SaudiGuide
GAIA hackathon

Pitch Deck
May 21st, 2023

The Problem

Problem Statement

Travelers and residents of Saudi Arabia have difficulty finding the credible information they need to plan their trips and activities. This is because there is no single app or website that provides all of the following information and resources:

- Personalized recommendations
- Reviews and ratings
- Transportation and accommodation
- Local culture and customs
- Religious guidance
- Emergency guidance
- Legal guidance

As a result, travelers and residents often have to spend a lot of time and effort researching different destinations, attractions, and events, and they may still not be able to find the perfect information for them.

Pains

- The difficulty of finding accurate and up-to-date information about Saudi Arabia
- The time and effort required to plan a trip to Saudi Arabia
- The stress of traveling to a new country
- The fear of getting lost or scammed

Solution
SaudiGuide

Solution Overview

SaudiGuide is a comprehensive personal assistant app that provides travelers with everything they need to plan and execute a successful trip to Saudi Arabia. The app uses generative AI to provide guidance and recommendations in the areas of entertainment, food and drinks, religious, and travel and transportation. The app includes features such as:

- Personalized recommendations based on travelers and residents' preferences and characteristics

- Augmented reality tours of popular landmarks

- Language and signs translation services

- Safety and security features

- Location-based smart notifications with useful information

- Accessibility features

Value Proposition
SaudiGuide

Pain points

- The difficulty of finding accurate and up-to-date information about Saudi Arabia
- The time and effort required to plan a trip to Saudi Arabia
- The stress of traveling to a new country
- The fear of getting lost or scammed

Gain Creators

- Making it easier to plan and execute a trip to Saudi Arabia
- Providing users with personalized recommendations
- Helping users save time and money
- Enhancing users' safety and security
- Providing users with a more immersive and engaging travel experience

Pain Relivers

- Eliminating the need to search for information on multiple websites
- Providing users with accurate and up-to-date information
- Helping users avoid scams and tourist traps
- Providing users with a sense of security and peace of mind

Customer Gains

- A more personalized and enjoyable travel experience
- Peace of mind knowing that they have all the information they need
- The ability to save time and money
- The ability to experience Saudi Arabia like a local

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Business Model Canvas (BMC)
SaudiGuide

Revenue Streams

Core Revenue Streams:

- Tourism regulators and boards
- Sponsorship and partnerships
- In-app advertising

Target Customers

- Tourists visiting Saudi Arabia
- Expats living in Saudi Arabia
- Hajj and Umrah pilgrims
- Business and work visitors and residents
- Students

Key Partners

- Tourism boards
- Local businesses
- Transportation companies
- Accommodation providers
- Event organizers

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Business Model Canvas (BMC)
SaudiGuide

Revenue Sources

Core Revenue Streams

- **Tourism regulators and boards**
- SaudiGuide can generate revenue from tourism regulators and boards by charging them for the use of the app's data and analytics capabilities. For example, tourism boards could use the app's data to track visitor trends and patterns, and regulators could use the app's analytics capabilities to identify potential risks and hazards.

- **Sponsorship and partnerships**
- SaudiGuide can generate revenue from sponsorships and partnerships by partnering with businesses and organizations that are interested in reaching a travel-focused audience. For example, SaudiGuide could partner with airlines, hotels, and tour operators to offer exclusive deals and discounts to app users.

- **In-app advertising**
- SaudiGuide can generate revenue from in-app advertising by selling ad space to businesses and organizations that want to reach a travel-focused audience. For example, SaudiGuide could sell ad space to airlines, hotels, and tour operators, or to businesses that sell travel-related products and services.

Go to Market Strategy
SaudiGuide

Customers Segments

- **Individual travelers**

Individual travelers want a personalized and customized travel experience.

- **Family travelers**

Family travelers want a safe, affordable, and fun travel experience for the whole family.

- **Business travelers**

Business travelers want an efficient, productive, and comfortable travel experience.

- **Luxury travelers**

Luxury travelers want a high-end travel experience.

- **Budget travelers**

Budget travelers want an affordable travel experience.

SaudiGuide can target these customer segments by providing them with personalized guidance in the areas of legal and religious, attractions, restaurants, and activities.

Marketing Channels

- **Online advertising**
- **Social media marketing**
- **Public relations**
- **Event marketing**
- **Affiliate marketing**

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Go to Market Strategy
SaudiGuide

Stage 1: Incorporation: launching the app in Arabic and English

- Legal setup & licenses

- Solution audits

- Formulate business strategy

- Business roll-out

- Building operations team

Stage 2: Introduction: Build partnerships with local businesses

- Building core business partnerships

- Launching marketing activities

-Launching the app

- Develop internal operating and governance models including policies and procedures

- Formulate growth strategy

Stage 3: Growth: additional features

- Marketing activities

- Building more partnerships

- Expand operational capabilities

-Research and Development

- Design and launch new value-added services

- Formulate extension strategy

Stage 4: Extension to new markets

- Obtain necessary licenses

- Building international business partnership ecosystem

- Expand operational capabilities

- Marketing activities
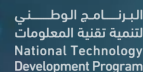
-Update policies and procedures

What is the Future?
SaudiGuide

Future

- SaudiGuide plans to continue to grow and develop in the future. The app will add new features and functionality, expand into new markets, and partner with new organizations. SaudiGuide's goal is to become the leading personal assistant app for the Kingdom of Saudi Arabia.

End Vision

- SaudiGuide's vision is to be the leading personalized assistant app for anyone visiting or residing in Saudi Arabia.

Team Members
SaudiGuide

Nabeel Aldehlawi

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ROLE IN THE TEAM
- Led and managed the project team
- Designed the value proposition and BMC canvas
- Managed project deliverables

- 13+ years of specialized International experience in developing and executing digital strategies & transformation
- MSc. in MIS and Decision Sciences (USA 2012)
- Expert in managing and leading strategy and transformation programs and projects in both public and private sectors within multiple industries.

CERTIFICATES:
- Platform strategy: building and thriving in a vibrant ecosystem (MIT) - 2019
- PMI project management, risk management, scheduling & cost control – 2019
- Digital strategy – RSM - 2018
- Leadership and strategy in the digital world - MIT - 2018
- Executive program in strategic agility - Schulich ExecED - 2016

Naif Alsuyaib

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ROLE IN THE TEAM
- Product Designer
- UI/UX and presentation

- 12+ Years of Experience in Software Design, UI/UX and operations

- BSc. in Management Information Systems (Saudi Arabia – 2012)
- Expert in developing and optimizing operating models, processes, governance and organization development.

CERTIFICATES:
- Training in information security, cybersecurity and Ethical penetration
- Quality Management
- Strategic Planning
- (Cyber Linux PenTest - Network Security Advance - CEH V10 - Mobile Ethical Hacking - Cyber Python PenTest)

Waleed Saleem

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ROLE IN THE TEAM
- Designed and configured databases
- Designed the architecture
- Developed and configured APIs
- Integrations

- 6+ years of specialized international experience in Data Science and emerging technologies with focus on AI
- MSc. in Artificial Intelligence / Data Science (Canada 2021)
- Expertise in technology enhancement and value addition for organization in multiple industries across KSA.

PUBLICATIONS:
- "Driving behaviour analysis in KSA" (IEEE)
- "Stock market predictions"
- Accidents detection using Artificial Intelligence (Ryerson)
- Intelligent transport system (KSA - Alyamamah)

Kashif Ahmad

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ROLE IN THE TEAM
- Designed and Developed Flutter app
- Designed and configured databases
- Integrated AR SDK
- Developed APIs

- 4 years of experience in AWS, Flutter, Dart, React, Python, and Node.js, AWS.
- software development and cloud computing.
- Proficient in architecting and deploying cloud-based applications

PUBLICATIONS:
- Scrum Master Certification
- AWS Certified Cloud Practitioner

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