

## TravelmAPP - the home of your every journey



TravelmAPP is an idea for an app the entrepreneurs group (working group 1) developed as part of the Erasmus+ project “English through entrepreneurship”. During the first mobility in Belgium in January participants discussed ideas and made a concept of the app, in between mobilities conducted market research, and during this mobility in Croatia they started drafting the business plan. They started with marketing and prepared promotional video for TravelmAPP

(<https://drive.google.com/file/d/0B6dVorvECnDndFBTY1o5bXNXQTg/view?pref=2&pli=1>) as well as a guerrilla marketing campaign.

TravelmAPP is an app that helps plan journeys. Users of the app would have personalised accounts, connected to their social media and they can state their age, interests, eating habits and budget.

Based on the interests and current location the app suggests events, or user can chose the place he/she wants to visit. It plans routes, accommodation, transport, meals, sightseeing etc., but users can always choose something that is not suggested by the app.

Users always have independence in decision making, the app only makes suggestions based on their profile, interests and previous journeys.