

Day 6: Pivot from t-shirt to tourism

Or.

Day 6.



PIVOT: make money out of tourist. 20M in London.

① instead of stage 1, 2, 3, 4, 5, only do 1 stage

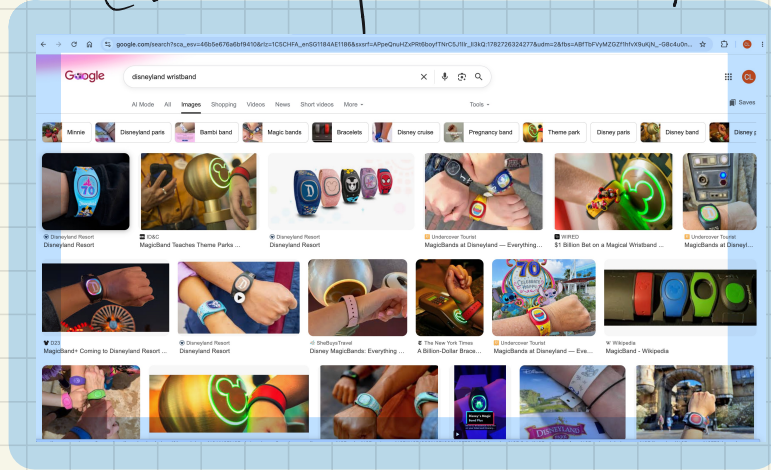
② instead of T-shirt, start a brand

③ keep the logic of viral video $\xrightarrow{\text{convert}}$ shopping

fastest way

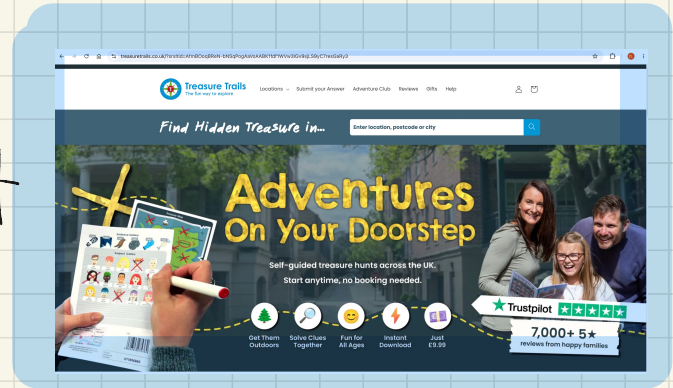
to mvp $\rightarrow$ GTM proof.

there are NFC band, not in tourism
(something like Disneyland whist)



+

uk already has treasure Hunt



Data shows:

- ① 59% Gen Z travel according to TikTok.
- ② Google Maps / Blogs / Trip Advisor (35% ↓)
- ③ Don't do AI travel planner.

Google, ChatGPT, Gemini, Booking, Wanderlog, Layla, Mindtrip...

ChatGPT gives you a plan.

We gives a game, FUN.

I NEED TO VERIFY IF TOURISTS WANT
TO PAY FOR THIS IDEA!!!

How to set the tone

People see my brand, they think ...

- ① Not with a group of tourists. should be family, couple, solo.
- ② willing to try different. not cliché places.
- ③ provide unique experience. DEEP TOUR.

completed → print it out / NFC / souvenir.

→ share social media

AI trip planner ... too many

food? places? football? culture?

游客心态 花钱买不到的产品和服务.