

APPENDIX C

## Proof of Concept Scheme

### PROJECT SUMMARY

<b>Project Leader Name:</b> Arielle Meyer	
<b>Address:</b> Ebene Junction Suite 005 22001, Ebene	<b>The information on this form may be made public.</b>
<b>Enterprise / Company / Institution:</b> TravelBudds Ltd	
<b>Project Title:</b> Monetizing TravelBudds, travelling social network.	
<b>TECHNICAL ABSTRACT (200 words or less)</b>	<b>Include Potential Commercial Applications</b>
<p>"TravelBudds is a smart-travel start-up which ambitions to create the first smart travel assistant based on artificial intelligence. In order to collect the adapted data to create the perfect match between a traveller and his dream destination for a week-end, a vacation or a year around the world, TravelBudds needs to connect service providers of the tourism sector aswell as Tourism Promotion Authorities.</p> <p>The aim of this project with the support of the MRC was to develop the application infrastructure allowing:</p> <ul style="list-style-type: none"> <li>- our service providers to manage they online visibility directly to potential users through personalizable professional pages thanks to in-line editing on web and mobile, including details about their activities (opening hours, service provided, a short description, directions and visibility on map) and a photo gallery. This should allow them to work on their visibility also by sharing automatically on other social networks.</li> <li>- our service providers to transform visibility into tangible business thanks to qualitative feedback from users (ratings, comments, shares, ...) and a direct « book button » through the app.</li> </ul> <p>This project has a technical impact on the global infrastructure (backend, admin and front-end) and will also include major changes for payment possibilities. «</p>	
<b>Key Words to Identify Research (8 maximum):</b> Smart-Travel ; Professional pages ; online visibility ; distribution channels ; booking ; payment ; Mobile Application.	