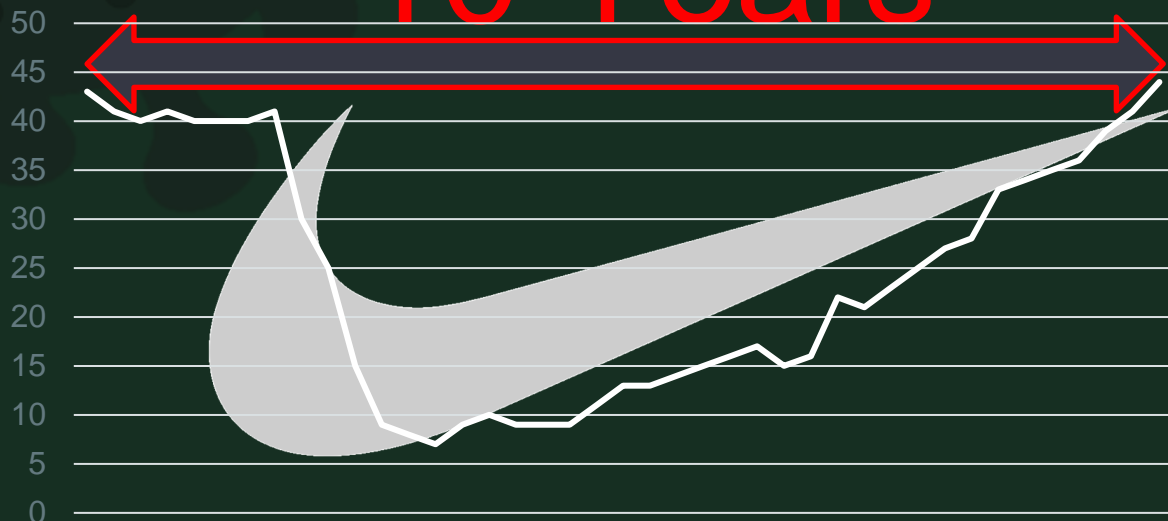
Unique Advantages





COVID 19 and Tourism

10 Years



Covid19 has killed the tourism sector in Morocco

Using our app that provides the best trip that fits the need of Moroccan hikers to encourage them doing more hikes

AtlasTrip's Team is very patient to make the new shift in the Moroccan tourism sector

According to nasdaily.com without doing something innovative, the tourism sector will be back to normal bit by bit like a Nike swoosh and this process will take 10 years



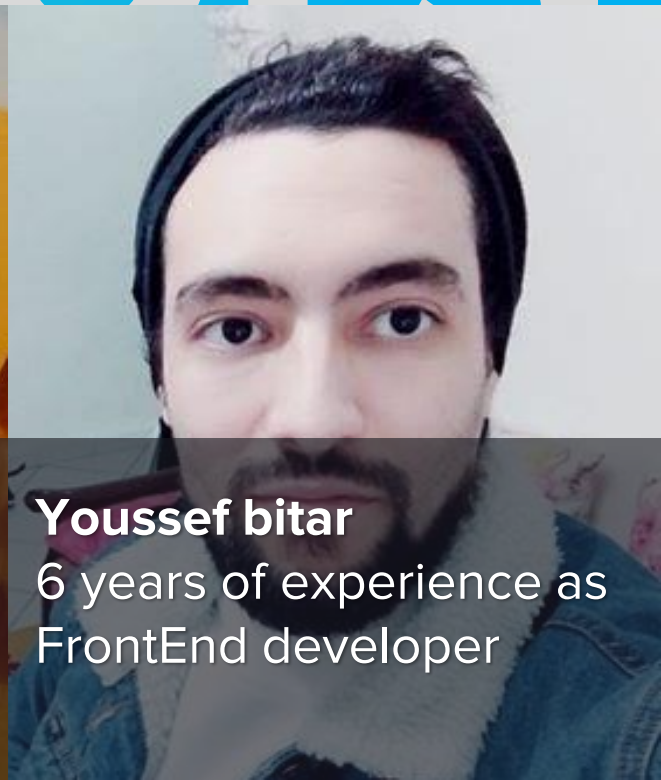
Advisors



Mohammed koukan
13 years of experience in
the outdoor field



Zouhair Batach
9 years of experience in
the outdoor field



Youssef bitar
6 years of experience as
FrontEnd developer



Walid and
Haitam
HIPSTERS



Abdelfattah
HACKER



Yassine
HUSTLER





Ask (170K dh)

Funds to operate A.T.H.T. + 3 full stack developers (6 months)

Funds to Prototype the APP

Funds to reach the launch addressable market

build connection with companies to sponsor the TEAM (OCP, DECATHLON,...)



Thank you!



AtlasTrip

