Pitch Proposal

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Each interested part will conduct its own individual analysis and estimates regarding the assets, contingent liabilities (or not), the financial situation and in general of all aspects of the company’s business, which is based on its own experience and knowledge as well as of the information provided in this report.
Technology has the power to connect people, democratize the information and boost the growth of new cities industries. In Santa Marta, La Perla App set a precedent for the articulation of the actors that magnify tourism in this destination of Colombia and leave a guideline on the path towards the generation of new alternatives that increase the development of the local economy through the creation of new tourism products and services that can be promoted and marketed through La Perla App.

Santa Marta Vital Corporation in its mission of generating positive transformation initiatives for the city [Santa Marta, Magdalena] promoted the development of the only official digital tourist information platform in Santa Marta [La Perla App] that has been supported by the guilds, the district and the national government of Colombia. This Mobile Application has the highest positioning in the city with more than 220 Clients from the gastronomic and the hotel sector, 9,000 downloads, 3,500 users and a large network of local and national allies that allow reducing risks in the management of economic and human resources for this Project.
Project Description

Santa Marta Vital Corporation [SMV] is a non-profit, non-governmental and private organization dedicated to managing positive transformation initiatives for the city of Santa Marta in 3 strategic areas; Education, Entrepreneurship and Social Organization.

In search of the transformation of tourism in Santa Marta and the axis of high-impact entrepreneurship, the Corporation [SMV] in 2017 decides to create LA PERLA APP as a technology-based venture that encompasses the entire offer of accommodation, transportation, gastronomy and of tourist experiences of Santa Marta, with the aim of allowing foreign and national tourists visiting the city to discover and enjoy the cultural, historical and natural wealth that characterizes Colombia’s most diverse destination, which makes clear the great potential of this replicable and desirable model in the development of the orange industry in the city.

This product was launched on June 22, 2019 and is currently available on Android and iOS download platforms for users in Colombia.
We won financing for $250 million pesos in the science and technology line SENNOVA [Sena].

We managed to fully finance the management, technological development or MVP, launch and operation of the project during 2019.

We launched the application on June 22, 2020 and managed to register more than 200 commercial tourism establishments for free and reached more than 3,500 users.

We collect donations from 33 tourism entrepreneurs worth $13 Million Pesos

The Ministry of Technologies and Communications of Colombia allocated $45 million pesos in kind with the advice and development of the first prototype.

The District of Santa Marta contributed $85 million pesos for project management.

We signed a strategic alliance with (3) Guilds (1) Santa Marta Chamber of Commerce (2) tourism promotion entities (2) district secretariats.

Concept tests were carried out and the project was socialized in 5 important tourist areas of the city.

Business Discovery

Business Consolidation

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This initiative was recognized in 2019 by the World Tourism Organization as one of the 15 most innovative Startups in Colombia.

This project received the recognition of innovative tourism granted by the District and a prize of $ 20 Million Pesos.
The Pearl App was designed under the concept and opportunity offered by the profile of tourists and visitors who select their destinations based on trends in nature, adventure and cultural or community tourism. The number of tourists visiting Santa Marta reach up to more than 720 Thousand Annuals and an average of 60 Thousand Monthly Visits, additionally tourists spend an average of 150,000 COP per day, which allows to identify that there is a potential market in consumption, for the model of monetization with the following sources of income: Revenue from commissions for accommodation reservations, commissions for reservations of places for weddings or events, commissions on reservations for [Tours] plans and commissions for reservations of tourist experiences.

On the other hand there is a great interest of La Perla App on clients identified and classified among the offers of hotels, hostels, restaurants, bars, tourism agencies, event organizers, certified guides and transport agencies, which amount to more than 1,200 Online offers and represent a market exceeding USD 24 Million per year for promotional services payments on digital platforms. This identified market will allow La Perla App to pilot a monetization model focused on commercial establishments with the following sources of income: Payment of subscriptions for offering its services to users, payment for outstanding positioning, payment for promotional packages, payments for viewing clicks and premium offer payments.
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La Perla App launched a minimum viable product that contains more than 600 offers between accommodation, restaurants, bars and tourist experiences. Our clients currently expect the application to improve its functionality and reach a greater number of users so that this is represented in sales. These are the reasons why our demand requires us to develop a new, more friendly and functional version, which will allow us to implement a profitable business model in the Samarian market.

Product Overview

Users will make reservations of tours, experiences, restaurants and accommodations.
Special visual for hidden treasures

New general function bar

New proposal of unmissable places in Santa Marta

Enjoy the best offer of events, fairs, and parties in real time

Acerca a ti, todas las actividades disponibles para realizar en santa marta durante tu dia

¿Que hacer hoy?

Laguna Escondida
Encuentra una nueva manera de viajar conociendo lo mejor de santa marta

¿Que deseas descubrir?
Exclusive space for premium places in the city

Descubre en Santa Marta
Lugares únicos seleccionados especialmente para ti

Experiencia de sabores Mancana
Desde $125.000
100% Recomendado

Noche especial en AC Marriott
Desde $225.000
100% Recomendado

Super ofertas
Aprovecha por tiempo limitado

User will find the best tourist places in the city

Users will activate discounts and promotions coupons.

Tesoros destacados
Encuentra una nueva manera de viajar conociendo lo mejor de santa marta y su historia

Ciudad perdida
Construida aproximadamente en el año 700, en el centro urbano...

Descubrir todos los tesoros (25)
Users will make reservations of plans and tours that travel agencies of the city offers.

Users will find the best places to make their wedding or to hold special events.
Required Funds

KW Required (KW)

1,145,700,000 COP
[357,342 USD]

Estimated KW distribution:

- Technology: 30%
- Marketing y Publicity: 35%
- Sales Manager: 15%
- Work team: 20%
How do we want to transform Santa Marta tourism through the App?

Aceleration 2020

Fund the development of the new version of the application by applying Artificial Intelligence to generate intelligent responses and searches to our users. Augmented Reality to increase the experience and interaction in natural, cultural and historical tourist attractions of the city, use Big Data to improve traceability of consumption data and informality indices and implement customer analysis modules by service providers that have their offer in The Pearl App.

Strengthen the promotion channels and marketing actions generating greater connectivity through digital and interactive information points, our own channels of exchange between clients and new spaces within the offer of the app to encourage formality and exchanges between natural persons that offer Tourist services and visitors.

Promote community and responsible tourism in the city, reinforcing promotion strategies and destination positioning through the involvement of natives and locals who seek training, become certified to develop tourist products with a Samarian identity to offer them to tourists and travelers arriving in the city.

Position Santa Marta as the preferred nature destination in Colombia and as the first destination with the greatest offer in authentic experiences. We seek to generate a great alliance between tour operators, the district and the potential of our technology to allow tourists to discover the highest quality and most complete tourist offer in Santa Marta.

Establish a new seal of quality and recognition as tourism ambassadors to companies that show with their good practices their commitment to the growth of the sector, innovation and use of ICTs, the construction of the destination and the compliance and implementation of technical standards.
Expected Impacts

Generate 3 interactive tourist information points at the entrances to the city [Airport] [Terminal] [Cruise Port] with this we can inform about 800 Thousand Annual Visitors.

Benefit more than 200 certified guides and around 300 people who provide tourist experience services outside of the formality in the city.

Articulate 6 tour operator agencies, unions and district through the realization of joint destination promotion strategies.

Benefit more than 400 commercial tourism establishments through the official promotion and reservation channel of La Perla App, encouraging the local economy and in turn the consumption of the natives.
Cumulative Funding History

Distribution of contributions made in the management of Santa Marta vital:

- Project administration: 160,000,000 COP
- Technological Development: 186,000,000 COP
- Promotion of the destination and product: 249,000,000 COP
- Operations: 72,000,000 COP

Total contributions made by Santa Marta Vital during October 2017 to October 2019:
667,000,000 COP (190.285 USD)
Allied Entities
Santa Marta Vital brings value to the development of the city through the strengthening of public-private relations, being the entity with the highest position in the city for the articulation of actors in favor of the economic and social development of Santa Marta.

Santa Marta Vital brings value to its stakeholders through its ability to manage financial resources from government funds for the development of projects and programs for the positive transformation of Santa Marta.

Santa Marta Vital brings value to Samarian citizens through the capacity and influence of its members to strengthen private initiatives aimed at generating positive transformation of Santa Marta.

Santa Marta Vital encourages the sense of community and citizen participation generating spaces for the Co-creation of solutions and the definition of the impacts of projects in the city.
Contact

Carlos Jaramillo Ríos
Executive Director
Cel: 3007289311
Email: direccionejecutiva@santamartavital.org

Erick Navarro Martínez
Project Management
Cel: 3014670065
Email: laperla@santamartavital.org

Janie Salinas Rúa
Administrative Coordinator
Cel: 3057711485
Email: Administrativa@santamartavital.org