



TayTrips

CREATING PERFECTLY TAILORED TRIPS FOR YOU



Creating Tailored Trips for You

Our Mission: We want to help make more people feel that travel is accessible and enjoyable to them.



Problems

- ▶ Creating a good travel itinerary can be very time consuming and require a large amount of research
- ▶ Special dietary restrictions and travel anxiety make it even more difficult to travel, and the overwhelming amount of options can cause attention fatigue before even leaving on the trip
- ▶ It's hard to find travel plans that are customized to your own preferences, desires, and comfort level
- ▶ Hard to find activities that everyone will enjoy or find something for everyone on the trip





Solutions

- ▶ Having a travel agent that provides restaurant recommendations, activity plans and options, and booking features takes the stress out of travel and makes it an experience you can easily enjoy
- ▶ Having a planned itinerary and mapped out options can help reduce anxiety and overall make a trip more enjoyable
- ▶ Individual quizzes and online interviews help provide a trip that is created and tailored to your wants, needs, and desires
- ▶ Having a third party can help find enjoyable compromises for groups and family travel





ITINERARIES

Created from customer quizzes and interviews that are tailored to personal interests, trip desires, and personal tastes



Key Features

TRAVEL BOOKING

Flights, hotel reservations, rental cars, tours and reservations



RESTAURANT RECOMMENDATIONS

Specific to preferences and dietary restrictions outlined by each guest

Value Proposition



PAINS

Difficulty of making arrangements
Hard to find restaurants that meet dietary needs
Anxiety increases without a specific itinerary to follow
Overwhelmed with options
Lacking key information



GAINS

Ability to have fun and less stressful trip
Feeling well due to having appropriate food options
Finding new things to do that are geared towards your interests and preferences
Enjoying new experiences in a comfortable way



JOB TO BE DONE

Transportation & Accommodation Reservations
Itineraries, Neighborhood Guides, & Activity Lists
Restaurant Recommendations

Product Market Fit

1.4 Billion Tourists

worldwide in 2019 according to Forbes. The United Nations World Tourism Organization estimates by 2030 there will be 1.8 billion worldwide tourists a year.

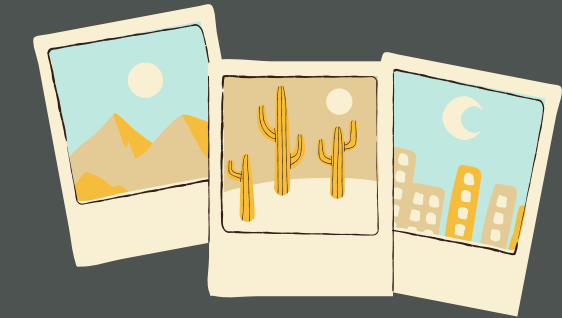


\$17.3 Billion

is the amount the travel agency industry is expected to make by 2020 according to Statista.

60% of Travel Agents

were seeing an increase in sales in 2019 over the previous year according to Statista.

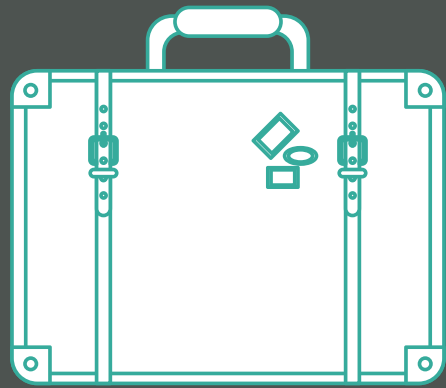


44% of Millennials

say that using a travel agent is worth it. This is higher than both GenXers (33%) and Boomers (34%) according to Travel and Leisure



Product Market Fit



**1.9 billion domestic
trips by US citizens
for leisure purposes in
2019**

according to this travel sheet put
out by the U.S. Travel association.

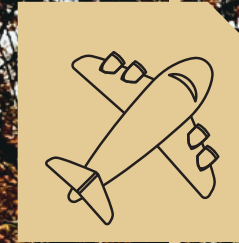


1,352 travelers

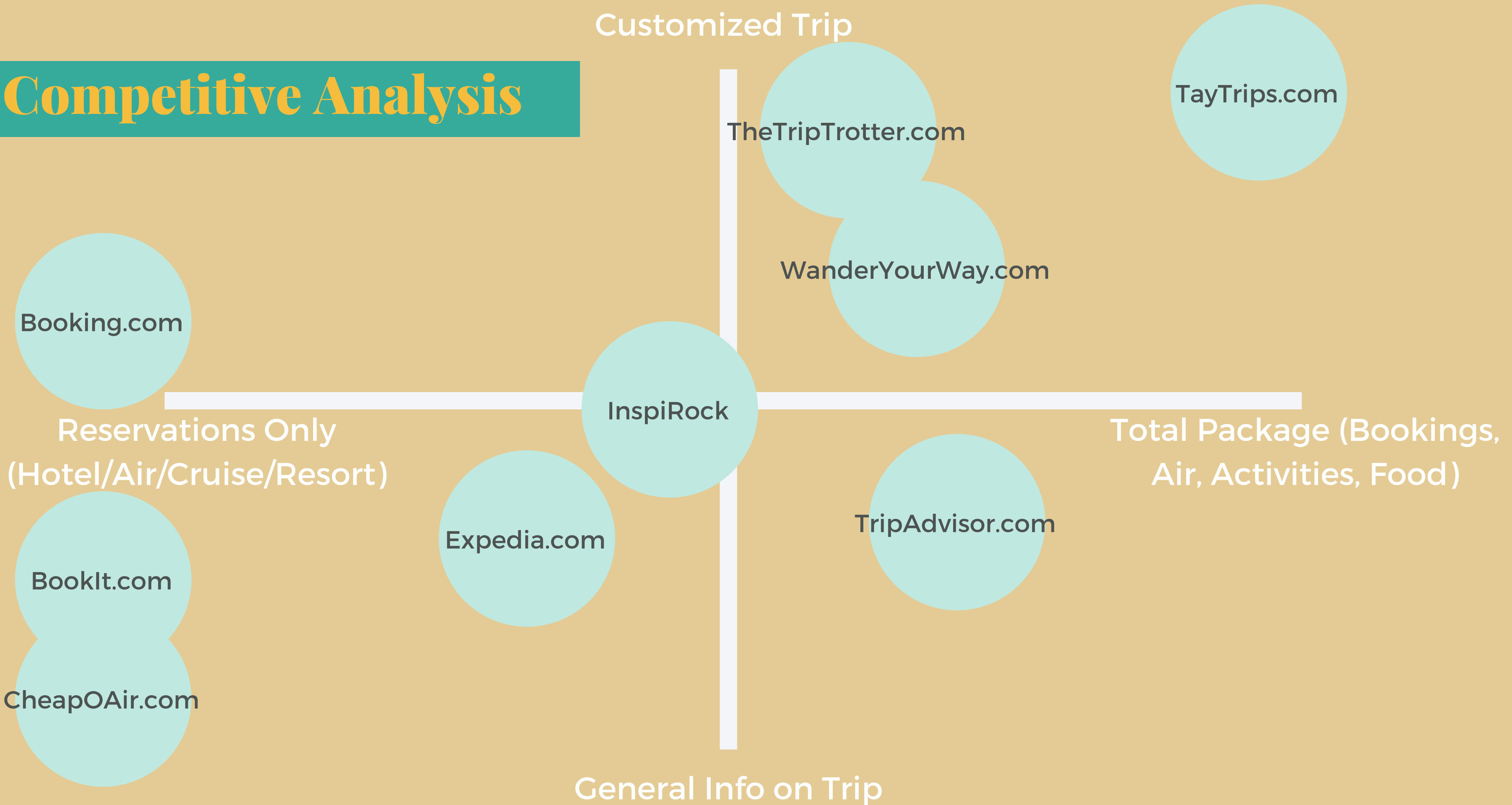
is the goal that TayTrips would like
to meet for year one.

What makes us different:

- ▶ Most travel agents are paid based on a commission from booking, but we are paid directly from the consumers. Because of this, we provide results that are truly unique to each client, rather than based on commission scales and brand divisions.
- ▶ Quizzes & Customer interviews make sure that we are creating trips that are perfect for each unique customer, and that take their needs and wants into consideration
- ▶ Content marketing, free resources, and added value in each step turn our customers into repeat clients



Competitive Analysis



A hand with a silver watch and an orange pen pointing at a map, with a vintage camera and a green pencil nearby.

Competitive Advantages

No one in travel market is currently catering to people with food sensitivities in terms of travel planning.

Many web based travel agents are focused on hotel, airfare, and resorts and don't focus on itineraries or concierge services

Currently no travel agencies utilizing quizzes and online interviews to create itineraries and recommendations



Revenue Streams

BOOKING

Fee for making hotel reservations, flights, transportation plans, and tour plans

ITINERARY CREATION

Fee for creating custom itineraries based off your hobbies and comfort level

RESTAURANT RECOMMENDATIONS

Fee for restaurant recommendations that follow dietary restrictions and preferences

EDUCATION


Future plans include offering education to travel agents and travelers on how to build to follow our systems to create a travel business; recruitment to grow team



BOOKING & CONCIERGE SERVICES

COST STRUCTURE

Itinerary Creation	\$120-250
Restaurant Recommendation	\$80-220
Booking	\$40-100
All Inclusive Pricing	\$250-500
Tier One Education	\$250
Tier Two Education	\$750
Tier Three Education + Business Support	\$1,500



Financial Projections

Breaking even in the middle of year two, ending with profit of \$15,351; income of \$245,666 after year 3.

Income Statement Years 1-3

Prepared By:

Taylor Ackerman

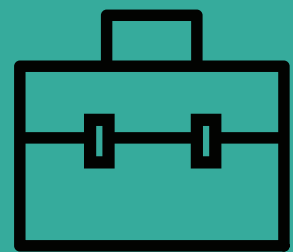
Company Name:

Tay Trips

Revenue	2020		2021		2022	
Itinerary Services	77,400		111,150		150,053	
Restaurant Recommendations	54,600		70,980		95,823	
Booking Services	14,720		19,136		25,834	
All Inclusive	83,300		108,290		146,192	
Education Tier 1	5,500		98,750		187,500	
Education Tier 2	6,000		141,750		296,250	
Total Revenue	\$ 241,520	100%	\$ 550,056	100%	\$ 901,651	100%
Cost of Goods Sold						
Itinerary Services	14,250		18,525		25,009	
Restaurant Recommendations	6,825		8,873		11,978	
Booking Services	920		1,196		1,615	
All Inclusive	8,330		10,829		14,619	
Education Tier 1	440		7,900		15,000	
Education Tier 2	1,200		28,350		59,250	
Total Cost of Goods Sold	31,965	13%	75,673	14%	127,470	14%
Gross Margin	209,555	87%	474,384	86%	774,180	86%
Payroll	239,614		273,202		337,552	
Operating Expenses						
Advertising	87,500		90,125		92,829	
Car and Truck Expenses	-		-		-	
Commissions and Fees	-		-		-	
Contract Labor (Not included in payroll)	-		-		-	
Insurance (other than health)	6,000		6,180		6,365	
Legal and Professional Services	20,000		20,600		21,218	
Licenses	3,000		3,150		3,308	
Office Expense	1,200		1,236		1,273	
Rent or Lease -- Vehicles, Machinery, Equipment	-		-		-	
Rent or Lease -- Other Business Property	-		-		-	
Repairs and Maintenance	-		-		-	
Supplies	-		-		-	
Travel, Meals and Entertainment	9,000		9,270		9,548	
Utilities	-		-		-	
Miscellaneous	12,500		12,875		13,261	
Other Expense 1						
Other Expense 2						
Total Operating Expenses	\$ 139,200	58%	\$ 143,436	26%	\$ 147,802	16%
Income (Before Other Expenses)	\$ (169,259)	-70%	\$ 57,746	10%	\$ 288,826	32%
Other Expenses						
Amortized Start-up Expenses	21,072		21,072		21,072	
Depreciation	1,786		1,786		1,786	
Interest						
Commercial Loan	428		378		323	
Commercial Mortgage	-		-		-	
Credit Card Debt	645		507		386	
Vehicle Loans	-		-		-	
Other Bank Debt	-		-		-	
Line of Credit	8,442		18,653		19,595	
Bad Debt Expense	-		-		-	
Total Other Expenses	\$ 32,373	13%	\$ 42,394	8%	\$ 43,161	5%
Net Income Before Income Tax	\$ (201,632)	-83%	\$ 15,351	3%	\$ 245,666	27%
Income Tax	\$ -		\$ -		\$ -	
Net Income/Loss	\$ (201,632)	-83%	\$ 15,351	3%	\$ 245,666	27%

MEET OUR TEAM

**Taylor
Ackerman**



Trip planning,
customer
communication,
restaurant &
destination planning,
hotel selection

3+ years in project management &
marketing

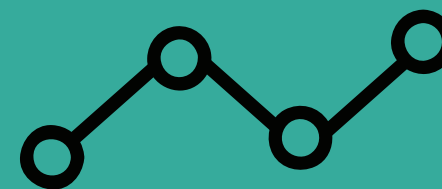
**Oscar
Mendoza**



Website
development,
graphics, customer
quiz development,
website updates, IT

Senior Web Designer at
Buzzfeed; 10 years web
development

**Stella
Hilburn**



Social media
marketing strategy,
head of digital
marketing, follow up
customer care and
testimonials

Former Account Manager
at DexYP; Google Partner;
8 years digital marketing

Kira Slayton



Flight & hotel
booking, partnership
acquisition, brand
partnerships and
influencer
management

3 years working for American
Express Travel; 2 years in
influencer marketing firm



CUSTOMER REVIEW

"As someone that has to follow a strict gluten-free diet, it's often hard to find places on vacation that I can eat at that won't make me sick. TayTrips manages to find me restaurants with options I can eat and enjoy - a lifesaver!" - J. Kurt



Traction & Milestones

CUSTOMER REVIEW

"I love having TayTrips plan all my vacations because they come up with itineraries that have something for each one of my family members to enjoy. We used to struggle with compromising, but TayTrips takes the work out of it for us and lets us enjoy!" - L. Brady



CUSTOMER REVIEW

"Taylor manages to find the coolest things for me to do in every city - things I never would have found on my own. Even better, she finds things I'm comfortable doing. Traveling with anxiety is hard, but she makes it easier." - M. Boits



1

Prelaunch:
Website & software
development,
content creation,
schedule ads



2

Launch - 6 months:
Launch booking,
itinerary, &
restaurant services
for domestic travel



3

6 months - 1 year:
Increase ad spend,
create testimonial
campaign, create
education content



4

18 months - 2 year:
Launch education
program, take on 3
additional planners



5

2 - 3 year:
Grow brand
recognition, begin
plan of expanding
to international
travel



My Ask....

FUNDING FOR ADVERTISING & WEBSITE DEVELOPMENT

I am looking for an angel investor to invest \$35,715 into Tay Trips in order to jump start our software development and advertising costs.

In exchange for your investment, you will receive a 5% share of my company.

Appendix

Demographic

Primary: Age 26 - 36

Secondary: Age 60-70

Gender: Primarily Female

Middle class to upper middle class

Geographic

Located within US

Behavioral

Adventurous

Early adopters

Open to new experiences

Psychographic

Want to travel without stress

Nervous about exploring new places

Unsure about a new city/travel

Executive Summary Draft

Tay Trips is an online business that is based around creating customized travel itineraries for customers that includes activity plans, hotel guidance, restaurant recommendations, and transportation booking. Tay Trips has content marketing in the forms of city guides and helpful travel information, as well as the personalized trip planning services. This service is to help people that want to travel, but don't know where to start or how to find things to do in a new city.

House Keeping Items

Tay Trips will be set up as an LLC. We will be doing business as "Tay Trips, LLC".

Accountant: Steele Martin, 731.668.9183

Lawyer: Katie Hagenbrok, Hagenbrok & Hagenbrok PLLC, 731.438.8071

Bank: Leaders Credit Union on Oil Well Rd, Jackson, TN 731.664.1784

Business References:

Denise Clemmer, LA Real Estate, 731.431.2900

Robbie Bass, Bass Insurance, 731.414.7338

Marketing

Content Marketing: Brand blog posts containing information on trip planning, location itineraries, and packing essentials will be created and featured on company website. These blog posts will be promoted organically through brand Pinterest account, Facebook page, Instagram page, and Twitter account. These articles will feature search engine optimization and outside links in order to rank organically high within Google search results.

Marketing

Influencer Partnerships with travel bloggers and Instagram travel influencers

Paid ads to created content and about page on Pinterest, Facebook, and Instagram

Paid search campaigns to drive customers to website and booking services

Boost of testimonial posts and videos on Facebook and IGTV



Appendix – Starting Expenses

Payroll Year 1

Payroll Year 1

Prepared By: Company Name:
Taylor Ackerman TayTrips

Employee Types	Number of	Average Hourly	Estimated	Estimated	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Annual Totals
Owner(s) - \$83,200/year	1	40.00	40	\$ 6,933	6,933	6,933	6,933	6,933	6,933	6,933	6,933	6,933	6,933	6,933	6,933	6,933	\$ 83,200
Managers - \$72,800/year	3	35.00	40	\$ 18,200	18,200	18,200	18,200	18,200	18,200	18,200	18,200	18,200	18,200	18,200	18,200	18,200	\$ 218,400
Employees - \$62,400/year	0	30.00	40	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Independent Contractors	6	25.00	35	\$ 22,750	22,750	22,750	22,750	22,750	22,750	22,750	22,750	22,750	22,750	22,750	22,750	22,750	\$ 273,000
Total Salaries and Wages	10	\$ 130.00	155	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 47,883	\$ 574,600
Payroll Taxes and Benefits	Wage Base Limit	Percentage of		Estimated Taxes &	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Annual Totals
Social Security	\$ 137,700	6.20%		\$ 1,558	1,558	1,558	1,558	1,558	1,558	1,558	1,558	1,558	1,558	1,558	1,558	1,558	\$ 18,699
Medicare	--	1.45%		\$ 364	364	364	364	364	364	364	364	364	364	364	364	364	\$ 4,373
Federal Unemployment Tax (FUTA)	\$ 7,000	0.60%		\$ 35	35	35	35	35	35	35	35	35	35	35	35	35	\$ 420
State Unemployment Tax (SUTA)	\$ 7,000	3.45%		\$ 201	201	201	201	201	201	201	201	201	201	201	201	201	\$ 2,415
Employee Pension Programs	--	0.00%		\$ -	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Worker's Compensation	--	0.00%		\$ -	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Employee Health Insurance	50,000	1.60%		\$ 402	402	402	402	402	402	402	402	402	402	402	402	402	\$ 4,826
Other Employee Benefit Programs	--	0.00%		\$ -	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Total Payroll Taxes and Benefits		13.30%		\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 2,561	\$ 30,733
Total Salaries and Related Expenses				\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 50,444	\$ 605,333

Sources:
Health insurance \$13,927/year per employee <https://www.peoplekeep.com/blog/faq-how-much-does-it-cost-to-provide-health-insurance-to-employees>

Social security wage base limit <https://smartasset.com/retirement/social-security-tax-limit>
Federal unemployment tax wage base limit <https://www.irs.gov/taxtopics/tc759>
State unemployment tax wage base limit for TN <https://www.nolo.com/legal-encyclopedia/how-pay-unemployment-insurance-employees-tennessee.html>

Appendix - Sales Forecast - Year One

Sales Forecst Year 1

Sales Forecast Year 1

Prepared By: Taylor Ackerman
Company Name: Tay Trips

Complete This Chart First:				
Product Lines	Units	Sales Price Per Unit	COGS Per Unit	Margin Per Unit
Itinerary Services	1	\$ 180.00	\$ 30.00	\$ 150.00
Restaurant Recommendations	1	\$ 120.00	\$ 15.00	\$ 105.00
Booking Services	1	\$ 80.00	\$ 5.00	\$ 75.00
All Inclusive	1	\$ 350.00	\$ 35.00	\$ 315.00
Education Tier 1	1	\$ 250.00	\$ 20.00	\$ 230.00
Education Tier 2	1	\$ 750.00	\$ 150.00	\$ 600.00

Product Lines	June	July	August	September	October	November	December	January	February	March	April	May	Annual Totals	Category Breakdown	Category / Total
Itinerary Services															
I Sold	20	20	15	15	25	30	30	40	40	60	70	80	445		35.9%
Total Sales	3,600	3,600	2,700	2,700	4,500	5,400	5,400	7,200		10,800	12,600	14,400	\$ 72,900	100.0%	35.5%
Total COGS	600	600	450	450	750	900	900	1,200	1,200	1,800	2,100	2,400	\$ 13,350	18.3%	48.2%
Total Margin	3,000	3,000	2,250	2,250	3,750	4,500	4,500	6,000	(1,200)	9,000	10,500	12,000	\$ 59,550	81.7%	33.6%
Restaurant Recommendations															
I Sold	10	15	20	30	30	30	30	40	50	50	60	60	425		34.3%
Total Sales	1,200	1,800	2,400	3,600	3,600	3,600	3,600	4,800	6,000	6,000	7,200	7,200	\$ 51,000	100.0%	24.9%
Total COGS	150	225	300	450	450	450	450	600	750	750	900	900	\$ 6,375	12.5%	23.0%
Margin	1,050	1,575	2,100	3,150	3,150	3,150	3,150	4,200	5,250	5,250	6,300	6,300	\$ 44,625	87.5%	25.1%
Booking Services															
I Sold	10	10	10	15	15	14	15	15	20	20	20	20	184		14.9%
Total Sales	800	800	800	1,200	1,200	1,120	1,200	1,200	1,600	1,600	1,600	1,600	\$ 14,720	100.0%	7.2%
Total COGS	50	50	50	75	75	70	75	75	100	100	100	100	\$ 920	6.3%	3.3%
Margin	750	750	750	1,125	1,125	1,050	1,125	1,125	1,500	1,500	1,500	1,500	\$ 13,800	93.8%	7.8%
All Inclusive															
I Sold	5	8	10	12	14	16	16	20	16	16	20	20	173		14.0%
Total Sales	1,750	2,800	3,500	4,200	4,900	5,600	5,600	7,000	5,600	5,600	7,000	7,000	\$ 60,550	100.0%	29.5%
Total COGS	175	280	350	420	490	560	560	700	560	560	700	700	\$ 6,055	10.0%	21.8%
Margin	1,575	2,520	3,150	3,780	4,410	5,040	5,040	6,300	5,040	5,040	6,300	6,300	\$ 54,495	90.0%	30.7%
Education Tier 1															
I Sold	0	0	0	0	0	0	0	0	0	2	2	2	6		0.5%
Total Sales	-	-	-	-	-	-	-	-	-	500	500	500	\$ 1,500	100.0%	0.7%
Total COGS	-	-	-	-	-	-	-	-	-	40	40	40	\$ 120	8.0%	0.4%
Margin	-	-	-	-	-	-	-	-	-	460	460	460	\$ 1,380	92.0%	0.8%
Education Tier 2															
I Sold	0	0	0	0	0	0	0	0	0	2	2	2	6		0.5%
Total Sales	-	-	-	-	-	-	-	-	-	1,500	1,500	1,500	\$ 4,500	100.0%	2.2%
Total COGS	-	-	-	-	-	-	-	-	-	300	300	300	\$ 900	20.0%	3.2%
Margin	-	-	-	-	-	-	-	-	-	1,200	1,200	1,200	\$ 3,600	80.0%	2.0%
Total Units Sold	45	53	55	72	84	90	91	115	126	150	174	184	1,239		
Total Sales	\$ 7,350	\$ 9,000	\$ 9,400	\$ 11,700	\$ 14,200	\$ 15,720	\$ 15,800	\$ 20,200	\$ 13,200	\$ 26,000	\$ 30,400	\$ 32,200	\$ 205,170		
Total Cost of Goods Sold	\$ 975	\$ 1,155	\$ 1,150	\$ 1,395	\$ 1,765	\$ 1,980	\$ 1,985	\$ 2,575	\$ 2,610	\$ 3,550	\$ 4,140	\$ 4,440	\$ 27,720		
Total Margin	\$ 6,375	\$ 7,845	\$ 8,250	\$ 10,305	\$ 12,435	\$ 13,740	\$ 13,815	\$ 17,625	\$ 10,590	\$ 22,450	\$ 26,260	\$ 27,760	\$ 177,450		

Appendix - Sales Forecast - 1-3

Sales Forecast Years 1-3

Sales Forecast Year 1-3																																
Prepared by:															Company Name:																	
Taylor Ackerman															Tay Trips																	
Growth Rate Year 1 to Year 2: 10.00%																																
Growth Rate Year 2 to Year 3: 10.00%																																
Product Lines	Year 1 Totals		June	July	August	September	October	November	December	January	February	March	April	May	Year 2 Totals	Category Breakdown	Category / Total	June	July	August	September	October	November	December	January	February	March	April	May	Year 3 Totals	Category Breakdown	Category / Total
Itinerary Services																																
I Sold		445	22	22	17	17	28	33	33	44	44	66	77	88	490		25.3%	24	24	18	18	30	36	36	48	48	73	85	97	538		20.5%
Total Sales	\$	72,900	3,960	3,960	2,970	2,970	4,950	5,940	5,940	7,920	7,920	11,880	13,860	15,840	\$ 88,110	100.0%	18.8%	4,356	4,356	3,267	3,267	5,445	6,534	6,534	8,712	8,712	13,068	15,246	17,424	\$ 96,921	100.0%	13.2%
Total COGS	\$	13,350	660	660	495	495	825	990	990	1,320	1,320	1,980	2,310	2,640	\$ 14,685	16.7%	22.4%	726	726	545	545	908	1,089	1,089	1,452	1,452	2,178	2,541	2,904	\$ 16,154	16.7%	15.2%
Total Margin	\$	59,550	3,300	3,300	2,475	2,475	4,125	4,950	4,950	6,600	6,600	9,900	11,550	13,200	\$ 73,425	83.3%	18.3%	3,630	3,630	2,723	2,723	4,538	5,445	5,445	7,260	7,260	10,890	12,705	14,520	\$ 80,768	83.3%	12.9%
Restaurant Recommendations																																
I Sold		425	11	17	22	33	33	33	33	44	55	55	66	66	468		24.2%	12	18	24	36	36	36	48	61	61	73	73	514		19.6%	
Total Sales	\$	51,000	1,320	1,980	2,640	3,960	3,960	3,960	3,960	5,280	6,600	6,600	7,920	7,920	\$ 56,100	100.0%	12.0%	1,452	2,178	2,904	4,356	4,356	4,356	5,808	7,260	7,260	8,712	8,712	\$ 61,710	100.0%	8.4%	
Total COGS	\$	6,375	165	248	330	495	495	495	495	660	825	825	990	990	\$ 7,013	12.5%	10.7%	182	272	363	545	545	545	726	908	908	1,089	1,089	\$ 7,714	12.5%	7.2%	
Margin	\$	44,625	1,155	1,733	2,310	3,465	3,465	3,465	3,465	4,620	5,775	5,775	6,930	6,930	\$ 49,088	87.5%	12.2%	1,271	1,906	2,541	3,812	3,812	3,812	5,082	6,353	6,353	7,623	7,623	\$ 53,996	87.5%	8.6%	
Booking Services																																
I Sold		184	11	11	11	17	17	15	17	17	22	22	22	22	202		10.5%	12	12	12	18	18	17	18	18	24	24	24	24	223		8.5%
Total Sales	\$	14,720	880	880	880	1,320	1,320	1,232	1,320	1,320	1,760	1,760	1,760	1,760	\$ 16,192	100.0%	3.5%	968	968	968	1,452	1,452	1,355	1,452	1,452	1,936	1,936	1,936	1,936	\$ 17,811	100.0%	2.4%
Total COGS	\$	920	55	55	55	83	83	77	83	83	110	110	110	110	\$ 1,012	6.3%	1.5%	61	61	61	91	91	85	91	91	121	121	121	121	\$ 1,113	6.3%	1.0%
Margin	\$	13,800	825	825	825	1,238	1,238	1,155	1,238	1,238	1,650	1,650	1,650	1,650	\$ 15,180	93.8%	3.8%	908	908	908	1,361	1,361	1,271	1,361	1,361	1,815	1,815	1,815	1,815	\$ 16,698	93.8%	2.7%
All Inclusive																																
I Sold		173	6	9	11	13	15	18	18	22	18	18	22	22	190		9.8%	6	10	12	15	17	19	19	24	19	19	24	24	209		8.0%
Total Sales	\$	60,550	1,925	3,080	3,850	4,620	5,390	6,160	6,160	7,700	6,160	6,160	7,700	7,700	\$ 66,605	100.0%	14.2%	2,118	3,388	4,235	5,082	5,929	6,776	6,776	8,470	6,776	6,776	8,470	8,470	\$ 73,266	100.0%	10.0%
Total COGS	\$	6,055	193	308	385	462	539	616	616	770	616	616	770	770	\$ 6,661	10.0%	10.2%	212	339	424	508	593	678	678	847	678	678	847	847	\$ 7,327	10.0%	6.9%
Margin	\$	54,495	1,733	2,772	3,465	4,158	4,851	5,544	5,544	6,930	5,544	5,544	6,930	6,930	\$ 59,945	90.0%	14.9%	1,906	3,049	3,812	4,574	5,336	6,098	6,098	7,623	6,098	6,098	7,623	7,623	\$ 65,939	90.0%	10.5%
Education Tier 1																																
I Sold		6	10	15	20	20	40	40	40	40	40	40	45	45	395		20.4%	50	50	50	65	65	65	65	65	65	70	70	70	750		28.5%
Total Sales	\$	1,500	2,500	3,750	5,000	5,000	10,000	10,000	10,000	10,000	10,000	10,000	11,250	11,250	\$ 98,750	100.0%	21.1%	12,500	12,500	12,500	16,250	16,250	16,250	16,250	16,250	17,500	17,500	17,500	17,500	\$ 187,500	100.0%	25.6%
Total COGS	\$	120	200	300	400	400	800	800	800	800	800	800	900	900	\$ 7,900	8.0%	12.0%	1,000	1,000	1,000	1,300	1,300	1,300	1,300	1,300	1,400	1,400	1,400	1,400	\$ 15,000	8.0%	14.1%
Margin	\$	1,380	2,300	3,450	4,600	4,600	9,200	9,200	9,200	9,200	9,200	9,200	10,350	10,350	\$ 90,850	92.0%	22.6%	11,500	11,500	11,500	14,950	14,950	14,950	14,950	14,950	16,100	16,100	16,100	16,100	\$ 172,500	92.0%	27.5%
Education Tier 2																																
I Sold		6	6	8	15	15	15	20	20	20	15	20	15	20	189		9.8%	20	25	30	30	30	35	35	35	35	40	40	40	395		15.0%
Total Sales	\$	4,500	4,500	6,000	11,250	11,250	11,250	15,000	15,000	15,000	11,250	15,000	11,250	15,000	\$ 141,750	100.0%	30.3%	15,000	18,750	22,500	22,500	22,500	26,250	26,250	26,250	26,250	30,000	30,000	30,000	\$ 296,250	100.0%	40.4%
Total COGS	\$	900	900	1,200	2,250	2,250	2,250	3,000	3,000	3,000	2,250	3,000	2,250	3,000	\$ 28,350	20.0%	43.2%	3,000	3,750	4,500	4,500	4,500	5,250	5,250	5,250	5,250	6,000	6,000	6,000	\$ 59,250	20.0%	55.6%
Margin	\$	3,600	3,600	4,800	9,000	9,000	9,000	12,000	12,000	12,000	9,000	12,000	9,000	12,000	\$ 113,400	80.0%	28.2%	12,000	15,000	18,000	18,000	18,000	21,000	21,000	21,000	21,000	24,000	24,000	24,000	\$ 237,000	80.0%	37.8%
Total Units Sold		1,239	66	81	96	114	147	159	160	187	194	221	247	263	1,934			124	139	147	182	197	209	210	239	252	287	316	328	2,630		
Total Sales	\$	205,170	\$ 15,085	\$ 19,650	\$ 26,590	\$ 29,120	\$ 36,870	\$ 42,292	\$ 42,380	\$ 47,220	\$ 43,490	\$ 51,400	\$ 53,740	\$ 59,470	\$ 467,507			\$ 36,394	\$ 42,140	\$ 46,374	\$ 52,907	\$ 55,932	\$ 61,521	\$ 61,618	\$ 66,942	\$ 67,184	\$ 76,540	\$ 81,864	\$ 84,042	\$ 733,458		
Total Cost of Goods Sold	\$	27,720	\$ 2,173	\$ 2,771	\$ 3,915	\$ 4,185	\$ 4,992	\$ 5,978	\$ 5,984	\$ 6,633	\$ 5,921	\$ 7,331	\$ 7,330	\$ 8,410	\$ 65,620			\$ 5,180	\$ 6,148	\$ 6,892	\$ 7,488	\$ 7,936	\$ 8,946	\$ 8,952	\$ 9,666	\$ 9,708	\$ 11,284	\$ 11,998	\$ 12,361	\$ 106,557		
Total Margin	\$	177,450	\$ 12,913	\$ 16,880	\$ 22,675	\$ 24,936	\$ 31,879	\$ 36,314	\$ 36,397	\$ 40,588	\$ 37,769	\$ 44,069	\$ 46,410	\$ 51,060	\$ 401,887			\$ 31,214	\$ 35,992	\$ 39,483	\$ 45,419	\$ 47,996	\$ 52,575	\$ 52,666	\$ 57,276	\$ 57,476	\$ 65,256	\$ 69,866	\$ 71,681	\$ 626,901		

Appendix – Payroll

Payroll Year 1

Payroll Year 1

Prepared By:
Taylor Ackerman

Company Name:
Tay Trips

[illegible]

Appendix – Income years 1-3

Income Statement Years 1-3

Prepared By:

Taylor Ackerman

Company Name:

Tay Trips

Revenue	2020		2021		2022	
Itinerary Services	77,400		111,150		150,053	
Restaurant Recommendations	54,600		70,980		95,823	
Booking Services	14,720		19,136		25,834	
All Inclusive	83,300		108,290		146,192	
Education Tier 1	5,500		98,750		187,500	
Education Tier 2	6,000		141,750		296,250	
Total Revenue	\$ 241,520	100%	\$ 550,056	100%	\$ 901,651	100%
Cost of Goods Sold						
Itinerary Services	14,250		18,525		25,009	
Restaurant Recommendations	6,825		8,873		11,978	
Booking Services	920		1,196		1,615	
All Inclusive	8,330		10,829		14,619	
Education Tier 1	440		7,900		15,000	
Education Tier 2	1,200		28,350		59,250	
Total Cost of Goods Sold	31,965	13%	75,673	14%	127,470	14%
Gross Margin	209,555	87%	474,384	86%	774,180	86%
Payroll	239,614		273,202		337,552	
Operating Expenses						
Advertising	87,500		90,125		92,829	
Car and Truck Expenses	-		-		-	
Commissions and Fees	-		-		-	
Contract Labor (Not included in payroll)	-		-		-	
Insurance (other than health)	6,000		6,180		6,365	
Legal and Professional Services	20,000		20,600		21,218	
Licenses	3,000		3,150		3,308	
Office Expense	1,200		1,236		1,273	
Rent or Lease -- Vehicles, Machinery, Equipment	-		-		-	
Rent or Lease -- Other Business Property	-		-		-	
Repairs and Maintenance	-		-		-	
Supplies	-		-		-	
Travel, Meals and Entertainment	9,000		9,270		9,548	
Utilities	-		-		-	
Miscellaneous	12,500		12,875		13,261	
Other Expense 1						
Other Expense 2						
Total Operating Expenses	\$ 139,200	58%	\$ 143,436	26%	\$ 147,802	16%
Income (Before Other Expenses)	\$ (169,259)	-70%	\$ 57,746	10%	\$ 288,826	32%
Other Expenses						
Amortized Start-up Expenses	21,072		21,072		21,072	
Depreciation	1,786		1,786		1,786	
Interest						
Commercial Loan	428		378		323	
Commercial Mortgage	-		-		-	
Credit Card Debt	645		507		386	
Vehicle Loans	-		-		-	
Other Bank Debt	-		-		-	
Line of Credit	8,442		18,653		19,595	
Bad Debt Expense	-		-		-	
Total Other Expenses	\$ 32,373	13%	\$ 42,394	8%	\$ 43,161	5%
Net Income Before Income Tax	\$ (201,632)	-83%	\$ 15,351	3%	\$ 245,666	27%
Income Tax	\$ -		\$ -		\$ -	
Net Income/Loss	\$ (201,632)	-83%	\$ 15,351	3%	\$ 245,666	27%

Travel after COVID-19 Pandemic

While there is no doubt that the travel industry has taken a massive hit from the corona virus, many predict that the travel industry will come back better than ever according to the New York Post. They suggest that there will be an increased interest in local travel, since people will be ready to travel but will want to stay relatively close to home, which supports our strategy of focusing on travel within the U.S. for the first phase of our rollout.

In the same article, sources predict that travel options will be more limited, saying that the quantity and range of flights will be lessened and many routes will be cut. This suggests that travelers could need more help making arrangements, as the options are much more limited.

Travel after COVID-19 Pandemic

Forbes echoes these statements, claiming that travel will come back quickly, likely faster than anyone expects.

In the article, experts state that travel is a highly resilient industry that always rebounds after diseases, natural disasters, and tragic events like 9/11.

Additionally, Forbes agrees that domestic travel will be the first to bounce back, and many people may opt out of flying and longer trips for shorter trips closer to home.