



# YOEXPLORE

Empowering Locals, Impacting Life

**Company Profile 2018** 

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# ABOUT YOEXPLORE

We are a technology social enterprise, founded in 2016, developing in-house applications in travel and lifestyle industry.

Our products, coupled with our service in entrepreneurship training, will help anyone to create a travel and lifestyle business to enable travelers to experience impactful traveling for sustainable environment and local communities.







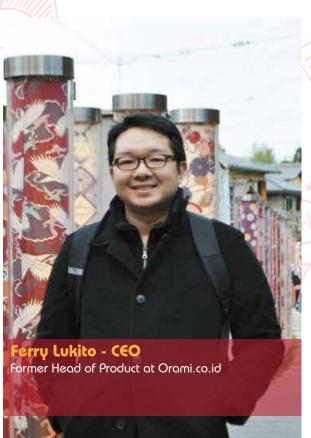
# VISION and MISSION



To become the chosen partner for anyone who wants to experience impactful traveling and/or to launch his/her business in travel & lifestyle.

#### **Our Mission:**

Empowering Locals, Impacting Life





ri Damayanti - COO Founder of Yoexplore.co.id Former project managers for various social impact projects and lead the projects to become more financially sustainable



Rosalina H. - Account Executive Various experiences as a consulation for social impact project and for projects in partnership with government



experiences in training for community empowerment programs.



# CUR TEAM



















Price, time, and pro-active concierge service are an important concern for travelers booking online.

#### No easy way exists

for local guides or micro-tour operators to access for wider distribution channels.





#### Initial deposit required

to get access to travel and lifestyle products, and the skills to run the business are a major concern for micro-entrepreneurs to launch their travel/lifestyle business.



# 

- Booking Solution and Distribution channel management system for local guides or tour operators to connect them with end customers or B2B agents.
- User-friendly B2B agent mobile application to allow anyone to become a travel agent, to sell travel
   Vifestyle products without the need to own
   The products.
- User-friendly experience marketplace to allow travelers to search and book unique impactful traveling experiences offered by locals.

# Products





Website Marketplace (Application): https://yoexplore.co.id

Peer-to-peer (P2P) marketplace to connect travelers and local guides or tour operators to experience impactful traveling for sustainable tourism.











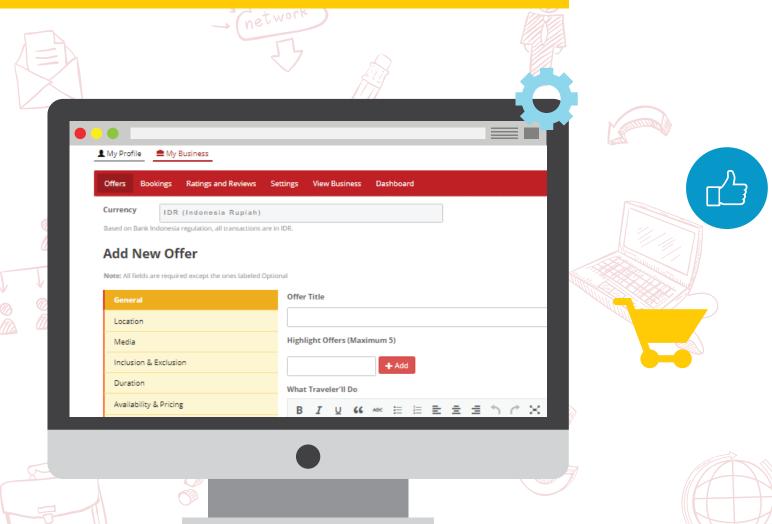


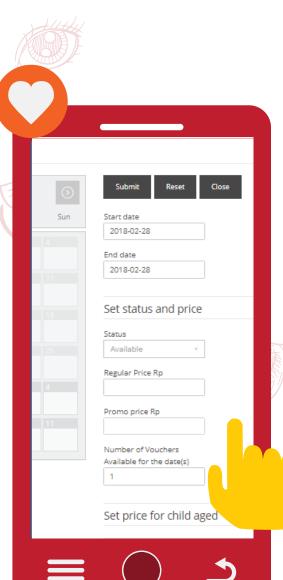




1. Website Marketplace (Application): https://yoexplore.co.id

**Local Guides or Tour Operators** 









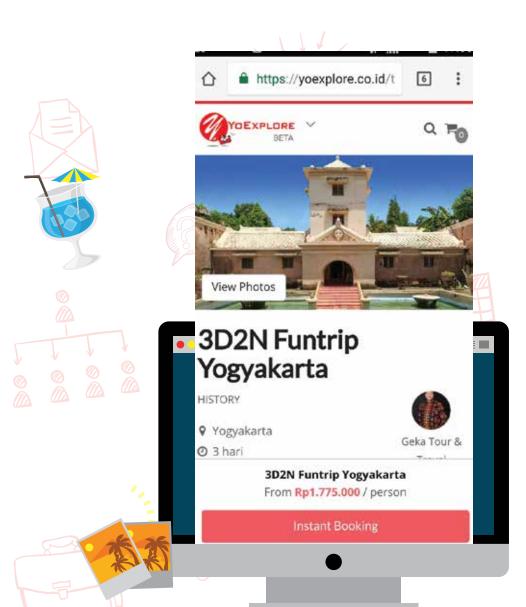


## Review Listings

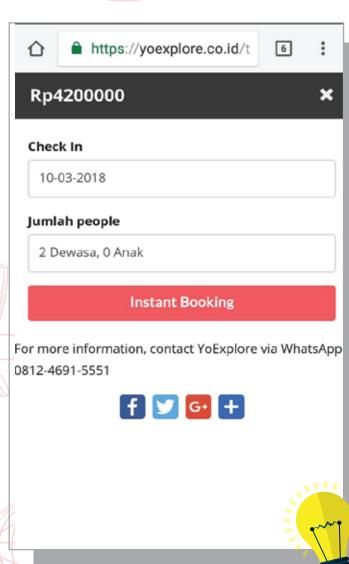












#### Categories for the inventory of experience (activities and/or tour package)

- Adventures
- Arts
- Culture
- Eco Tourism
- Events
- Foods & Drinks

- Fun Attractions
- History
- Music
- Nature
- Nightlife

- Photography
- Shopping
- Sightseeing
- Social Impact Tour
- Spa and Wellness

- Study Tour
- Transport
- Tourism Village
- Tour Package
- Volunteer



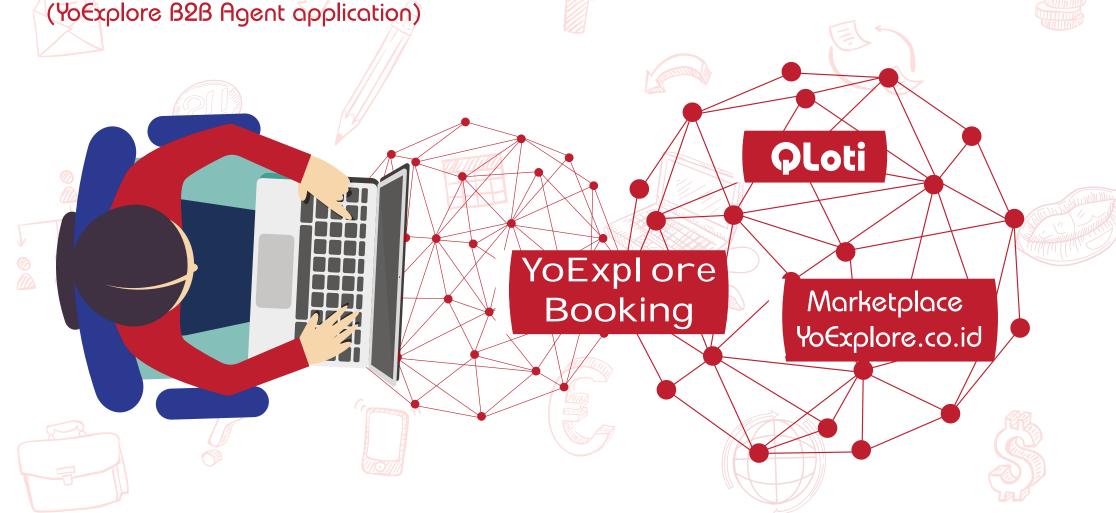








Website + Booking System or Booking System that is integrated into the existing website of the local tour operators to connect them with more distribution channels such as YoExplore marketplace, Application, Expedia, Viator, etc., and work with reseller through Qloti

















- No Setup Cost. Pay when only a transaction is made.
  - 3% 5% admin fee if it is made on the Tour Operator website
- Commission, start from 10%, as per transaction made on the distribution channels.















#### Qloti Mobile Application (Qloti.Com - Under Construction) - 02

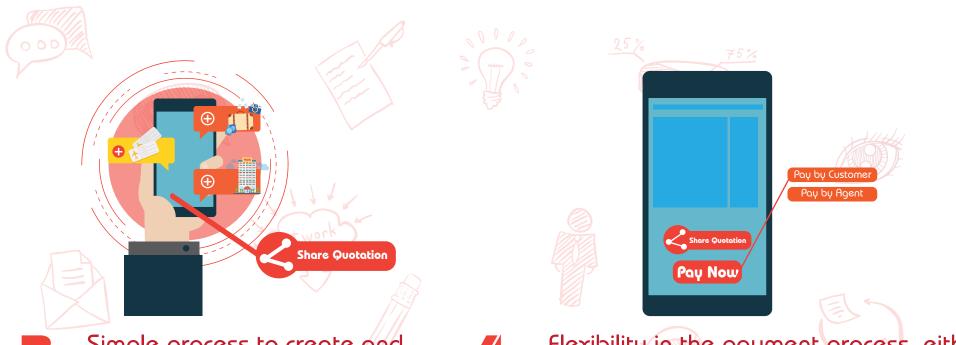
#### Competitive Advantages for Using Qloti to launch Travel/Lifestyle Business



Get competitive net price
 with the flexibility to set
 the markup for the selling price.



Unique UI + Algorithm to provide a selling price suggestion based on the real-time market price published by an established B2C application such as Agoda.com, Traveloka.com, etc.

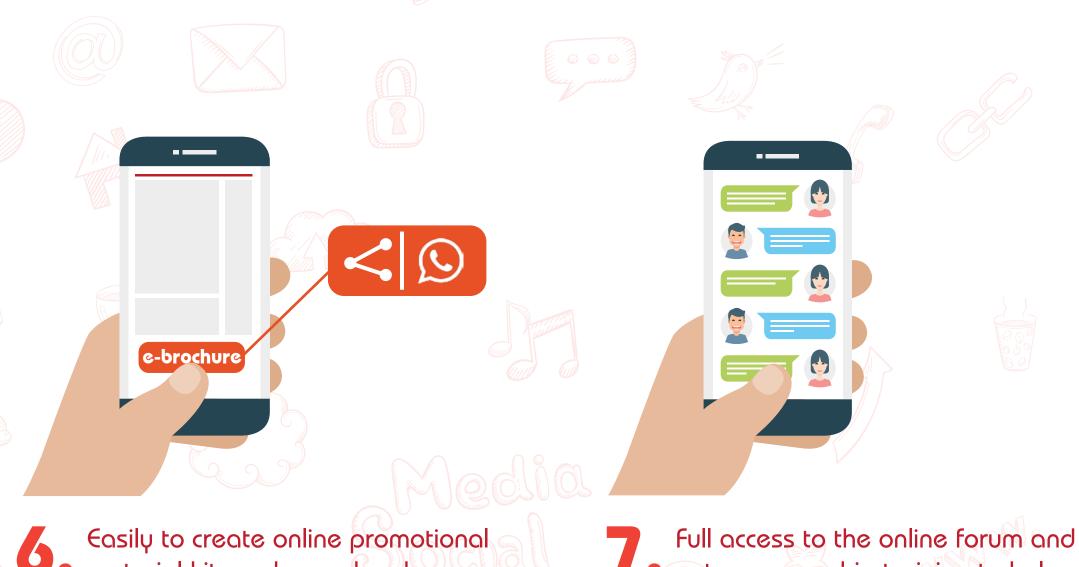


Simple process to create and share quotation to potential clients via email and chat room.

Flexibility in the payment process, either paid by the agent or by the agent's customers. Payment can be completed by credit card, bank transfer, virtual account, deposit, etc.



Agent's tier model with referral system up to 2 levels. The agent (tier-1 agent) may have tier-2 and tier-3 downline agents. The tier-1 agent will get additional commissions if sales made by his/her tier-2 and/or tier-3 downline agents.



material kits such as e-brochure.

entrepreneurship training to help the agents in the business management.

- Flight
- Hotel
- Vacation Rental
- Car Rental
- Travel Insurance
- Other Insurance
- Train
- Airport Transfer
- Restaurant (Table)
- Cinema

- Phone Credit
- BPJS Ketenagakerjaan
- BPJS Kesehatan
- PLN
- Payment on
- Restaurant
- Motorbike or
- Car Installment
- payment, etc.

- Group Trip
- Private Trip
- Attractions

- Travel Gear Buy & delivery to (Hotel)
- Travel Gear Rental, delivery to (Hotel)
- Souvenir



Booking & Ticketing System



PPOB (Payment Point Online Bank)



Experiences



Goods

## Our Service:

#### YoExplore Entrepreneurship Training Program



A training program to improve the skills of participants in business planning and management, including creating and implementing creative offline and online marketing strategies for their products and services promotion.

YoExplore Entrepreneurship Training Program is developed based on Experiential Learning teaching methodology. Our products such as YoExplore Marketplace (yoexplore.co.id), Qloti (qloti.com), and YoExplore booking system, are used to help participants easily start their business in travel & lifestyle industry.

#### Benefits of Joining YoExplore Entrepreneurship Training Program





 A better understanding of using E-Commerce application and social media to help them starting or developing a business in travel & lifestyle industries.

 A business opportunity in travel & lifestyle without the need to have their own products.



#### Learning Outcomes of YoExplore Entrepreneurship Training Program

# 1. Change of attitude: More enthusiastic about seeing business opportunities More confident about starting or developing their startup business 2. Improved skills in business planning and management: More creative in developing and executing the offline and online marketing strategies Skilled in using social media to improve their business brand, customer engagement, and customer conversion

- Skilled in using Qloti to offer and sell various travel and lifestyle products to their potential customers
- Skilled in using YoExplore to create attractive content related to travel & lifestyle experiences.

#### 3. Wider network:

——— Qloti's agents (known as Qlotier) can meet other Qlotier through our online forum and/or offline gathering and training for knowledge sharing

#### Modules of YoExplore Entrepreneurship Training Program



#### M1: Road Map (2 x 60')

Participants to learn about the importance of having a vision in life and how she/he can achieve the vision through setting SMART goal(s)

#### M2: Am I an Entrepreneur? $(2 \times 60')$

Participants to learn the difference between an entrepreneur and an employee to allow them assessing in which position are their attitude at this moment



### M3: Opportunity Identification and Verification $(2 \times 60')$

Participants to learn how to identify various business ideas and to verify which idea can further be developed to become a business

## M4: Model Business Planning with Business Model Canvas (4 x 60')

Using Business Model Canvas, participants to learn how to determine key factors for their business management such as customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structures.



## M5: Introduction to Yo€xplore Marketplace (3 x 60')

This module is dedicated only to participants who are or want to create a business as a local guide or a tour operator. Participants to learn how they can use YoExplore marketplace to promote their services

### M6: Introduction to Yo€xplore Booking System (2 x 60')

This module is dedicated only to participants who are or want to create a business as a local guide or a tour operator. Participants to learn how a website, which is integrated with YoExplore booking system will become more accessible to a wider market



























This module is dedicated to participants who want to create a business as a travel consultant but do not have their own products. They shall learn how to use Ploti to create an attractive package quotation and share it to their potential customer. They shall also learn how to attract potential downline agents (travel consultants)



Participants to learn how to optimize their social media promote their business (focus on Instagram management)





























Participants to learn how to do email marketing more effectively



#### M10: Blog Marketing $(4 \times 60')$

Participants to learn how to create blogs using free blog application. For this training, we will focus on training them to blogging on tumblr, wordpress, or blogspot. In addition, they will also learn to create more engaging contents.

















www.yoexplore.co.id www.freepik.com www.vecteezy.com



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