

Atlasrip where all hikers meet

Hike safer , hike more.

Atlasrip team offering the **AtlasTrip** app for 4 million moroccan backpackers





# The Problem

Survey has done on april of 300 backpackers



untrusted information  
can cause  
misguidence



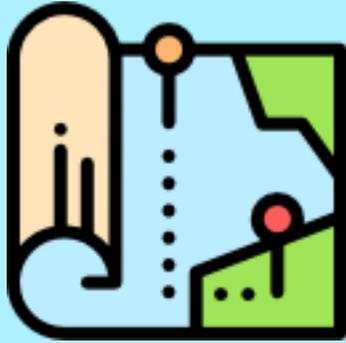
risks of hiking  
(getting lost, injured,  
dehydration etc)



- 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)

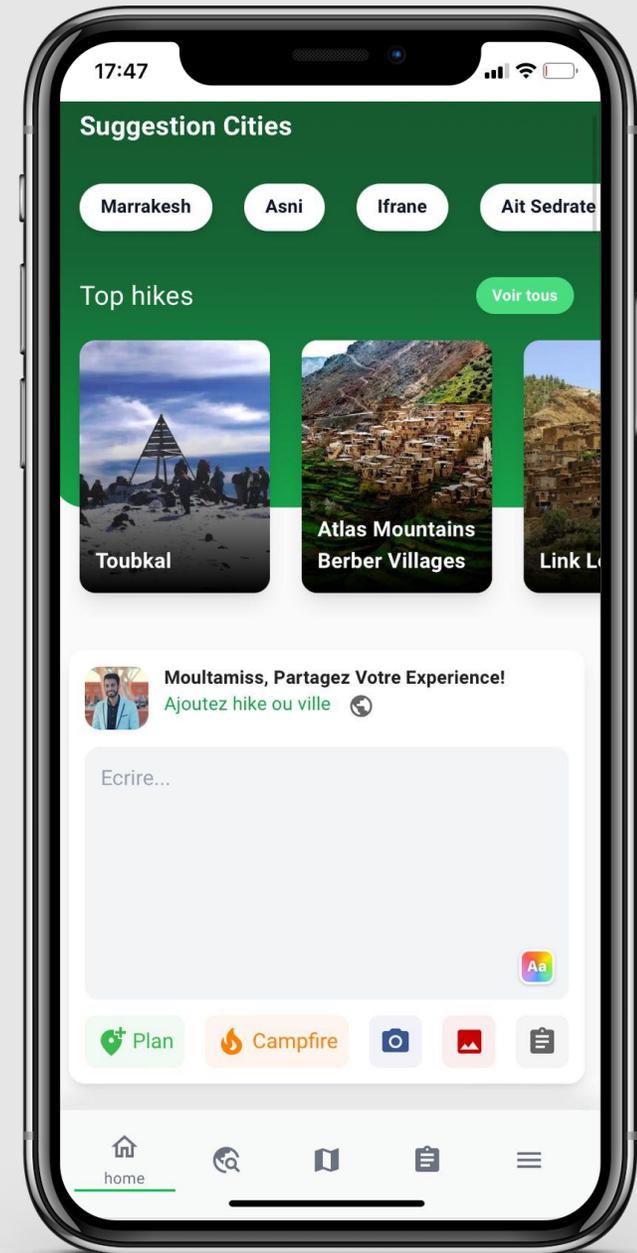
- community** of hikers
- Smart **search** based on:
  - > **budget** needed
  - > **duration** of the trip
  - > **challenging** places
  - > astronomical **events**
  - > special **discounts**

# MVP (Minimal viable product)

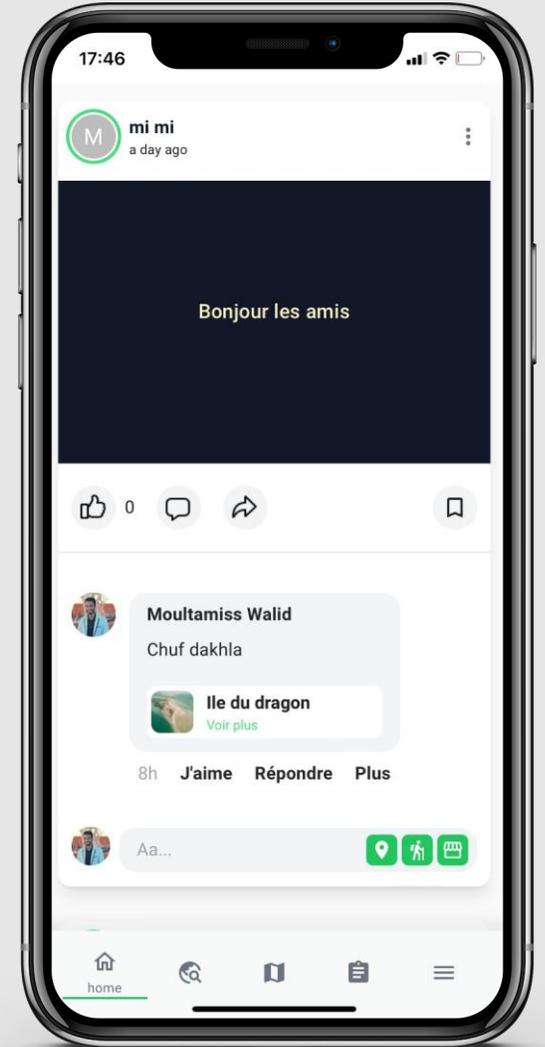
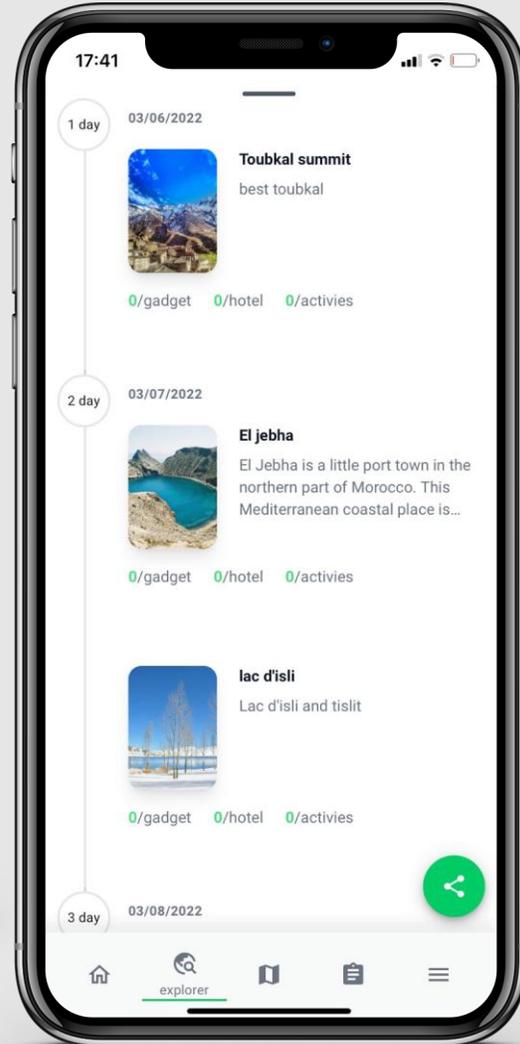


It provides **3 values** to the moroccan backpackers:

- Preplanned plans with trusted information
- max information on each plan budget, transportation pricing, gadgets needed
- Peace of mind



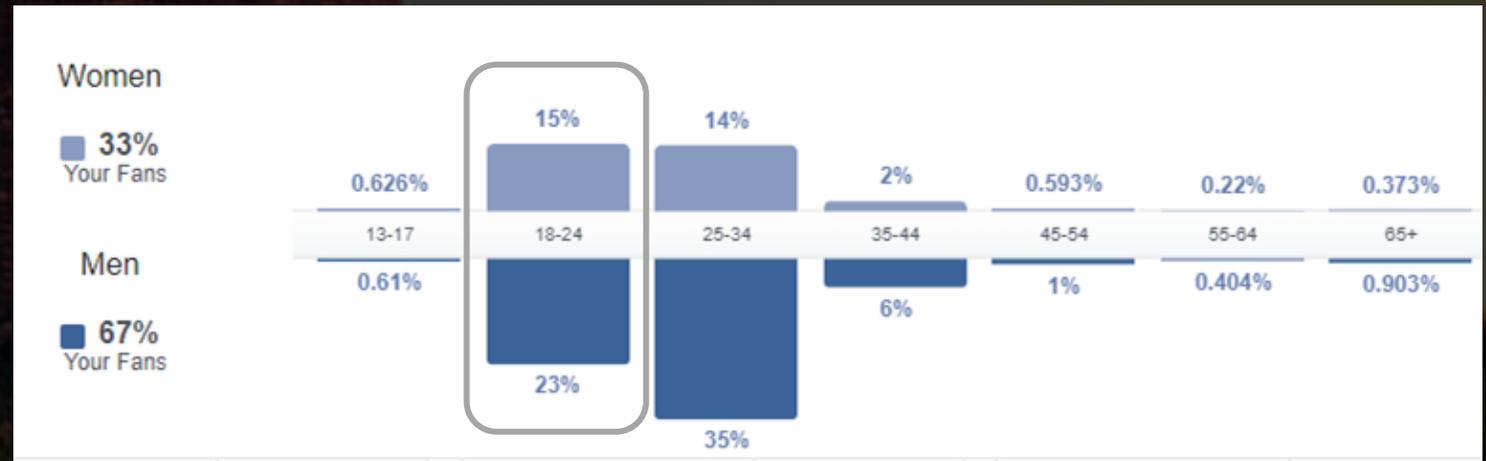
# MVP





# Customer segments

Our team are Admins of a facebook page **awarded** as the **best moroccan** page, this **Data collected** From it, and it contains **304,9K moroccan backpackers**



Moroccans : 40 million

Moroccan backpackers : 9,9% (4 million)

Young (18-24) : 38%(1,5 million)

lives in casablanca : 20,9%

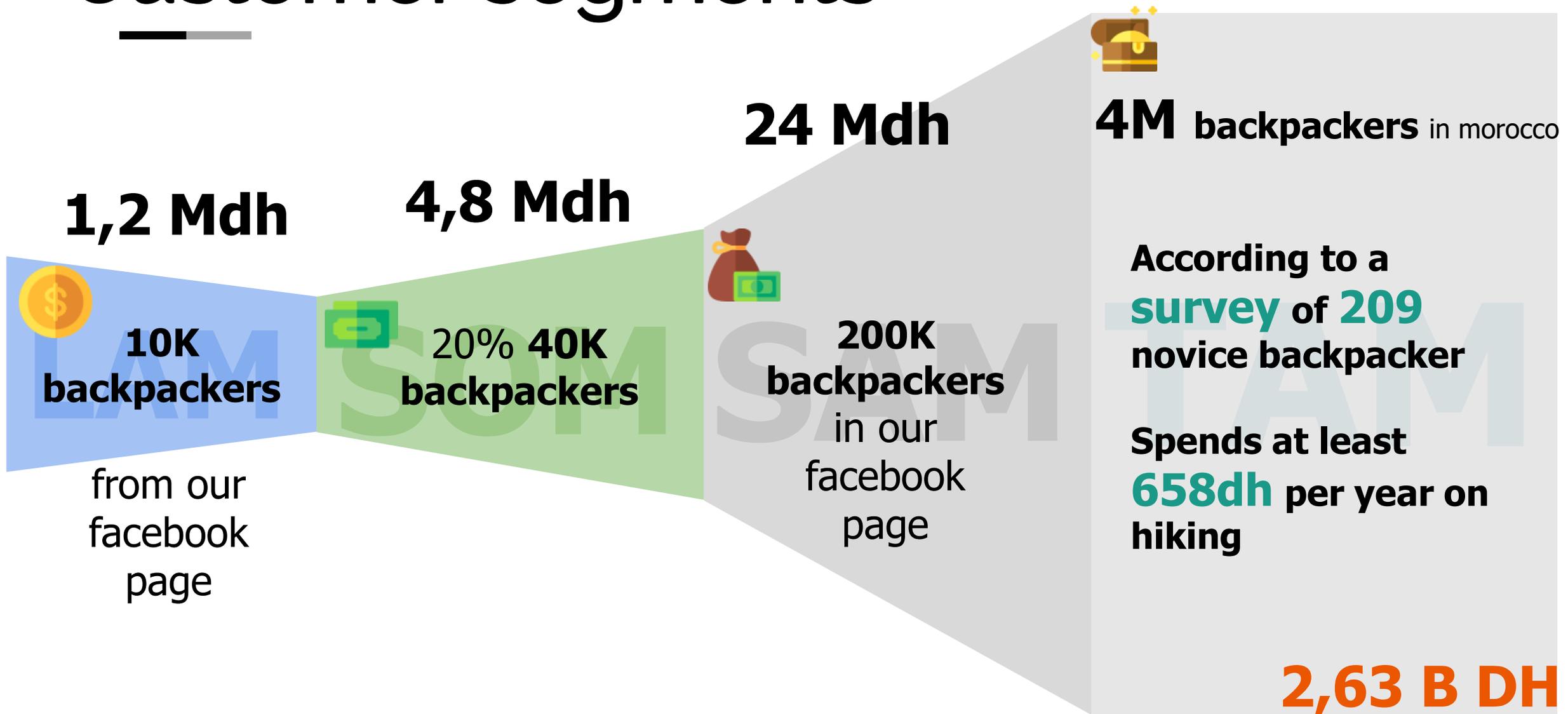
Novice backpackers : 60%

**= 190K**





# Customer segments





# Revenue Streams

## 15%

online Store

-Rent or buy suggested outdoor gadgets of our corporate sellers and renters

## 15%

reservation hotels

Suggest hotels and motels for glamPackers (hikers that want to spend the night at hotels or motels)

## 400<sub>dh</sub>

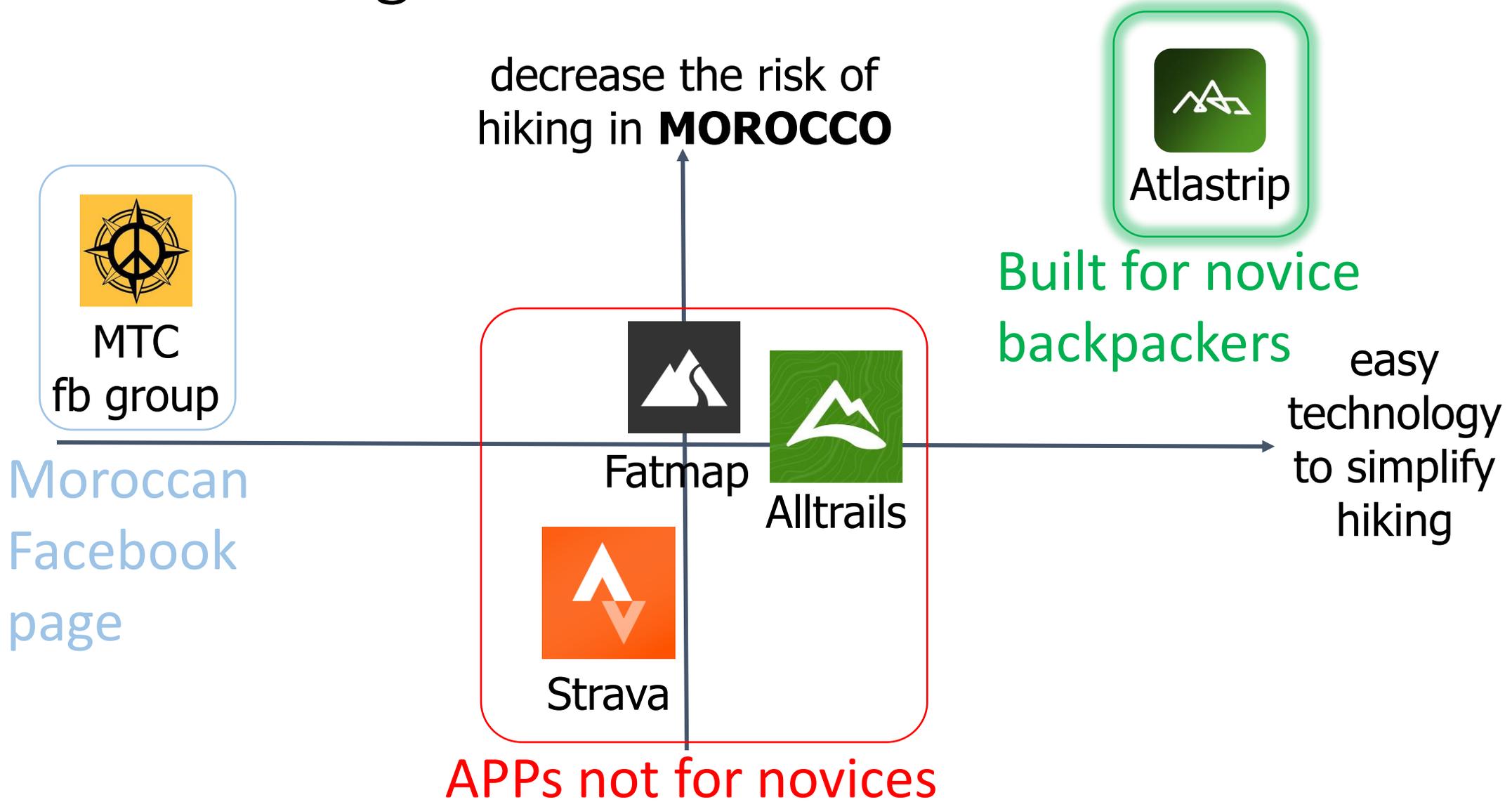
Annual subscription fees

- Offline Maps and info
- Suggestion hitch-hiking
- Avoid danger zones
- hydration and health tracking
- Ads-free





# Unique Advantages





Thank you!



# AtlasTrip



Contact us: [walidmoultamis@gmail.com](mailto:walidmoultamis@gmail.com)