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 ?

from to

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 misguidence

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

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

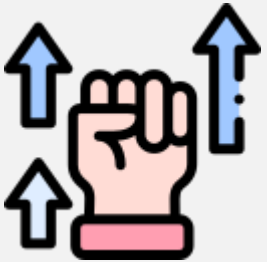
Solution (mobile APP)

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

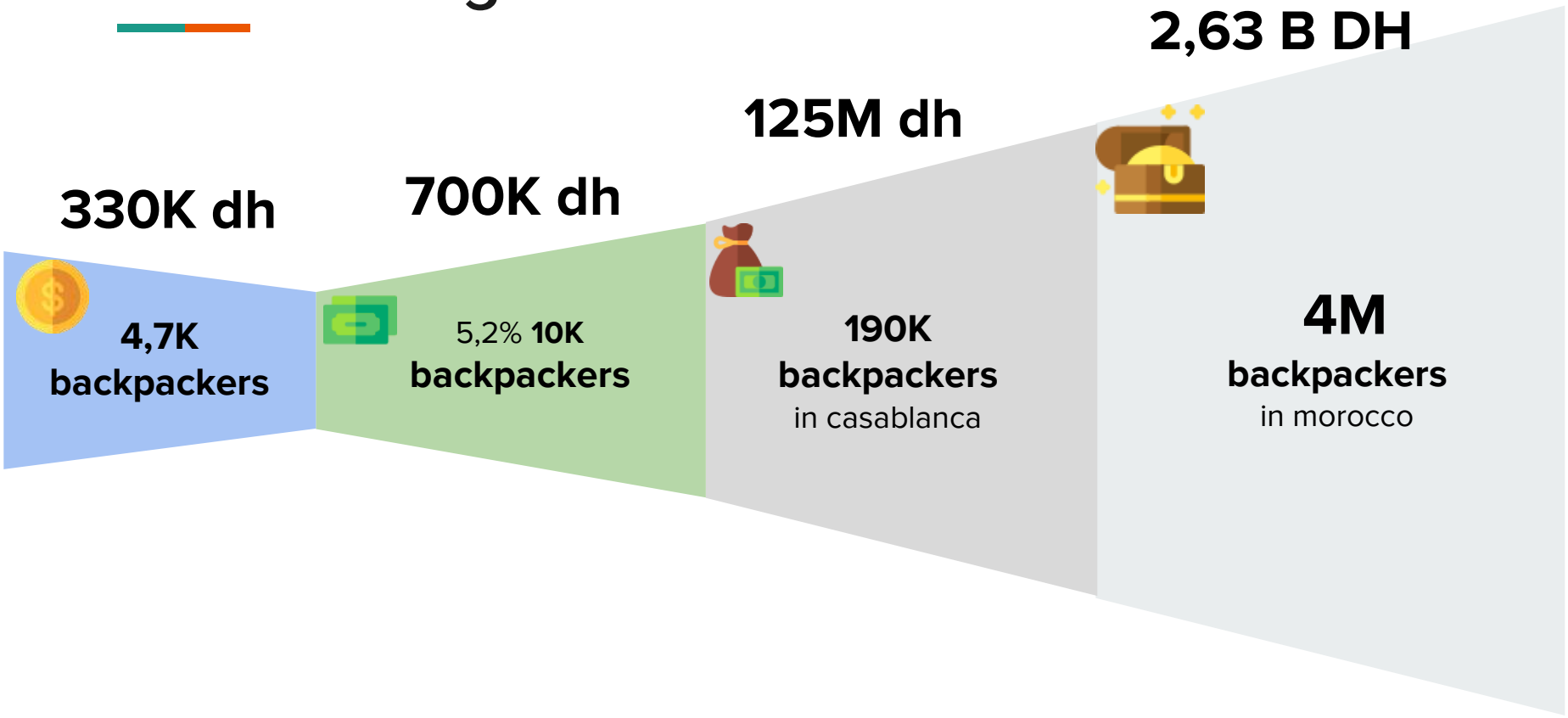
Customer segments

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

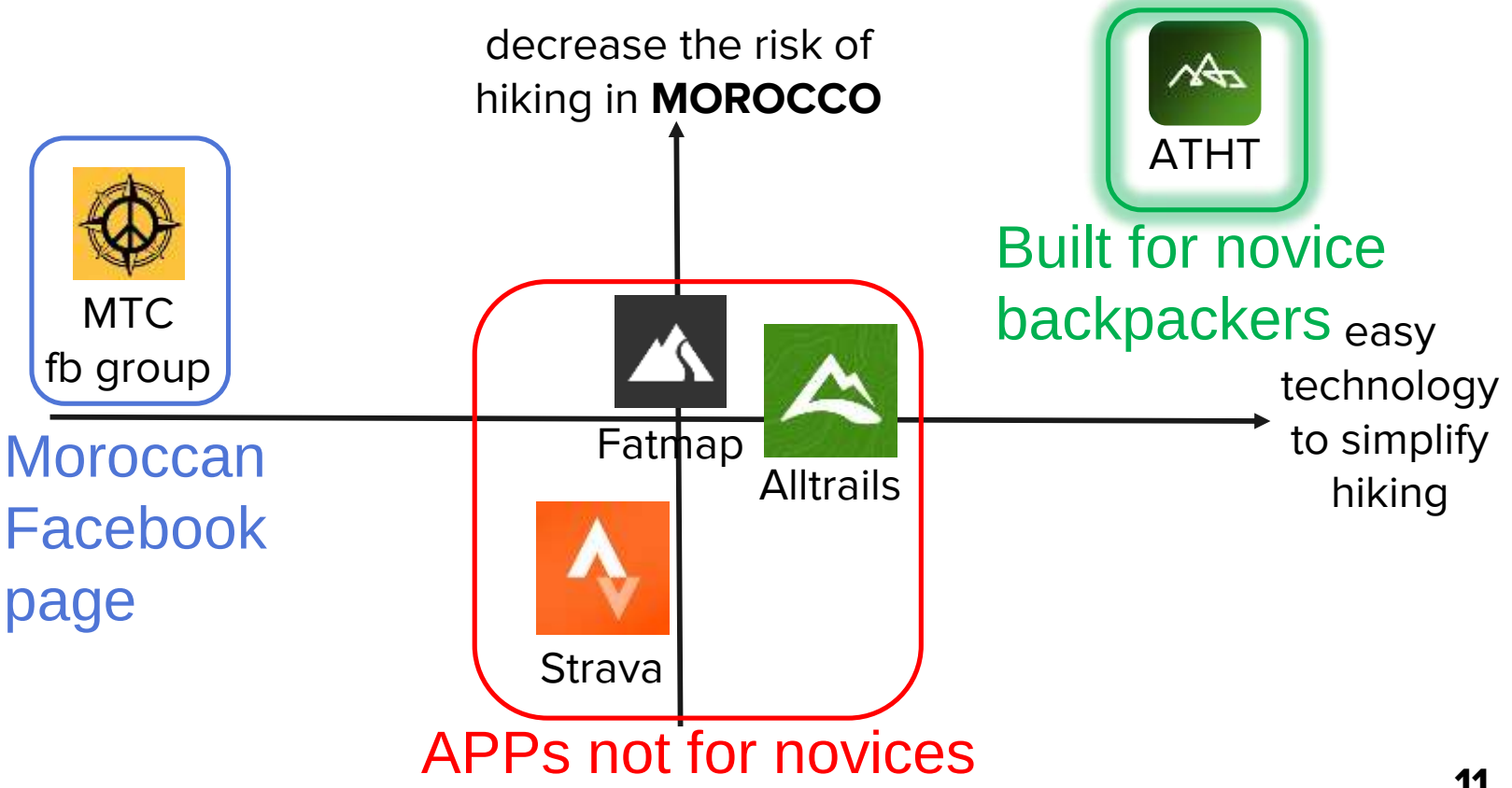
In-App banner ads
More freemium customers more ads revenue

10 dh

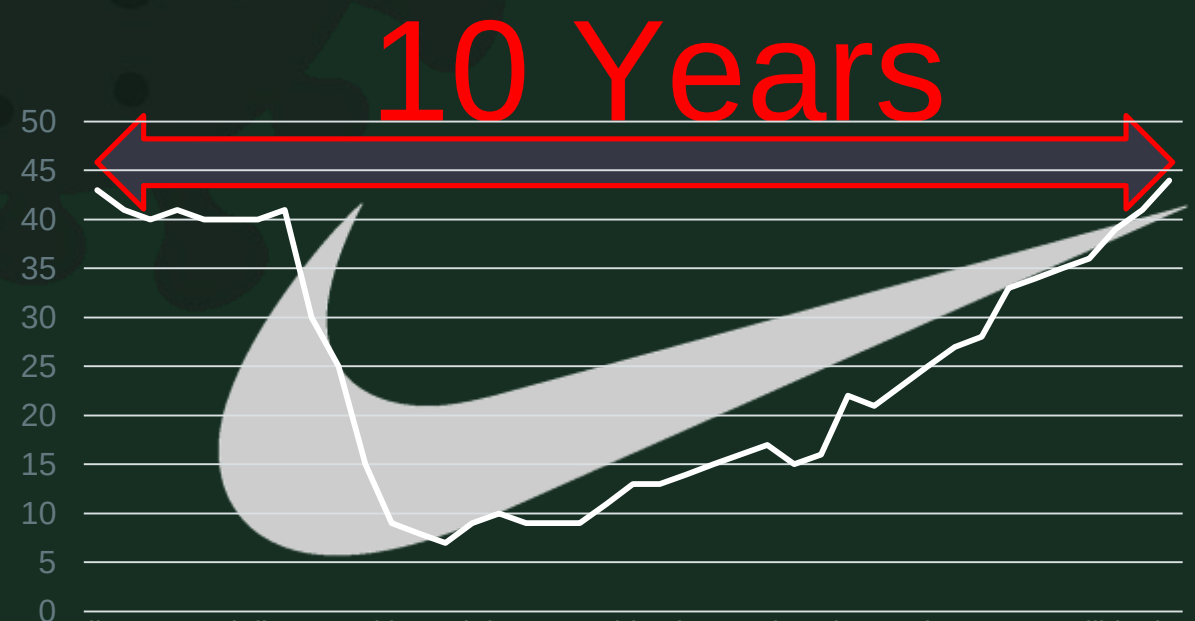
monthly subscription fees

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

Unique Advantages



COVID 19 and Tourism



Covid19 has killed the torism sector in morocco

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

Atlastrip's Team is very patinate 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