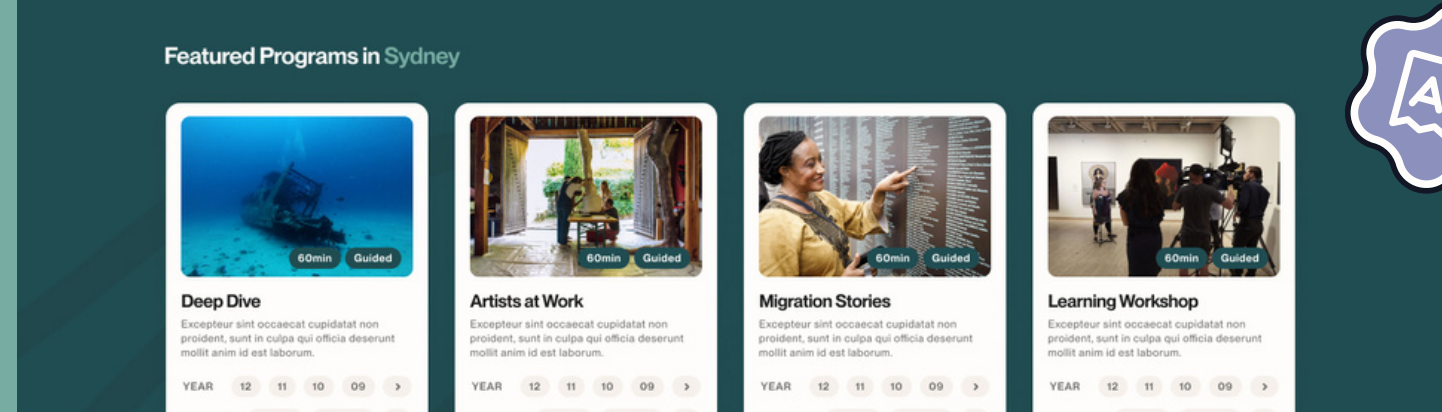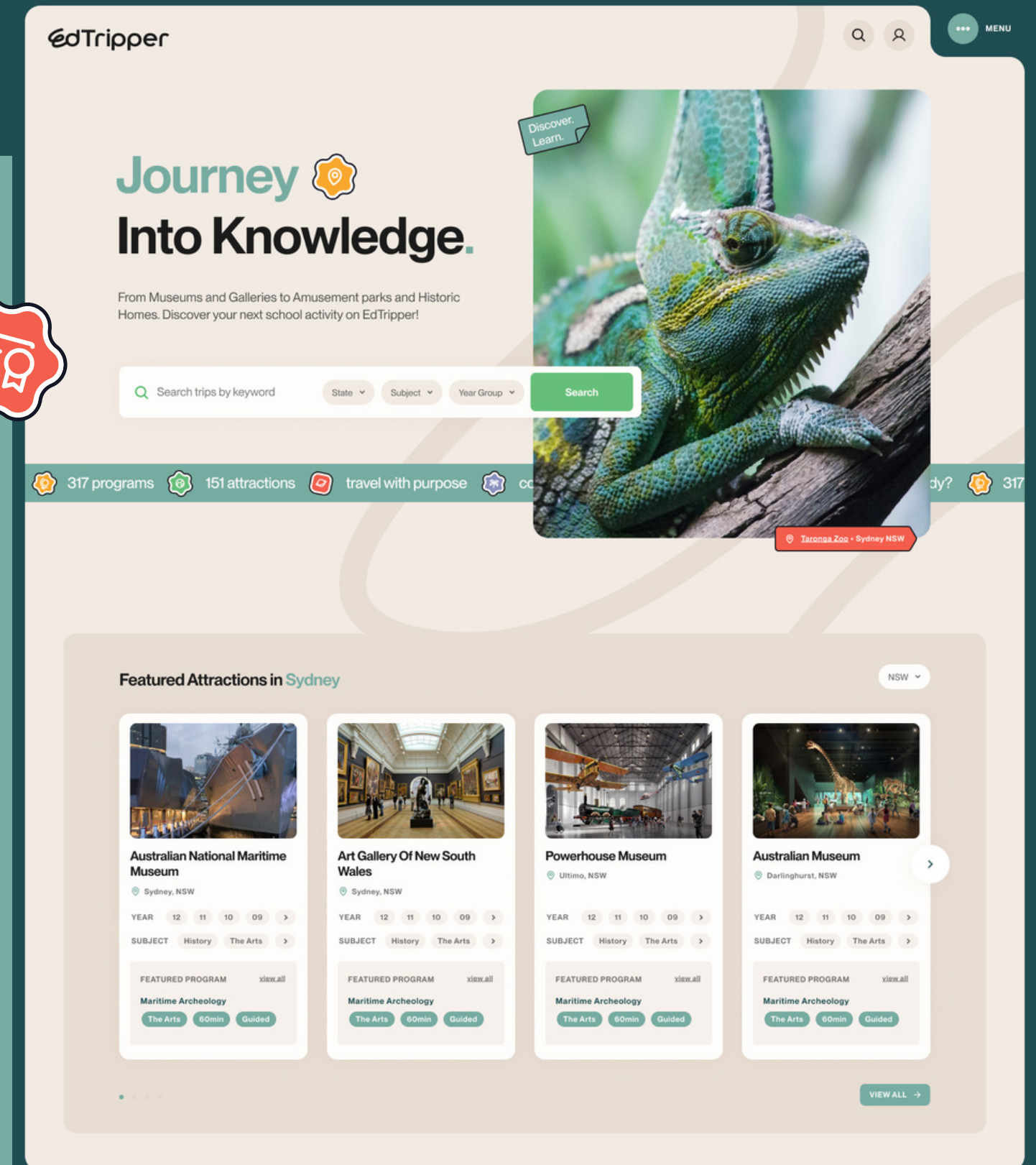# edTripper

We are on a journey to become the most reliable and respected name in educational activities.

→ Seed Capital Raise | July 2023

The Mission

→

Our mission is to connect educators to the most enriching and educational experiences outside of the classroom. These activities help students broaden their perspectives and become citizens of the world.

We empower this connection by providing channels for discovery, research and action. We challenge providers to offer learning outcome-driven experiences and enable educators to discover new programs via a simple and familiar platform.

The Problem

Attractions, such as museums, galleries, zoos, and cultural institutions, are grappling with the challenge of efficiently managing the delivery of their activities to students daily. The current methods employed by these attractions are outdated and ineffective, hindering their ability to provide exceptional educational experiences. This poses a significant problem for both the attractions themselves and the schools that rely on them for enriching curriculum-mandated excursions.

Teachers, who are already stretched thin, are burdened with the responsibility of planning and organising these trips. This process involves time-consuming tasks like researching destinations, coordinating with providers, arranging transportation, obtaining parental consent and medical information, and meticulously managing logistics. Thats

Recognising the strain this and other admin tasks place on teachers, the federal government has allocated "$25 million to pilot new ways to reduce teacher workloads and maximise the time they have to teach."

The COVID-19 pandemic has highlighted the need for attractions to embrace digital solutions, including online content delivery, streamlined booking systems, and efficient operational tools.

The attractions industry faces a pressing need to revamp its methods of delivering educational experiences to students. By leveraging digital solutions, attractions can enhance their efficiency, alleviate teacher workloads, and offer exceptional educational opportunities.

The Solution
Attractions

EdTripper is a (SAAS) platform to manage and oversee attraction's school activity programs. The EdTripper platform also provides a forward facing directory for attractions to publish their programs to educators.

EdTripper empowers attractions to:

- Control the flow of school groups and manage the entire process from resourcing, risk management, costs, revenue and forecasting

- Showcase and publish live availability to lower the barrier to entry for schools and encourage visitation.

- Manage content and content delivery as well as promote world-class exhibits and learning programs outside of their traditional geographical reach (onsite and online).

- Reach specifically tailored educator audiences to promote and deliver specific learning outcome focused programs.

- Cost and resource savings with lowered touch points for admin teams and increase reporting functions

The Solution
Schools

For schools, EdTripper is a AMS (Activities management platform). From the EdTripper directory, schools have the ability to:

- Discover, research, share, compare and book world-class education programs offered by leading attractions.

- Simple to find programs are matched to the specific learning outcomes to the relevant age group and state/federal set curriculum.

- Plan and book school activities in real-time

- Simplify risk management and governance as well as approval from educational leaders by automating the process and reducing the repetitive workflows.

- Save precious time by doing all of the above in a single platform that stores, managers and all relevant historical activities. Unlock reporting and data access never available previously.

The business model - Attractions

SAAS Based on the Education Programs on offer by the Attraction

Starter

Small operators with single program on offer - niche and regional

$0/ year

- Up to **5** Programs
- **1** x Attraction
- **1** x User
- 1 Image per program

Avg Education Rev <$30K PA
3% of TAM
Public speakers, regional art galleries

Pro

Medium to Large operators with growth opportunities and resource constraints

$2,988/ year

- Up to **10** Programs
- **1** x Attraction
- Unlimited Users
- Unlimited Images & Video
- Booking Engine
- Marketing Packages access
- Monthly Report

Avg Education Rev $70K+ PA
63% of TAM
Public historical homes, State/National based Cultural institutions: National Maritime Museum, Polly Woodside, Calmsly Hill Farm

Enterprise

Large operators with in-house education teams. 50K+ student visitors per year

$10,788/ year

- **Unlimited** Programs
- **Unlimited** Attraction
- **Unlimited** Users
- **Unlimited** Images & Video
- Booking Engine
- Marketing Packages access
- Monthly Report
- Dedicated Account Manager

Avg Education Rev $500K+ PA
33% of TAM
Large state based cultural institutions and Globally recognised attractions: Taronga Zoo, Melbourne Museum, NGA, Sydney Opera House

Marketing Packages

Marketing Packages will be available in all geographic locations and offered as:

- Landing page hero image and other front page locations
- Banners and promotional channels
- Ranking/search positioning
- EDM sponsored outreach and newsletters

The business model - Schools

SAAS Based subscriptions for schools and upper educational management

Teacher

Indivual teachers can discover, research, inquire and book education programs

$0/ year

- Single user
- Risk Assessments
- Sharing and Save programs
- Direct connection with attractions

    for booking

School

Schools can group teachers together to automate workflows, view school calendars and manage bookings

$2,388/ year

Teacher +

- Unlimited users
- Automated Risk Assessments
- School Dashboards
- School Chat rooms
- Monthly Reporting

District

School Diocese, Districts, Government departments have options to view data reporting and plug in workflows

$POA/ year

- Data and analytics on visitation, cost, engagement, learning outcomes, etc
- Dashboards
- Unlimited Users
- Monthly Reporting

*NB - The strategy is not to charge school subscription fees for at least 4 months from launch in order to lift engagement

Attractions & Schools
Key numbers - By Target

→

Australia

Total Attractions: 1,245
Total Schools: 9581

Launch Sept 2023

United Kingdom

Total Attractions: 2,135
Total Schools: 32,163

Launch Jan 2024

Texas

Total Attractions: 909
Total Schools: 8,161

Launch Sept 2024

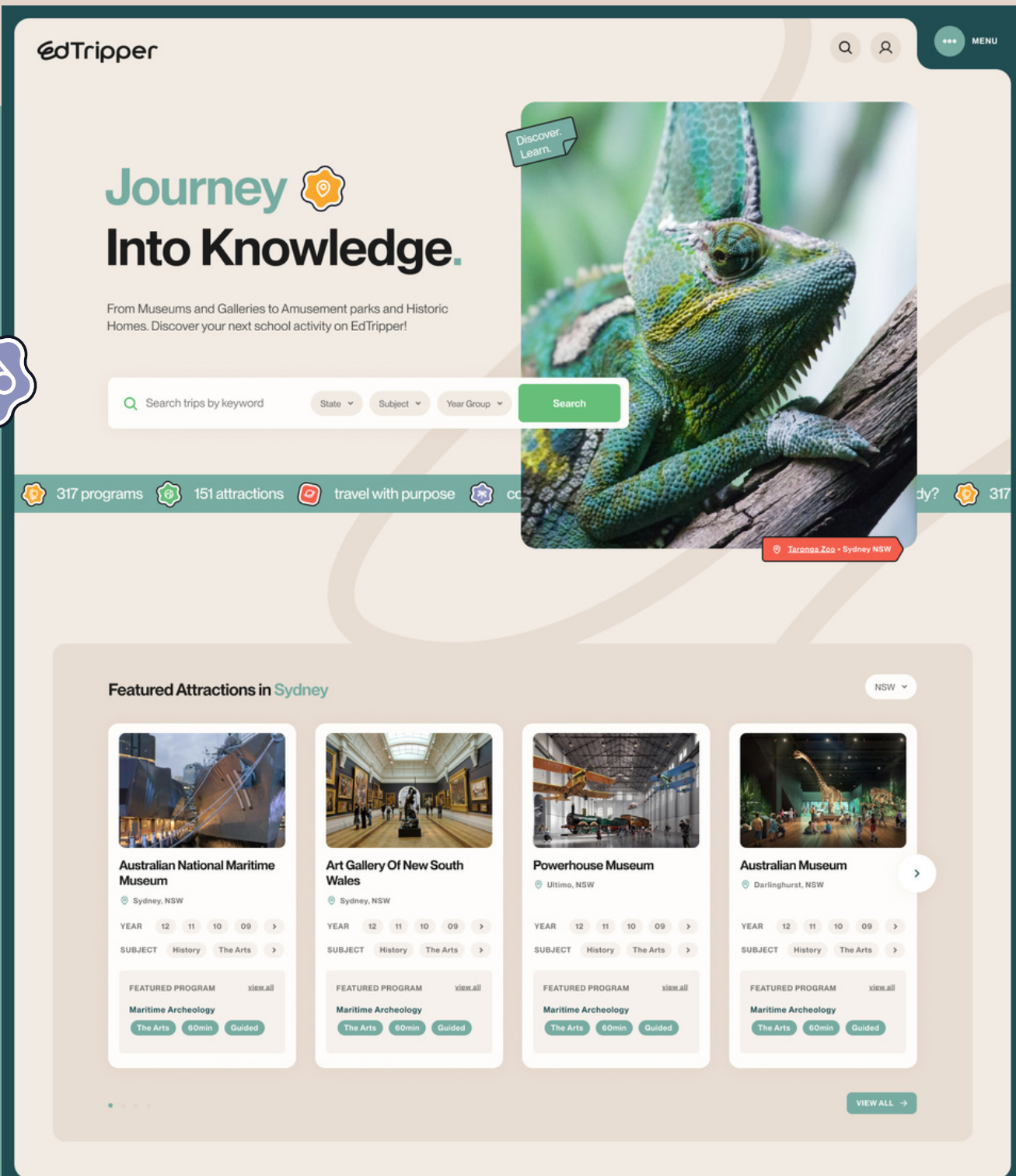## New York

Total Attractions: 973
Total Schools: 4,360

Launch Dec 2023

California

Total Attractions: 1,233
Total Schools: 9,006

Launch April 2024

How we got here

2019
Working with attractions in a previous startup and as a parent helper with his Son's class, Johnny identifies the inefficiencies and the opportunity with school excursions at attractions

2020
Johnny incubates the idea of EdTripper as a learning app and booking directory. Raises a pre-seed round ($50K) and was awarded the NSW government MVP Grant to build the learning app. Onboards Samsung as a partner. Due to launch in March 2020 with 4 large customers - Covid hits a week before go live.

2021
Covid lockdowns, EdTripper hibernates and researchers further into identifying the opportunity in a post Covid environment.

2022
EdTripper pivots to focus on EdTripper.com as a booking engine and activity management platform - Johnny goes in search of a technical Co-Founder, and Alex joins as a leader in building products and launching globally. Beta is launched with great feedback from Attractions and schools

2023
Johnny and Alex look to raise capital on the back of a successful beta of edtripper.com. Strengthen customer partnerships, particularly with Taronga Zoo. Close $300K of seed capital to build product and launch in the US and UK
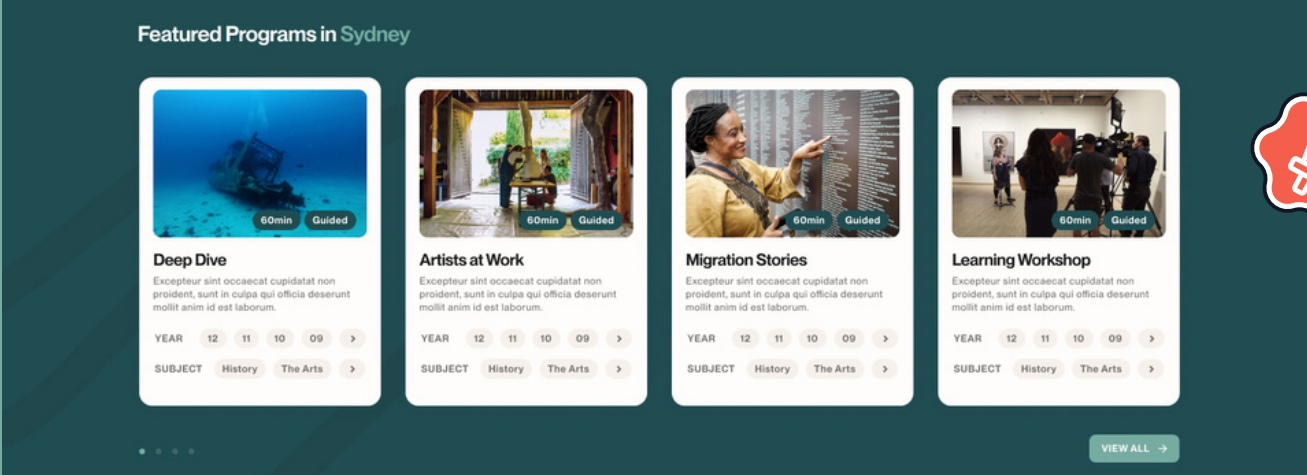
Where are we now

- Launched beta site in late November 2022
- Live on the Beta site - 317 education programs across 151 'Starter' attractions.
- Wide scale interviews and testing across all Australian states with 40 schools
- Current Attraction pipeline - 8 attractions at proposal stage for launch (Silver, Gold, Enterprise)
- Raised $300K of out $550K seed round - Lead by VC, Happen Co Ventures
- Product in development > Go live September 2023

Pro

Enterprise
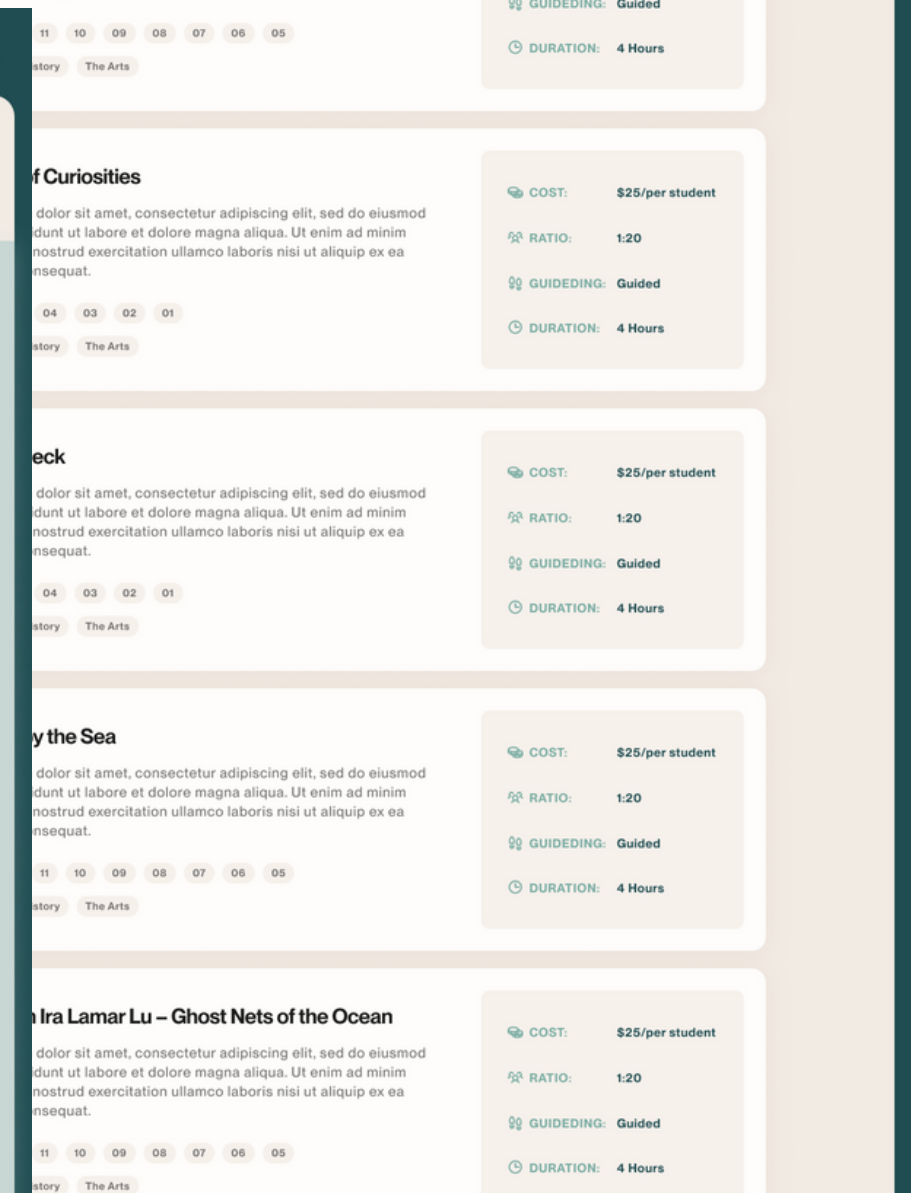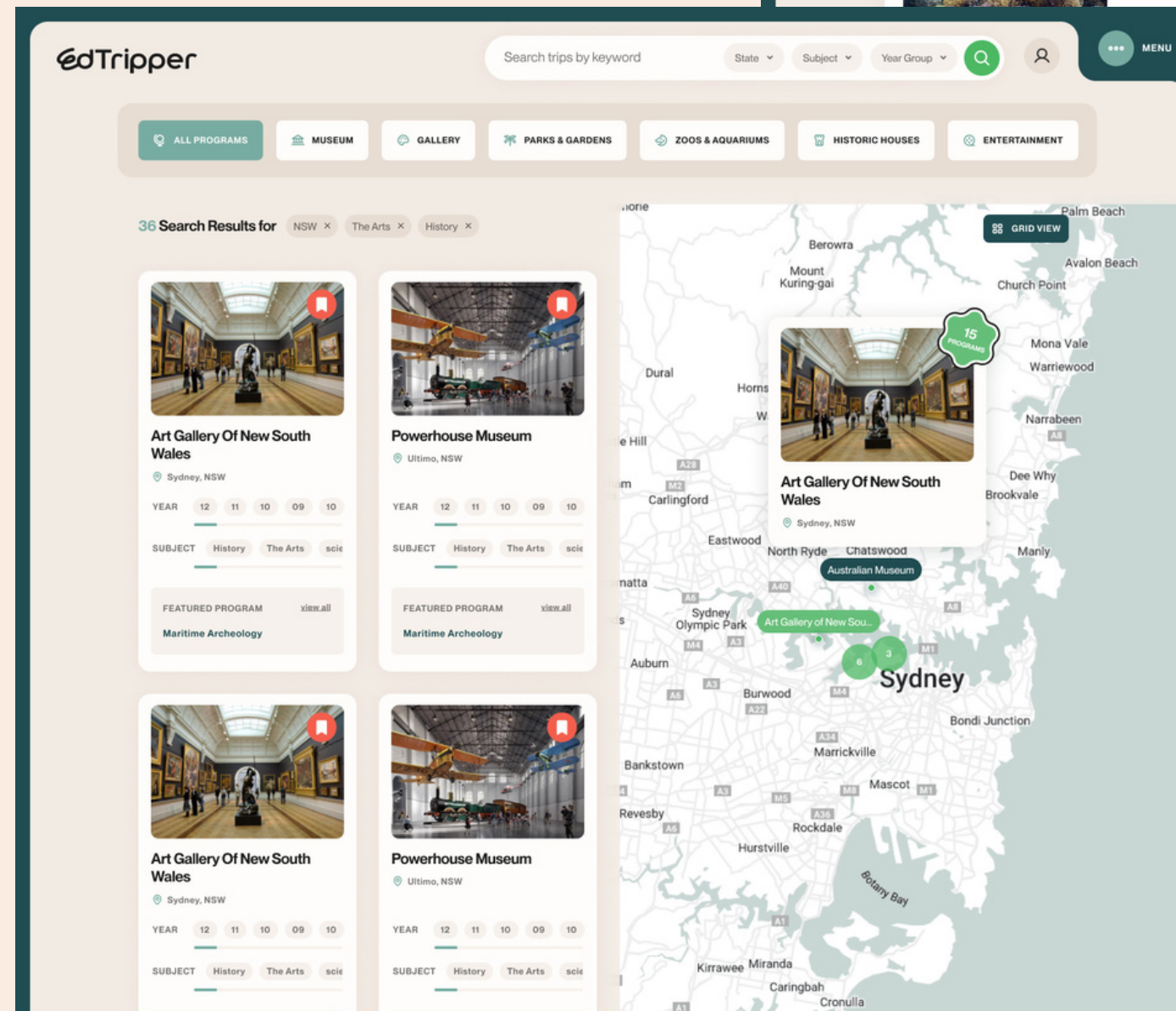
The Team

JOHNNY TIMBS
CO-FOUNDER & CEO

Early stage and growth specialist
3 x Start-up Founder
Founder Tini Traveller (RIP) /Co-
Founder Drive Yello (currently
$60M+ Val)/Co-founder Venval (RIP)

ALEXANDER LUTTRINGER
CO-FOUNDER & CTO

Technology Leader
15 years of experience building start-
ups and global digital projects,
including Universal and Vodafone.
Co-Founder Venval (RIP)

KAYCI SCAGGS
CMO

Multi-industry Marketing Pro
12 years as a results-driven marketer,
delivering across the US and
Australia with both startups and
scale-up companies

ARANI SATGUNASEELAN
CFO

Finance, Strategy and operations
expert
Co-Founder Vollardian, Ex-eBay, Ex-
Macquarie Capital

EdTripper Foundation
Giving access to everyone

In line with the United Nations' global goals for sustainable development, EdTripper will support students to have quality education, be part of a successful global community, not discriminate based on gender, race, religious beliefs or economic status, inspire global citizens to be part of sustainable communities and be supportive, empathetic, inventive, passionate, and above all, cooperative.

With the vision to start in Q4 2023, we will establish the EdTripper foundation that donates a % of revenue towards a fund that enables disadvantaged students to have access to excursions and activities.

We will also be looking for partners in travel and tourism to support this initiative.

THE GLOBAL GOALS
For Sustainable Development

4 QUALITY EDUCATION

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

17 PARTNERSHIPS FOR THE GOALS

The ask

EdTripper is raising a seed round to execute current opportunities and speed up the scaling process.

TOTAL ROUND	$550,000
CLOSED	$300,000
FORM	Ordinary equity

USE OF FUNDS

To further develop the edtripper.com platform, build awareness of the product via marketing channels aimed at schools, accelerate acquisition and conversion of attractions and expand globally

Operations
$200,000

Technology
$260,000

Marketing
$60,000

Design
$30,000