Find Authentic Local Souvenirs and Artisan Crafts

Rana Saad

Founder
TUZMO MATCHES TRAVELERS AND TOURISTS WITH AUTHENTIC, LOCAL ARTISANS IN A DESTINATION
Mission

To connect the world’s artisans with the world’s travelers and tourists to foster
- empowerment and more success for the artisans, and
- richer travel experience for the tourists/travelers
Vision

A world where humans connect, interact, and transact without borders and limits and regardless of where they are located, in a way that is sustainable, fair, and equitable.
Market Opportunity

- Travel & tourism direct global GDP contribution reached $5.29 trillion in 2017. (WTTC)
- The global travel retail market size accounted for $90 billion in 2019, and is expected to reach $153.7 billion by 2025, growing at a CAGR of 9.6% from 2018 to 2025
- Our customer is the mobile phone carrying, uber-calling, app-savvy traveler.
- Artisans: The other side of our marketplace are the artisans. We find, curate, and enable artisans.
- Global handicrafts market 2018–2023: Market reached a value of US$ 526.5 billion in 2017 and is expected to reach $984.8 billion by 2023.
- Average spend on souvenir buying per tourist 100$
Addressable Market Size

Total $90 Billion revenue generated by the end of 2019 overall Travel shopping. Half of it estimated to be souvenirs or crafts.

Estimated to grow to $150 Billion by 2025

SOURCE: WTTC (World Travel & Tourism Council)
The Final Frontier of Travel & Tourism Industry

<table>
<thead>
<tr>
<th>SEGMENT</th>
<th>DISRUPTORS</th>
<th>SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Air/Hotel/Car Travel Booking</td>
<td>Kayak, Momondo, Expedia, Travelocity</td>
<td>$765 B (2017)</td>
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<td>Hotels</td>
<td>Airbnb, VRBO</td>
<td>$570 B (2017)</td>
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<td>Local transport</td>
<td>Uber, Lyft, Careem</td>
<td>$144 B (2018)</td>
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<tr>
<td>Local Experiences</td>
<td>WithLocals, Airbnb Experiences, Vacation With an Artist (VAWAA)</td>
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<tr>
<td>Souvenir/Local Crafts/Local Shopping</td>
<td>Tuzmo</td>
<td>$90B (2019) to grow to 157 B (CAGR of 9.6% till 2025)</td>
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The Problem

Tourists in a destination cannot easily find and buy authentic and high quality local souvenirs and handicrafts at reasonable prices.

Current landscape

Current solutions are inadequate and don’t address the problem:

- Online marketplaces like Etsy and Amazon are not designed for tourists. They are for home shoppers.
- Ten Thousand Villages, Worldcrafts and other craft stores are brick and mortar stores with no direct connection with the artisan.
- Experience marketplaces like GetYourGuide, Airbnb Experiences, Viator work through middle persons/guides
- Marketplace platforms like poweredbypeople.io are B2B only.
- Individual souvenir retailers, and Airport and hotel shops — are pricey and of varying quality
Competition

- Local Souvenir Shop
- Hotel/Airport Gift Shop

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<thead>
<tr>
<th></th>
<th>Authenticity</th>
<th>Proximity</th>
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Angela – a tourist from Baltimore, Maryland, is visiting Mexico City. She opens our app – Tuzmo – and selects the category of Pottery. She finds there are 43 artisans, she sorts by the highest user rated, and selects a product she likes made by Costas Crafts. She clicks ‘buy’, She has a choice to pick up the item for free from Costas Craft’s place or have it delivered to her hotel/Airbnb for a small fee.
Growth/Approach

**M1**
- Cities: 8
- Artisans: 400
- Products: 1200
- Users/DL: 8000
- Buyers: 1000
- MRR: $50K
  - Punta Cana, Cancun, Barcelone, Istanbul, Marrakech, Dubai, Singapore, Phuket

**M3**
- Cities: 20
- Artisans: 1000
- Products: 3000
- Users/DL: 20000
- Buyers: 2500
- MRR: $125K
  - +Copenhagen, Bangkok, Dakar, Tokyo, Nairobi

**M6**
- Cities: 50
- Artisans: 2500
- Products: 7500
- Users/DL: 50000
- Buyers: 6250
- MRR: $313K
  - +Nairobi, Paris, Washington, DC, Mexico City, Bangkok

**Y1**
- Cities: 100
- Artisans: 5000
- Products: 15000
- Users/DL: 100000
- Buyers: 12500
- MRR: $625k
  - +London, NYC, Amsterdam, Bogota, Nassau (Bahamas), San Juan (PR), Pattaya, Phuket, Kuala Lumpur, Bali, Manila, Tokyo, Beijing, Mumbai, New Delhi, Cairo, Marrakech
Proof of Concept

Cities: 8
Artisans: 400
Crafts: 1200
Tourists/App Downloads: 8000
Buyers: 1000
MRR: 50K
Minimum Viable Product

- 20 Cities
- 1000 Artisans
- 3000 Crafts
- 20000 Tourists/App Downloads/month
- 2500 Buyers/month
- $125K MRR

Cities:
- Punta Cana
- Cancun
- Barcelone
- Istanbul
- Marrakech
- Dubai
- Skardu
- Phuket
- Doha
- Singapore
- Copenhagen
- Helsinki
- Bangkok
- Dakar
- Tokyo
- Nairobi
- Paris
- Washington DC
- Rio de Janeiro
- Mexico City
- New York City
- Toronto
- London
Business Model

25% Of Every Purchase

Premium Listing
To Promote Artisans
Marketing & Growth Strategy

Target Growth Rates

USP:
Providing higher quality at a competitive price from authentic local artisans.

Solve the core problems:
Customers are buying from local souvenir shops and are getting limited selection, overcharged, and getting non-authentic souvenirs.

Partnerships:
Non-Profits/NGOs, Cruise companies, Hotel chains, National Tourism Boards, Social Media, Travel magazines/portals

Quality, Authenticity, Value
Go To Market Strategy

How will you launch the product and quickly gain momentum and market share?

Targeting
- Target the souvenirs and travel gift buying
- Advertise through SM, Strategic Partners, and Travel Influencers
- Enable viral tools within the app

Strategic Partnerships/Channel
- Channels: Social media, Tourist kiosks, Hotels/Cruise company sites/apps
- Strategy: Create alliances, partnerships, and messaging for artisan empowerment
- Strategic Partnerships: Cruise cos, Hotels, National tourist boards

Marketing
- Engage SM Influencers and SM Channels
- Social Media Campaigns, Airline Magazines, Co-market with Tourism Boards

Customer Retention
- Subscription (World Artisans Club), Artisan ‘Passport’
- Push notifications when customer is near a Tuzmo destination.
Team

FOUNDING TEAM

RANA SAAD
Founder/CEO
Ex PIF, Accenture, Mondo A/S

MATTIE HANLEY
Head of Partnerships
Influencer, SM Strategist

ALEX FLECHAS
CTO
EX CODIFY AUTO

NIDA ASLAM
CXO
Founder Dots Design Studio

ADVISORS

Shafiq Khan
Ex SVP Ecommerce
Marriott

Greg Pesik
Ex Head of Travel & Hospitality
Accenture

Shahab Kaviani
Ex Founder/CEO
CoFounders Lab
TRACTION: Our Global Partnerships
TRACTION: Supply Side (Artisans)

4410 Artisans

6000+ Images/Video/Media

205 Enrollees

47 Cities

Also: Tuzmo introductory videos translated into 8 languages and available from Tuzmo’s Youtube channel
TRACTION: Social Media & SEO

Twitter followers: 2100
Instagram followers: 45.1K
Facebook followers: 45
LinkedIn Followers: 47

<table>
<thead>
<tr>
<th>Domain or URL</th>
<th>Domain Authority</th>
<th>Page Authority</th>
</tr>
</thead>
<tbody>
<tr>
<td>tuzmo.com</td>
<td>52</td>
<td>36</td>
</tr>
</tbody>
</table>
"As a world traveler and social entrepreneur, I see a great need and opportunity for Tuzmo as a platform to enable artisans and crafters to connect with tourists in a meaningful way and participate more fully in our globalized world."

Paul Dinkins, Co-Founder of WabbaniArtisans

“Just spent some time on Tuzmo - it’s a great concept and has lots of potential”

Musa Tariq, CMO GoFundMe, Founding CMO Airbnb
Competitive Advantage

- Cost Advantage – No Middlemen
- Secure Online Transaction
- Verified Artisans
- Quality, Trust, Authenticity
# Financials (projections)

## Income Statement USD

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
<th>2026</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>254,397</td>
<td>3,004,755</td>
<td>9,558,469</td>
<td>21,454,400</td>
<td>34,000,567</td>
</tr>
<tr>
<td><strong>Cost of Goods Sold</strong></td>
<td>(26,167)</td>
<td>(220,349)</td>
<td>(669,093)</td>
<td>(1,495,678)</td>
<td>(2,370,325)</td>
</tr>
<tr>
<td><strong>Gross Margin</strong></td>
<td>228,230</td>
<td>2,784,406</td>
<td>8,889,376</td>
<td>19,958,722</td>
<td>31,630,242</td>
</tr>
<tr>
<td><strong>Operating Expenditure</strong></td>
<td>(508,830)</td>
<td>(2,051,880)</td>
<td>(6,046,680)</td>
<td>(12,023,880)</td>
<td>(22,461,480)</td>
</tr>
<tr>
<td><strong>EBITDA</strong></td>
<td>(280,600)</td>
<td>732,526</td>
<td>2,842,696</td>
<td>7,934,842</td>
<td>9,168,762</td>
</tr>
<tr>
<td><strong>Depreciation &amp; Amortization</strong></td>
<td>(5,759)</td>
<td>(12,000)</td>
<td>(18,000)</td>
<td>(24,000)</td>
<td>(30,000)</td>
</tr>
<tr>
<td><strong>EBIT</strong></td>
<td>(286,359)</td>
<td>720,526</td>
<td>2,824,696</td>
<td>7,910,842</td>
<td>9,138,762</td>
</tr>
<tr>
<td><strong>Interest Expense</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Profit Before Tax</strong></td>
<td>(286,359)</td>
<td>720,526</td>
<td>2,824,696</td>
<td>7,910,842</td>
<td>9,138,762</td>
</tr>
<tr>
<td><strong>Tax Expense / (Benefit)</strong></td>
<td>(8,901)</td>
<td>(290,146)</td>
<td>(988,644)</td>
<td>(2,788,795)</td>
<td>(3,198,567)</td>
</tr>
<tr>
<td><strong>Net Profit After Tax</strong></td>
<td>(295,251)</td>
<td>430,380</td>
<td>1,836,052</td>
<td>5,142,047</td>
<td>5,940,195</td>
</tr>
<tr>
<td><strong>EBITDA Margin</strong></td>
<td>(110.3%)</td>
<td>24.4%</td>
<td>29.7%</td>
<td>37.0%</td>
<td>27.0%</td>
</tr>
</tbody>
</table>

## Revenue & Net Profit After Tax

![Graph showing projected revenue and net profit after tax from 2022 to 2026]
THANK YOU

WE LOOK FORWARD TO YOUR QUESTIONS
APPENDIX
TUZMO – the name

From Polish:
1. Luminary, Person of importance in their field. Master of their field/craft.
2. Nearby
Progress – 03/15/2022

- TUZMO.COM BORN, TUZMO, INC.
- MVP APP BUILT, INCL. BACKEND
- FUND RAISING STARTED
- STARTED ARTISAN ENROLMENT
- ADVISORS SIGN UP
- TUZMO SELECTED TOP 10 INNOVATIVE STARTUP, IMAGINE TOMORROW 2020
Vendor/Artisan Dashboard

<table>
<thead>
<tr>
<th>Artisan ID</th>
<th>Name</th>
<th>Status</th>
<th>SKU</th>
<th>Stock</th>
<th>Price</th>
<th>Listing Type</th>
<th>View</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Handmade Birth Stone Classic Earrings</td>
<td>Online</td>
<td>544</td>
<td>Online</td>
<td>$44.00</td>
<td>$46.00</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Classic Turkish Sejadah - Pick Silk Garden</td>
<td>Online</td>
<td>400</td>
<td>Online</td>
<td>$40.00</td>
<td>$40.00</td>
<td>10</td>
<td></td>
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<tr>
<td>3</td>
<td>Floral Luxury Garden</td>
<td>Online</td>
<td>440</td>
<td>Online</td>
<td>$44.00</td>
<td>$46.00</td>
<td>17</td>
<td></td>
</tr>
</tbody>
</table>

Add new product
- Impact
- Expert

Full Width with Big image
- Title Outside Content which is excellent for Blog posts
- Full width image
- Single Blog Post with Big image
- Tutorial
Current Team

Rana Saad
Nida Aslam
Mattie Hanley
Alex Flechas
Almaah Syed
Shakira Mansoor
Ricardo Vasquez
Caitlyn Lei
Stanley Owolabi
Berke Beyazpinar
Isita Isabel

Social Media Team (Philippines)

Prospective:
Can Cihan
Yavuz Silay

Ahmed Torky (Egypt)
Mohamed Ali (Egypt)
Casey (Cancun, Mexico)
Zahara Rav (Bali, Indonesia)
Kevin Marshall (Bahamas)
Catia Sousa (Portugal)
Keshelle (St. Kitts)
Cristian Inm (Bolivia)
Dino (Croatia)
Chitlada (Thailand)
Florin (Barcelona, Spain)
Victor C (Panama)
Giorgos (Greece)
Mere Gracieuse (Senegal)
Sherelyn Sanchez (Costa Rica)
Isita Isabel (Buenos Aires, Argentina)
David M. (Nairobi, Kenya)
Zheng Jie (Singapore)
Open Roles

Chief Marketing Officer
Overall Responsible for Marketing and Growth

Head of Growth
User Acquisition and Retention

Head of Partnerships
Strategic Alliances and Partnerships

Artisan Enrolment & Onboarding Lead
Enrol, onboard, and Curate the artisans

Customer Support Lead
Customer Service and Satisfaction

Head of Content/SEO
Website content, Artisans by Country, artisan profiles and product listings, blogs, SEO, SEM, ASO

Head of Social Media Management
Manage LinkedIn, FB, IG, Twitter, Tiktok content posting, optimization, SMM.

Head of R&D
R&D for the Future of Tuzmo - AI, ML, Metaverse, NFTs, Crypto, Digital Products
Roadmap

1.1 (Core)
Jun 15, 2022

1.2 (Full, with Meet Locals, NFTs)
Aug 15, 2022

1.3 (With Find Anything Local)
Oct 15, 2022

1.4 (Enhanced Integrations, AI)
Dec 15, 2022