Experience Real Local Food Tour with Locals
Experience Real Local Food Tour

**Foodieon | Story**

"Voice of Local Farmers"

**Networking Day**

"Tourism Startup Day"
Attend for Sales foodieon

2019.05

**Meet Local**

Meet Local Farmers
Living Rural Areas

**Voice of Local**

Good Product
No Sales, No Marketing
Experience Real Local Food Tour

**Problem**

Aging of Rural Population...

Average age of farmer in Korea is 67

Local Food
But young people moving out into major cities

No Marketing
to travelers

No Service Design
to connect
Branded Local Foodie Experience

Experience Local
when traveling

Make Money
when hosting

Share Culture
local connection
Experience Real Local Food Tour

Differences

Local Food Ingredient

Tour Development & Selling Process

1. Visit Rural Area, Interview Farmers
2. Find Local Ingredient
3. Create Local Foodie Tour
4. Make Marketing Content
5. Sales via foodieon Website
6. Manage Tours

Re-branding
Marketing
Sales
Succeed in making a profit for both
Farmers made over $2,000 additional sales

Over 100+ Review & ★★★★★

Funding $11,000
Price $90/person
Farmer $7,000

2019 Crowdfunding Platform Test
1-day Rice Wine Tasting, Cooking and Local Home Meal Tour
Sold Out

2374% | 11,872,200원 달성
종료(성공)

대박! 이런 여행 해봤니? 당일치기 수제 전통 주 만들고 & 시골집밥 힐링 여행
푸디온투어
여행레저 성공해야해리워드
Experience Real Local Food Tour

**Business Model**

Connecting and Operational Cost

- **Host**
  - 30% Commission
  - Content development
  - Marketing
  - Customer matching
  - Sales

- **Guest**
  - Tour Fee
  - Booking Service

**Operation Commission**

30%-50%
Tested product-market fit after launching service (2018.11-2019.12)

- foodieon Member: Over 1,000
- Host Request: 50 Host
- 2019 Trip Booking: 126 Booking
  - $50~$300/travelers
Korea Travel Market
Total Available Market

Korea Leisure & Activity Market
Service Available Market

Trips with foodieon
Market Share

$57.7 B

$2.6 B

$26 M
Customers
Early & mid thirties afford for experiential consumption

Pay for New Experience
Value based consumption

Initial Market: One day Class
Approach to customers friendly

<table>
<thead>
<tr>
<th>Age</th>
<th>Male</th>
<th>Female</th>
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<tbody>
<tr>
<td>13-17</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>18-24</td>
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</tr>
<tr>
<td>25-34</td>
<td>20%</td>
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</tr>
<tr>
<td>35-44</td>
<td></td>
<td>4%</td>
</tr>
<tr>
<td>45-54</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>55-64</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>65+</td>
<td>1%</td>
<td>1%</td>
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</table>
**Experience Real Local Food Tour**

**foodieon | Marketing & Sales**

1. **126 Korea Tourism Startups Partnership** (content sourcing)

2. **Social Media Content** (Share content production process with foodieon fans)

3. **Branding foodieon** No.1 Local Foodie Experience

**B2C**

foodieon communicate with our customers using social media and make tourism content together. **Build success story and case.**

Selling tickets on foodieon website, and use crowdfunding platform for new tour marketing.

**B2B**

Local food companies suggest foodieon to make their food experience program. Consulting local food tours and connect travelers.
## Action Plan & Revenue goal in 2021

<table>
<thead>
<tr>
<th>Tour Product</th>
<th>Price</th>
<th>Min Number of People</th>
<th>Monthly Operation</th>
<th>Monthly Sales</th>
<th>Annual Operation</th>
<th>Annual Sales</th>
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<tbody>
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<td>5</td>
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<td>$250</td>
<td>12</td>
<td>$3,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
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<td><strong>$11,705</strong></td>
<td><strong>156</strong></td>
<td><strong>$144,780</strong></td>
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</table>

**Monthly Sales**

$11,705

**Annual Operation**

156 times

**Annual Sales**

$144,780
Project Schedule for 2021

<table>
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<tr>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td></td>
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<tr>
<td>11</td>
<td>12</td>
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<td></td>
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<tr>
<td>New Program Update</td>
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<tr>
<td>UI/UX Update (Website)</td>
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<tr>
<td>Marketing</td>
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<tr>
<td>Tour Program Test</td>
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<tr>
<td>Partnership sales</td>
<td></td>
</tr>
<tr>
<td>Seed Investment</td>
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<tr>
<td>Operate Tours</td>
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<tr>
<td>Human Resources</td>
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</table>
Global Travel Industry 2019-2024

Travel Industry
Continued Growth

2024
$3 trillion

Experiential consumption trend through travel

Purpose of visit
Increasing ‘Korean Food Experience’

https://m.post.naver.com/viewer/postView.nhn?volumeNo=26807418&memberNo=47362230

(foodieon)

Asia No.1
foodie experience
Tourism service

(2023)
Go to Europe Market
with Various food culture

(Sources: Megatrends Shaping the Future of Travel: 2019 Edition)
Global Market Plan

Global Market Strategy

- **2021**: Korea intrabound travel service
- **2022**: Develop outbound content for Korea traveler
- **2023**: Test global content for outbound foreigners
- **2025**: Launch global market foodieon service
Experience Real Local Food Tour

foodieon | Scale-up Plan

Local Food Tour
Brand Awareness Up!
Business Profits Up!

Go Global
Expand Service Country
Additional Profits Up!

Collaboration
Local Collaboration
Various Category
Experience Real Local Food Tour

foodieon | Action Plan & Revenue Goal

- 2018: $0
- 2019: $12,000
- 2020: $15,000
- 2021: $50,000
- 2022: $120,000
- 2025: $1,000,000

foodieon
Make Your Travel Better
Revitalize Local Economy

Local farmers finding a way to sell and show their food to the consumer. foodieon is a "foodie experience" service which creates local food ingredients food tour and provides an authentic, creative foodie tour for Millennials.
# About foodieon

**Constantly Challenge with Entrepreneurship & Present ‘Experience’ to World Travelers by ‘Food’**

<table>
<thead>
<tr>
<th>foodieontour</th>
<th>2018.03 Korea Youth Startup Academy (Funded $100,000 by Government)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2018.06 Register business</td>
</tr>
<tr>
<td></td>
<td>2019.05 Perspective Tourism Ventures (Funded $20,000 by Government)</td>
</tr>
</tbody>
</table>

## Tae-hyun Kim
- CEO / Founder
- **Content Marketer**
- Business Strategy
- Division of Chinese Media & Communication, Korea University

## H.Kim
- Global Business
- Sales
- M.Sc, Neuro-Cognitive Psychology, Ludwig Maximilian University (LMU), Germany

## Yeon.Kim
- Intern
- Lead General
- Associate
- Seoul University (Division of Business)
Experience Real Local Food Tour

**Foodieon | Funding Plan**

**Desired Seed Investment Amount**
$260,000 (2 years)

**Purpose of Investment**
- **3 PEOPLE**
  - Hiring Program MD 2 person
  - Marketer 1 person

**Growth Goal**
- Create 100 new tours
- Achieve $140,000 sales
To Local Business owners: Motivations

foodieon local food tour encourages the local business owners to act as a local host very hard to introduce their food more. They continuously want to meet tourists via foodieon.

Local food business owners could make more sales, foodieon can contribute to develop rural economy.
Thank You!

Make Your Travel Better

foodieon
www.foodieontours.com

@foodieon_official