



DAW

make your day





**an online [travel platform](#) serving  
exclusive and extraordinary [experiences](#)**

**Scammed by travel agents**

**Confusing public transportation**

**Drown into the sea**

**Billed for damages of a rental car**

**Terrible traffic**

**Get robbed**

**Baggage lost**

**Denied medical claims by travel insurance agents**

**Lost in urban maze**

**Missing flight connection**

**Pickpocketed in places**

**Overcharged for tour activities**

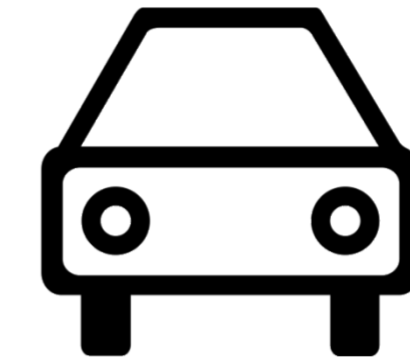
**Car crashes**

# SOLUTION



## Security

Travel safe and sound as you wish



## Transportation

Go anywhere within the snap of a finger



## Language Ease

No more lost in translation



## Feeling of welcome

Feel a warm welcome from the locals



# OUR SERVICES



## Mobility

- Cars
- Yacht
- Jet



## Activities

- Unique Localness
- Exclusiveness



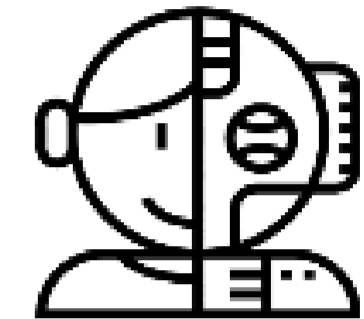
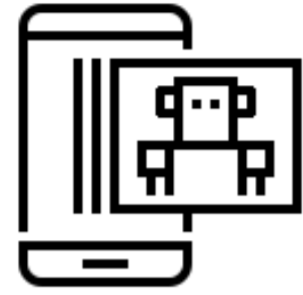
## Personal Assistant

- Human in touch
- Digital application





# OUR SERVICES



**Digital  
Application**

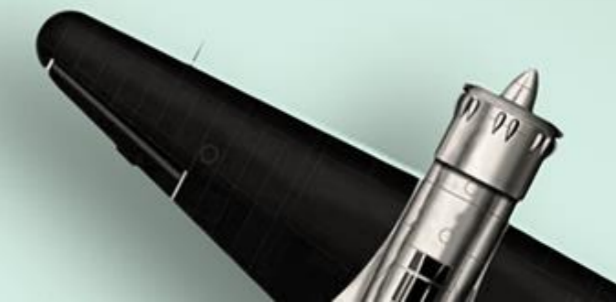
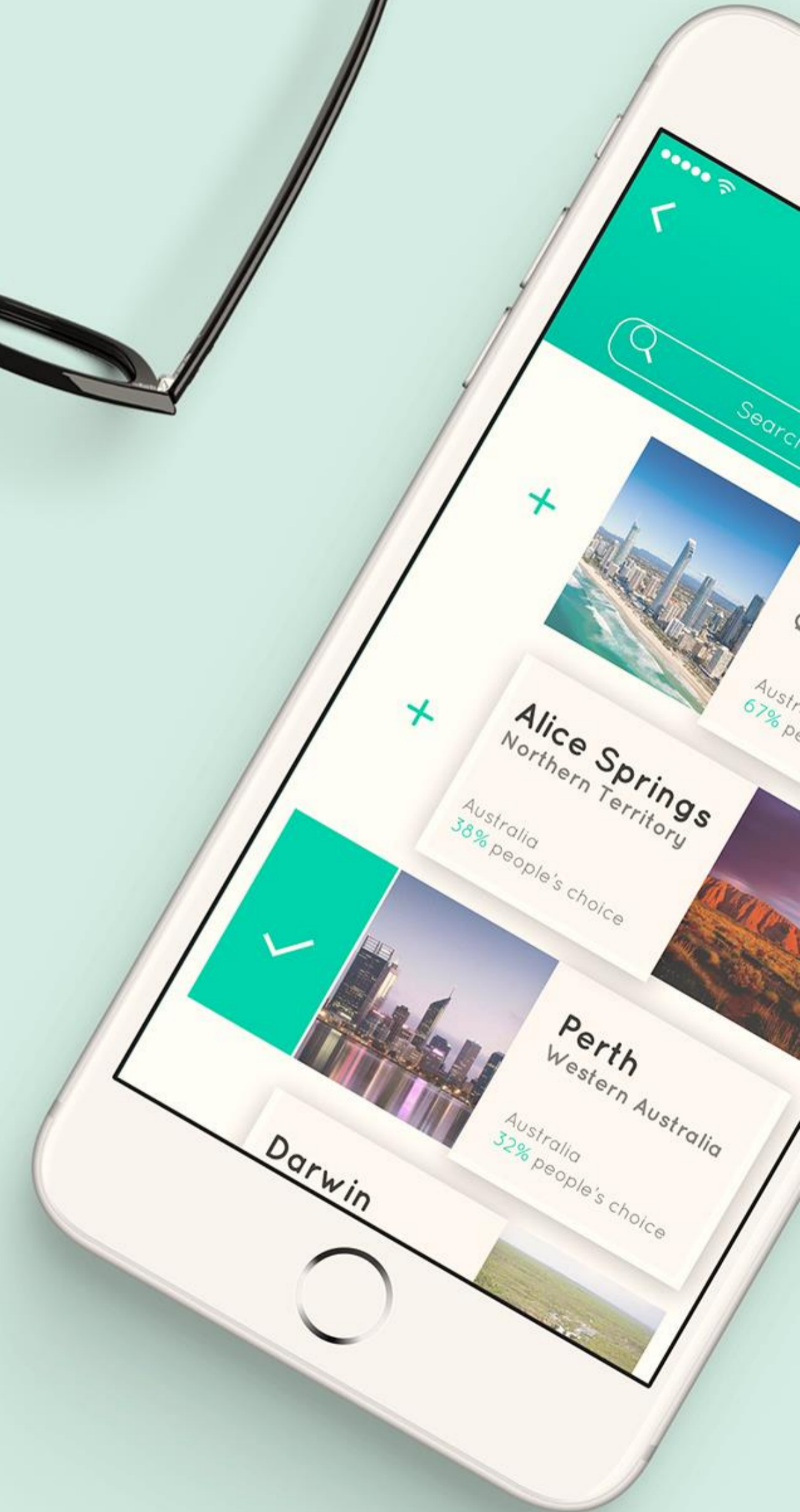
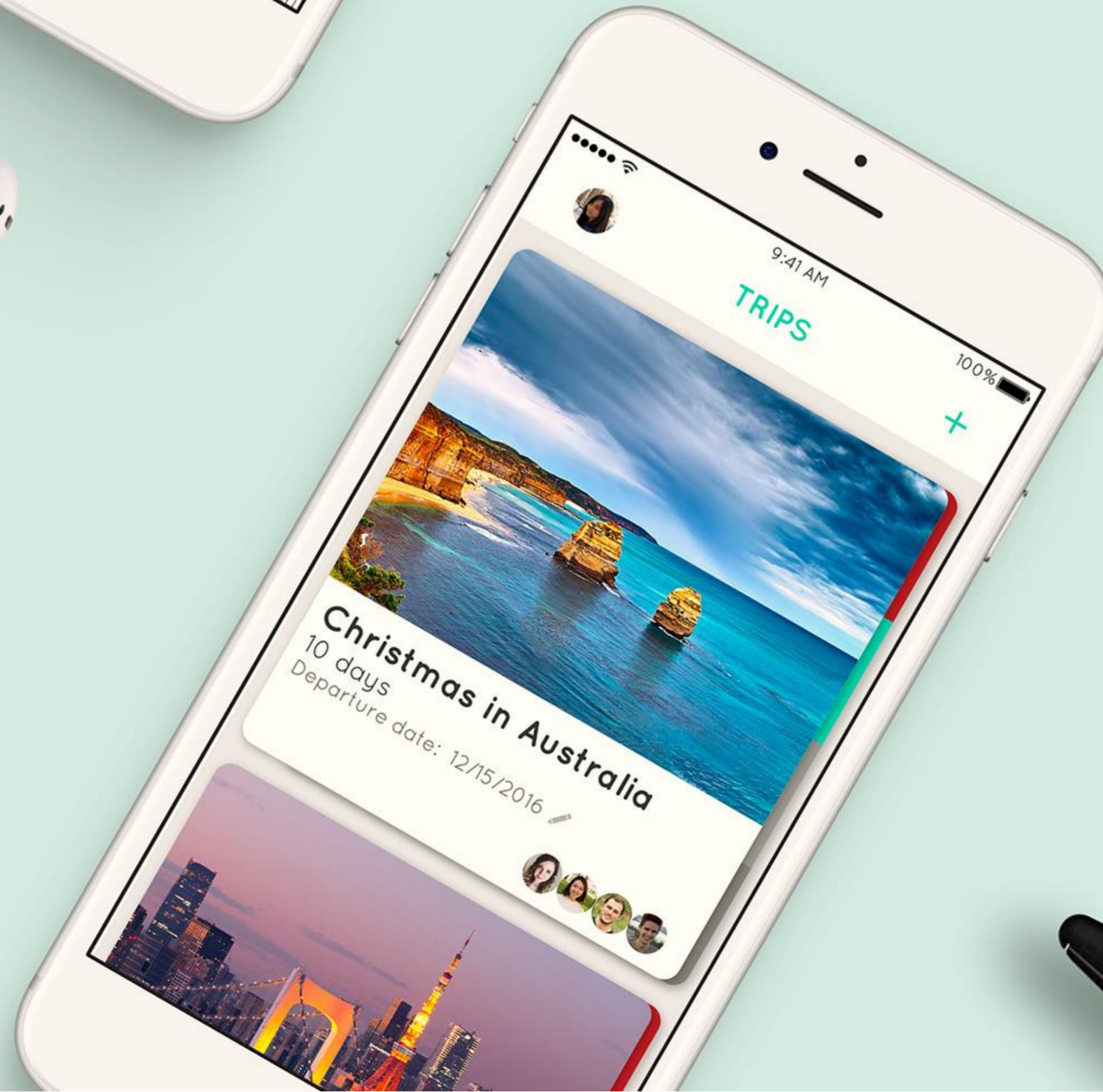
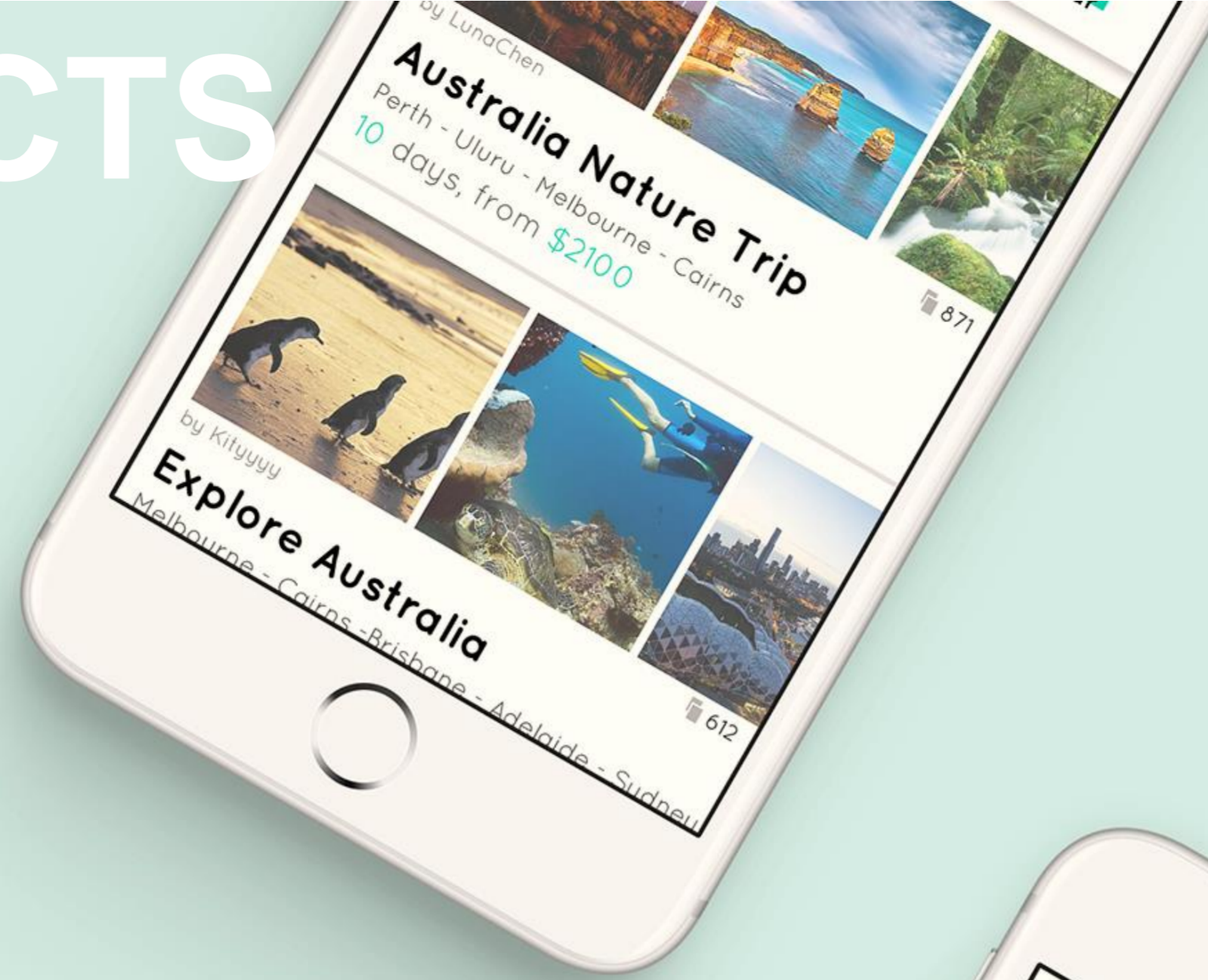
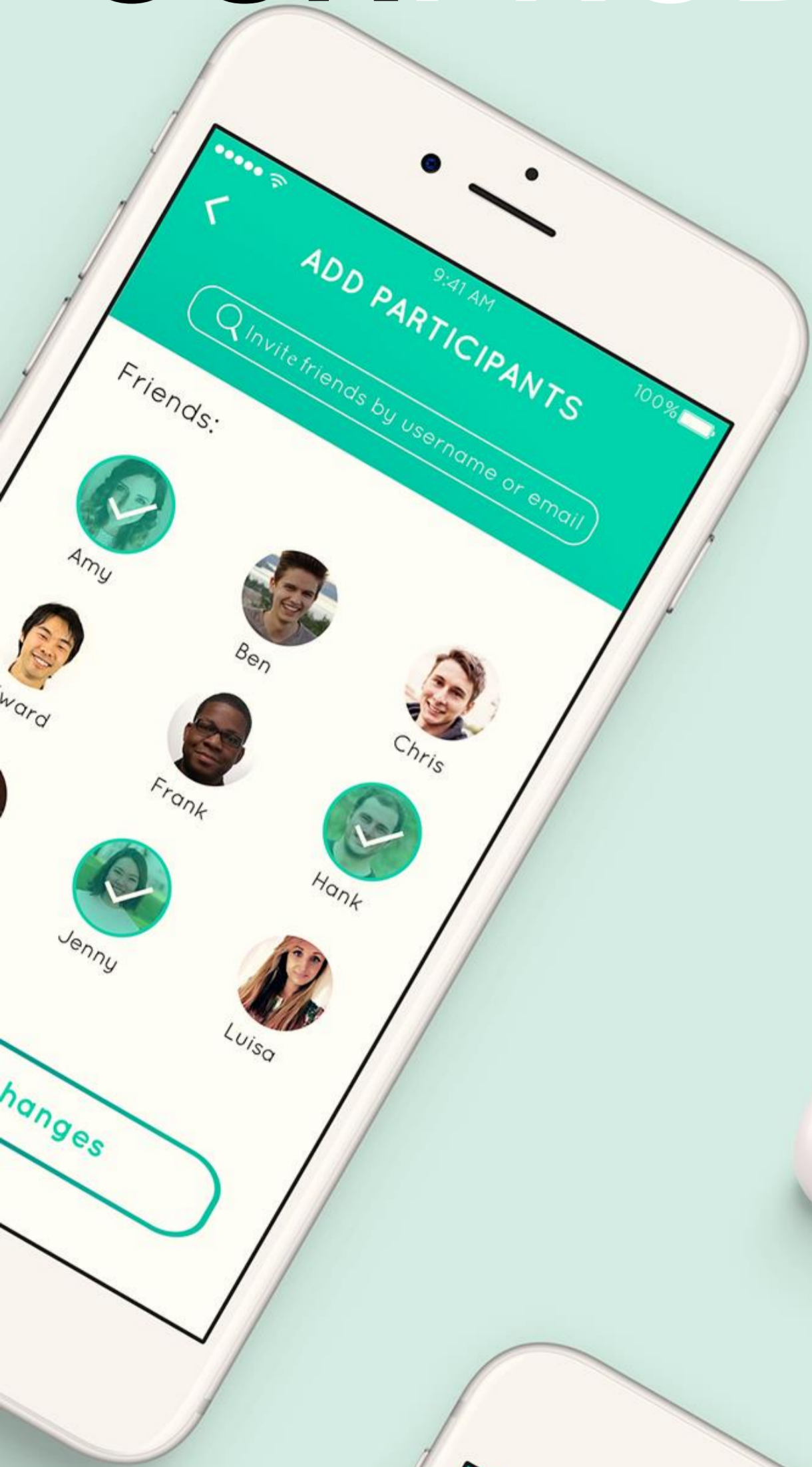
**Augmented  
Reality**

**Innovative  
Devices**

**Big  
Data**

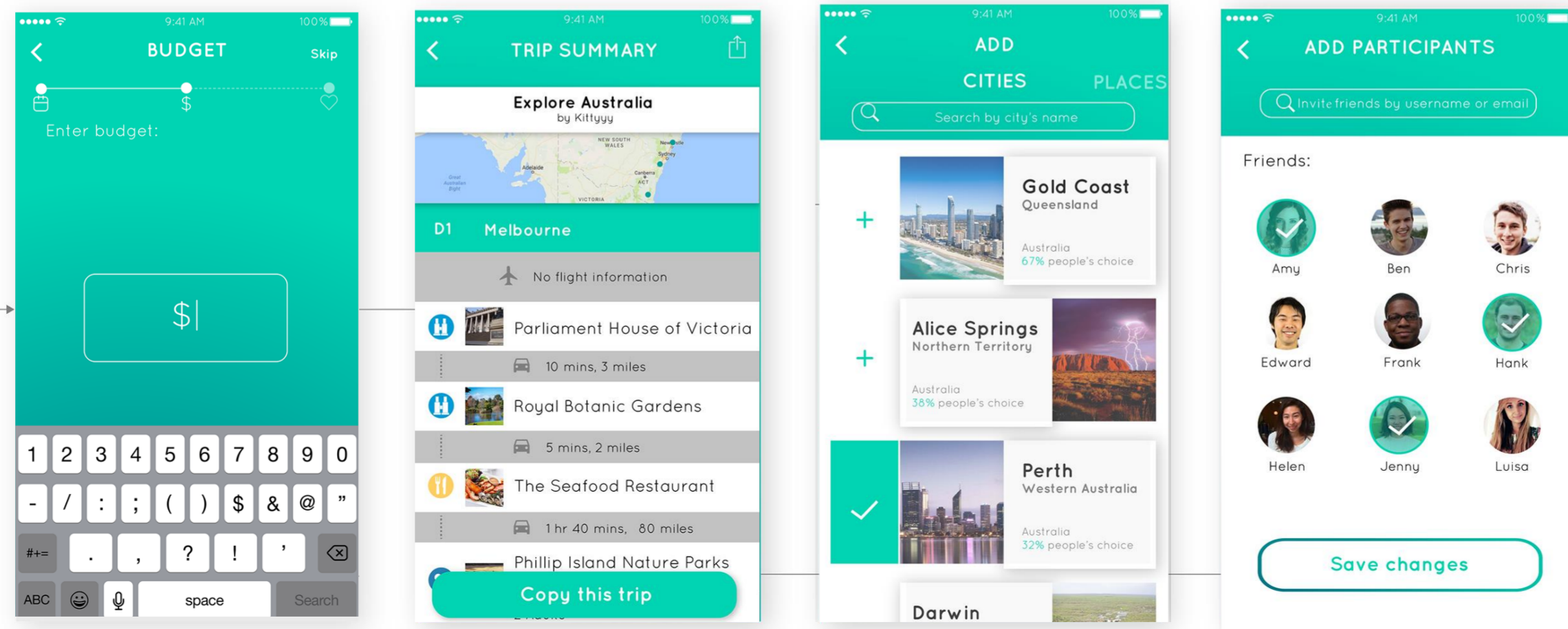


# OUR PRODUCTS





# OUR PRODUCTS





# OUR PACKAGES



Mobility

Personal Assistant

Exclusive activities

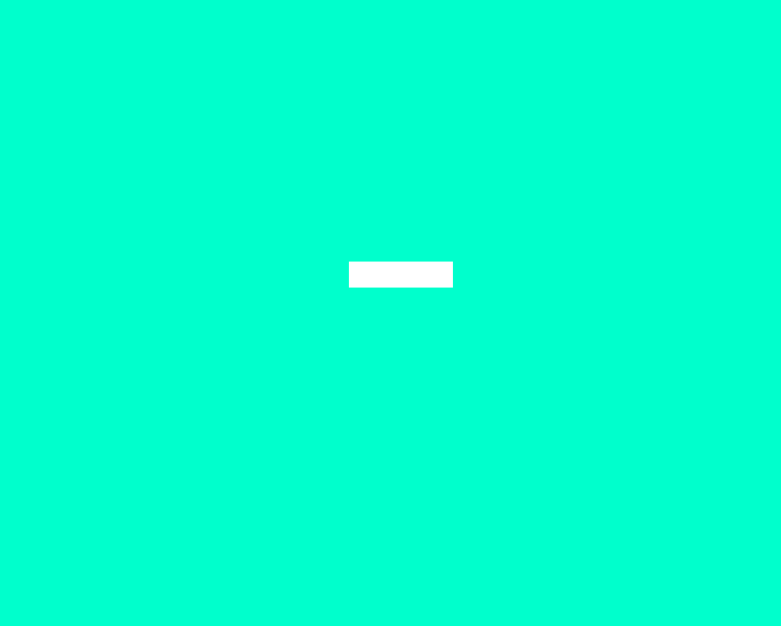
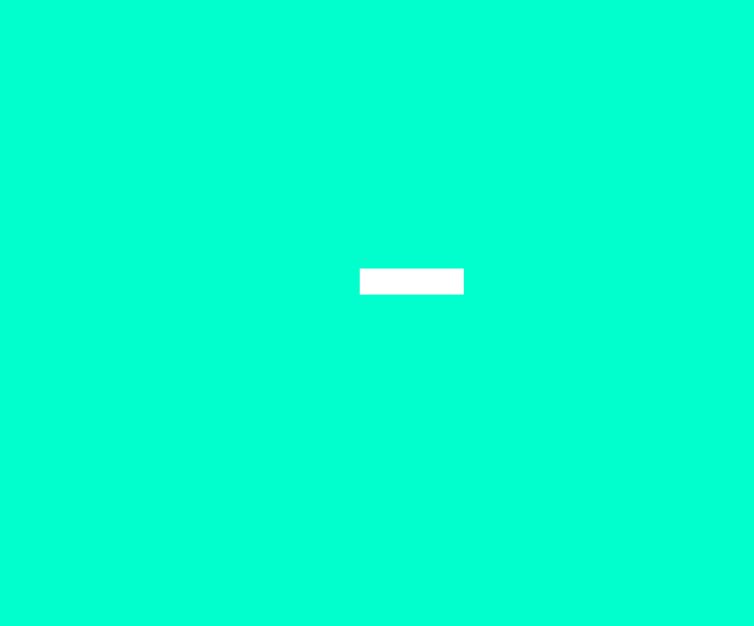
## Ultimate

Starting from \$134



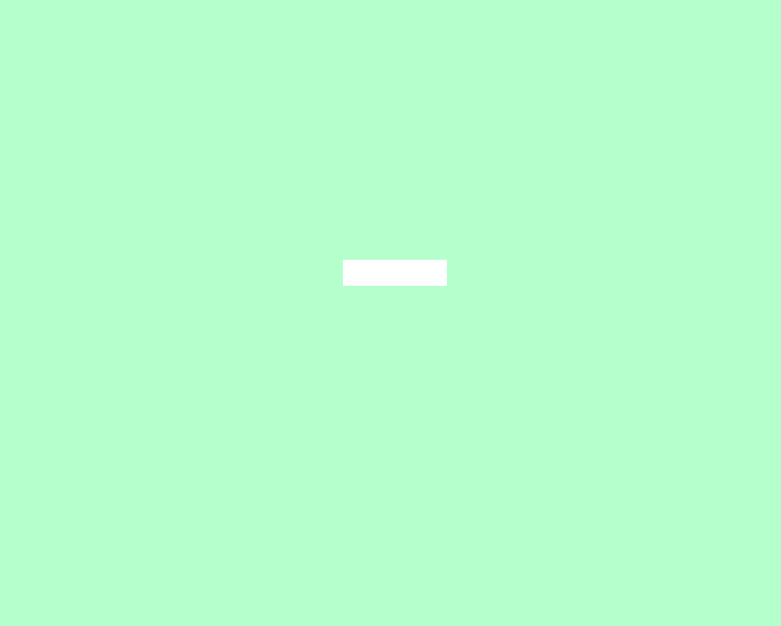
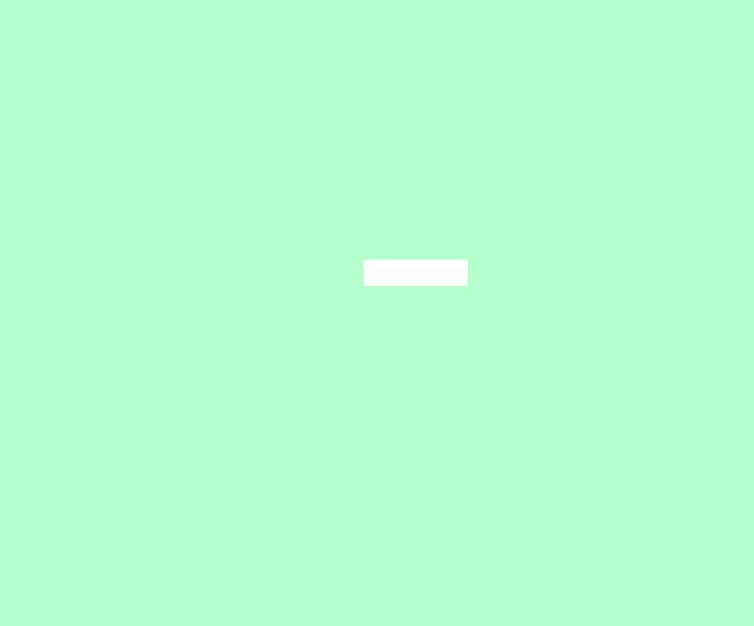
## Deluxe

Starting from \$40



## Basic

Starting from \$15





# OUR PACKAGES

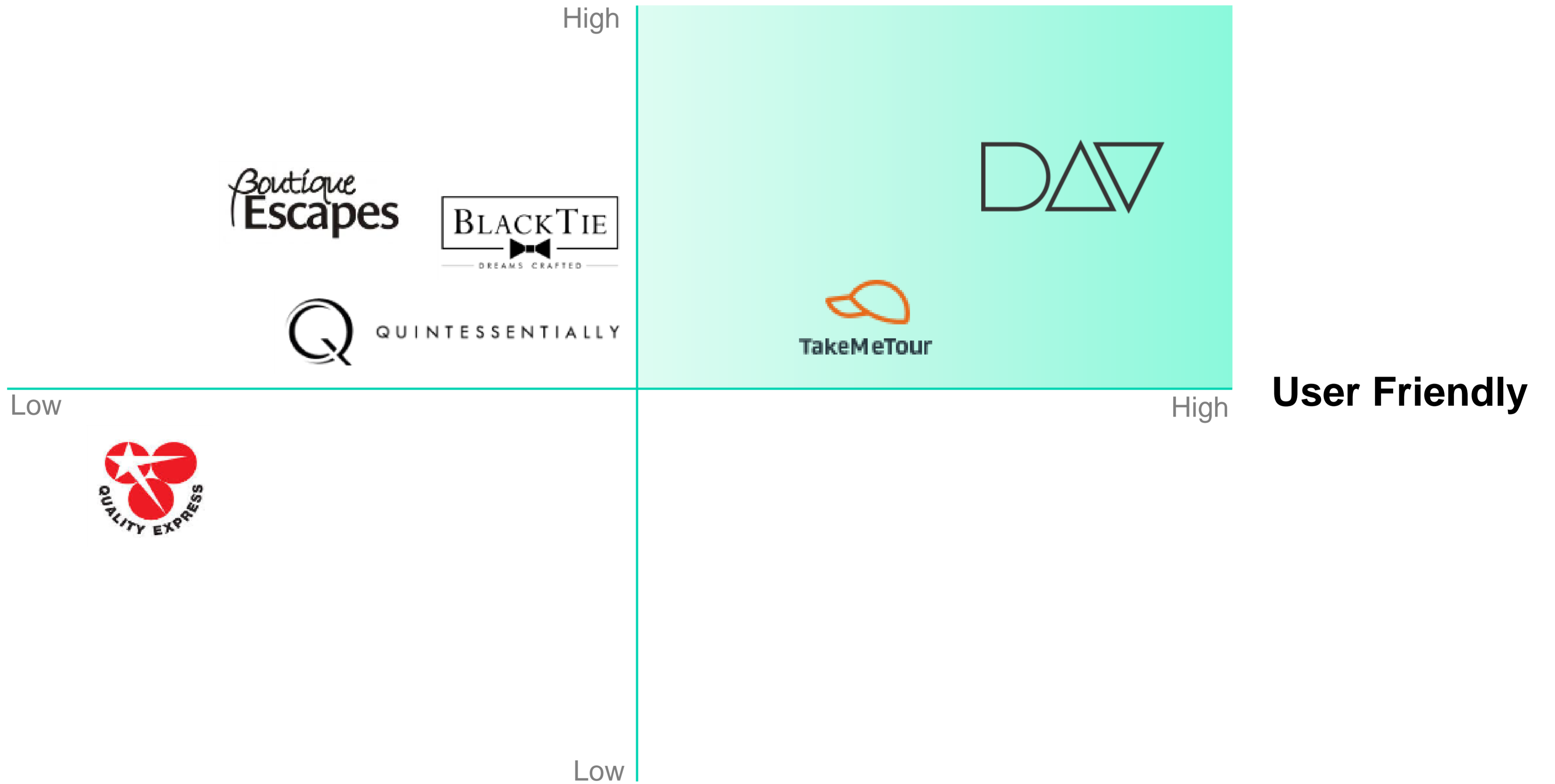




# COMPETITOR ANALYSIS



Variety of services





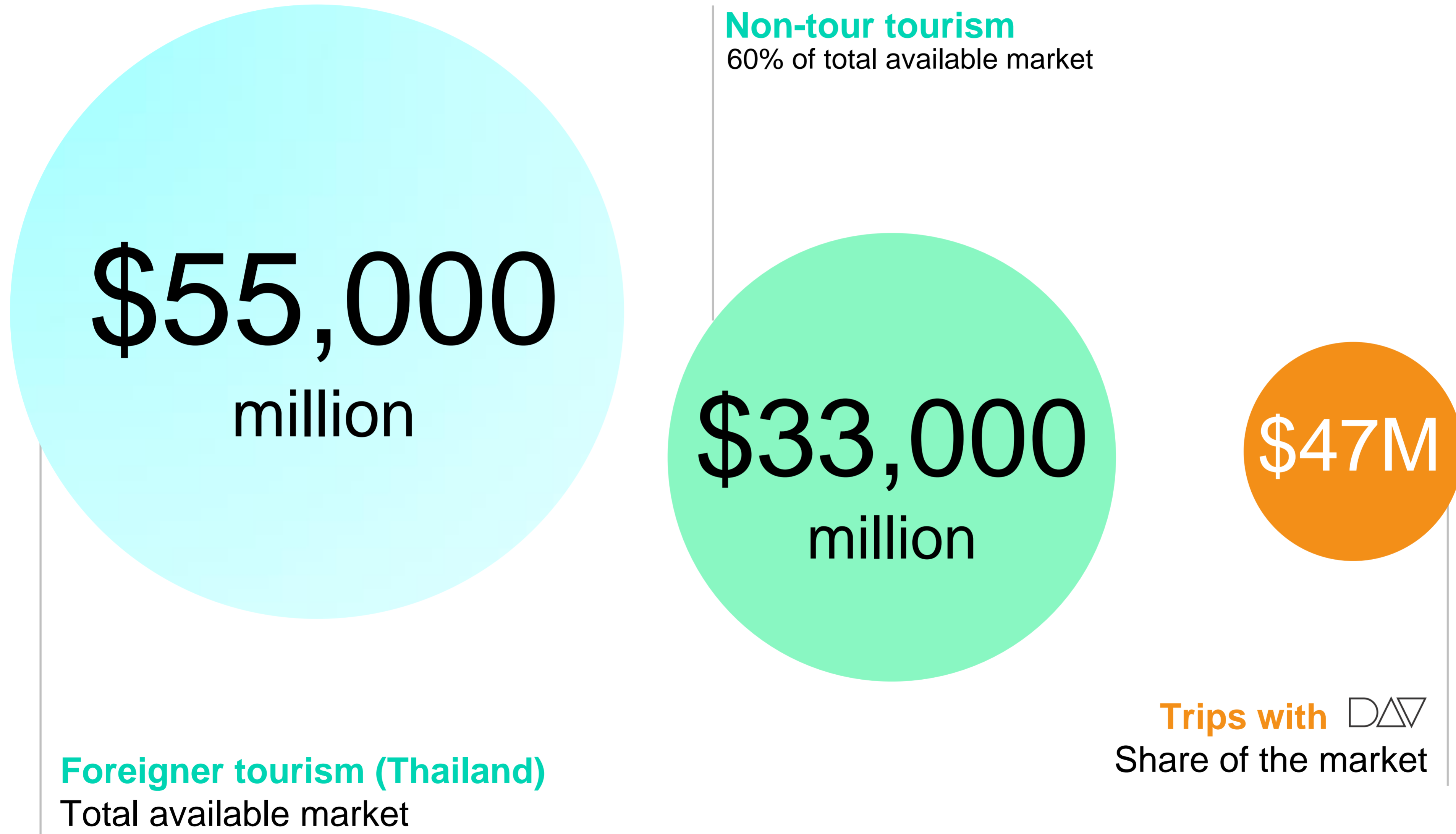
# COMPETITOR ANALYSIS



Activity	✓	✓
Application	✓	✓
Personal Assistant	✓	✓
Mobility	✓	✓
AR	✗	✓
Travel service	✗	✓
Accommodation/ Restaurants	✗	✓



# MARKET SIZE



**Foreigner tourism (Thailand)**

Total available market

**Non-tour tourism**

60% of total available market

**Trips with**

Share of the market



# BUSINESS MODEL & MILESTONE



**\$ 47 million**

**REVENUE**

- Prototype application
- Marketing activities
- Market trial

- Full scale application
- Marketing activities
- Prototype augmented reality
- Go to market

Estimated revenue 300users  
**\$135,000**

**INVESTMENT**

**\$90,000**  
(3 MB)

**\$250,000**  
(8 MB)

<ul style="list-style-type: none"> <li>• Opportunity Development</li> <li>• Market Study</li> </ul>	<ul style="list-style-type: none"> <li>• Application Development</li> <li>• Contact Partnership</li> </ul>	<ul style="list-style-type: none"> <li>• Gain Trial Customer</li> <li>• Market Trial</li> <li>• Launch Trial Application</li> </ul>	<ul style="list-style-type: none"> <li>• Full Application Development</li> </ul>	<ul style="list-style-type: none"> <li>• Get Customer</li> <li>• Go to Market</li> </ul>	<ul style="list-style-type: none"> <li>• AR Development</li> </ul>	<ul style="list-style-type: none"> <li>• Market upscale</li> </ul>		
Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
2018			2019				2020	



# MARKET ADOPTION



## Online Marketing

ads and virals

### Social network

Facebook  
Instagram  
Pinterest  
etc.

### Blogger review

### Influencer experience

### Partner websites and channels

## Out of Home Media

### Ambient advertising

Transport providers  
Subway  
Aircraft services  
Airport  
Department stores  
Tourist attractions  
Etc.

## Promotion

### Free trial

Digital application AR

### Friends get friends

Vouchers  
Discount coupons / codes

### Co-branding with our partners

### Special pricing

Early bird pricing  
Couple treats  
Exclusive activities / attractions  
Seasonal pricing

### Loyalty program

Member point  
Redemption  
Points  
Exclusive activities



# TEAMFOUNDERS



**NAM**

CFO

Arithat Phetsuwan

**POY**

CIO

Parinya Khongsukanan

**PEACH**

CEO

Sirithorn Kaew-ngarm

**MAPRANG**

CMO

Bussaba Chantasirirat

**HOR**

CXO

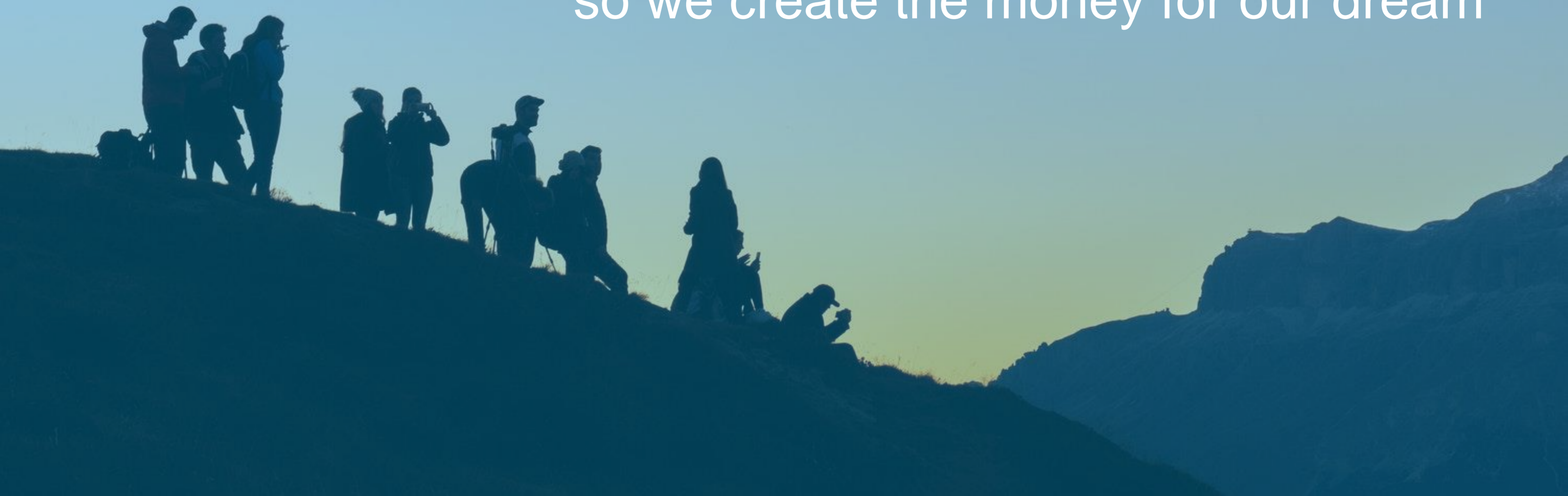
Wana Hongkamdee



DAV

We dream to travel

so we create the money for our dream





ONE MORE THING.....





## **Greater Personalization**

Improve the overall customer experience and to meet the unique needs of each customer

## **Unique Differentiation**

Companies can differentiate their services from their competitors using big data

# **BIG DATA**

## **The Ability to Meet Future Needs**

The possibility of expanding Honda Robotics technology and product applications business

## **Potential advertisement**



# DEATH CAUSES

among travellers in foreign countries



World Health Organization\* says

Natural causes

74%

Heart problems

Non - natural causes

24% 2%

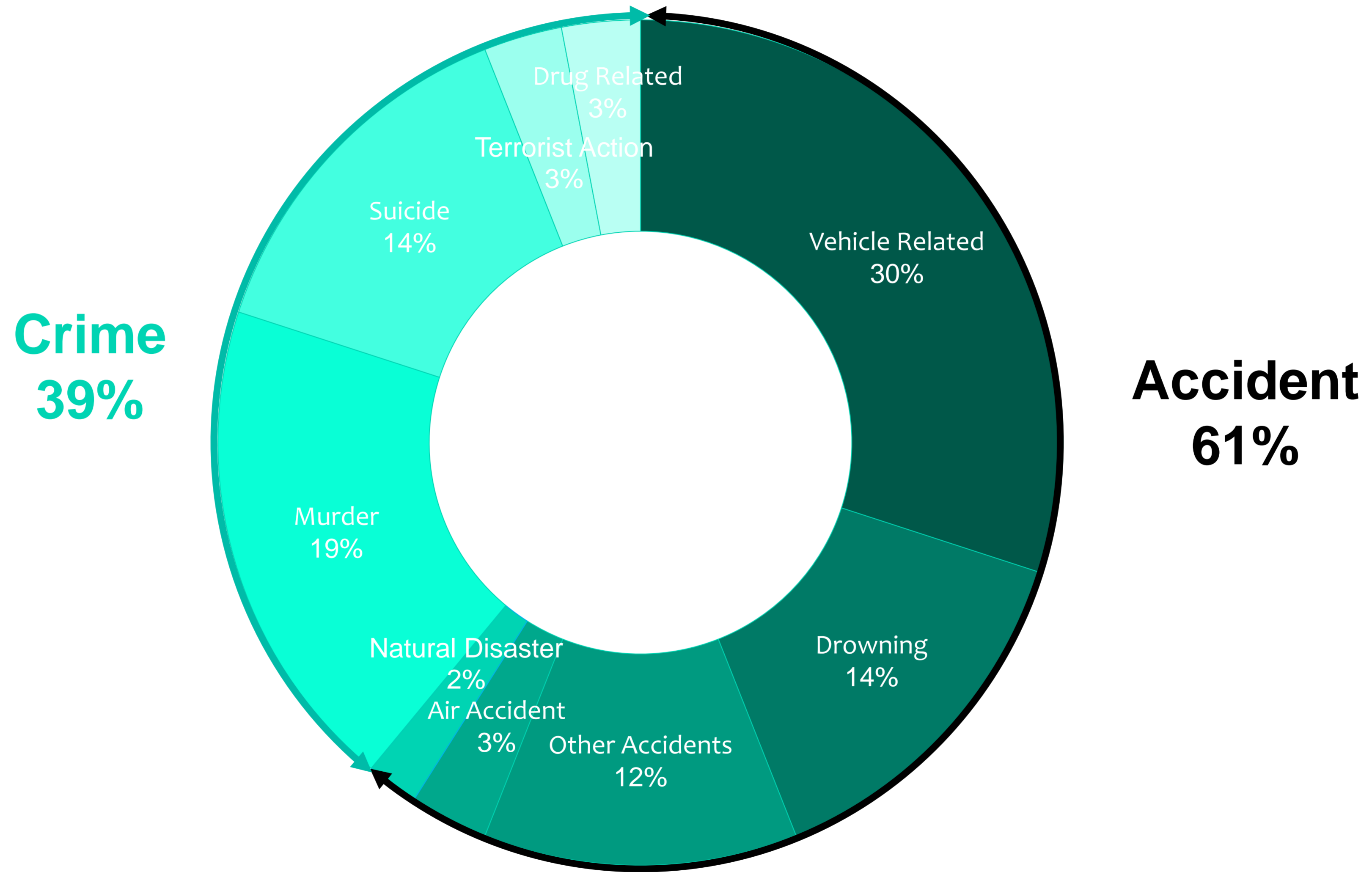
Accidents / Injuries

Crimes



# NON-NATURAL DEATH CAUSES

among travellers in foreign countries





# OUR SERVICES



Human



Digital app



AR (Augmented Reality)

Personal Assistant



Jet



Yacht



Cars



Mobility



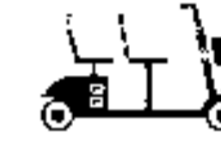
Racing



Robotics



Innovative facilitators



Exclusiveness



Unique Localness

Activities



# PERSONAL ASSISTANT



Human



45,000 persons

Digital application



Q4'18 first launch

AR (Augmented Reality)



Q4'19



# HONDA DEALERS



## Thailand



231

branches

Dealers in Thailand

39

branches

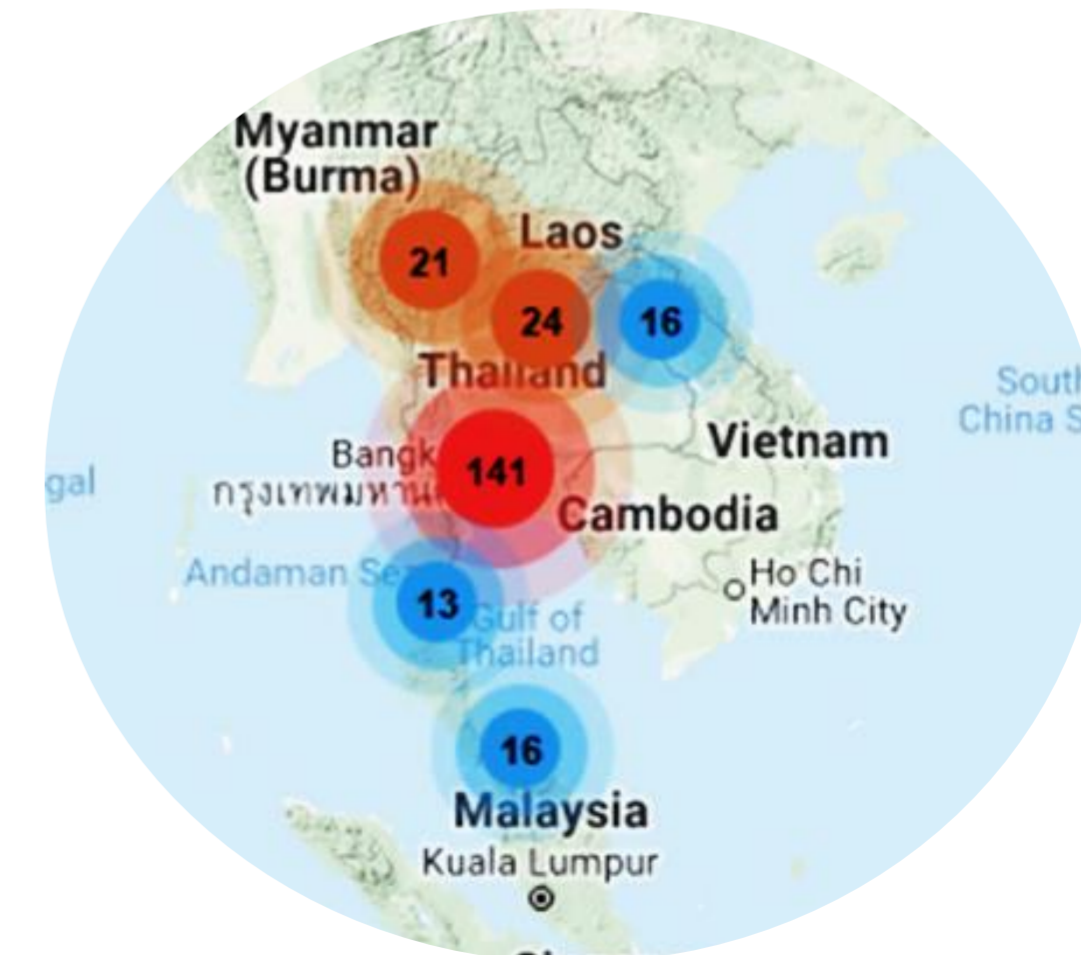
Used Cars Dealers  
in Thailand

86

units

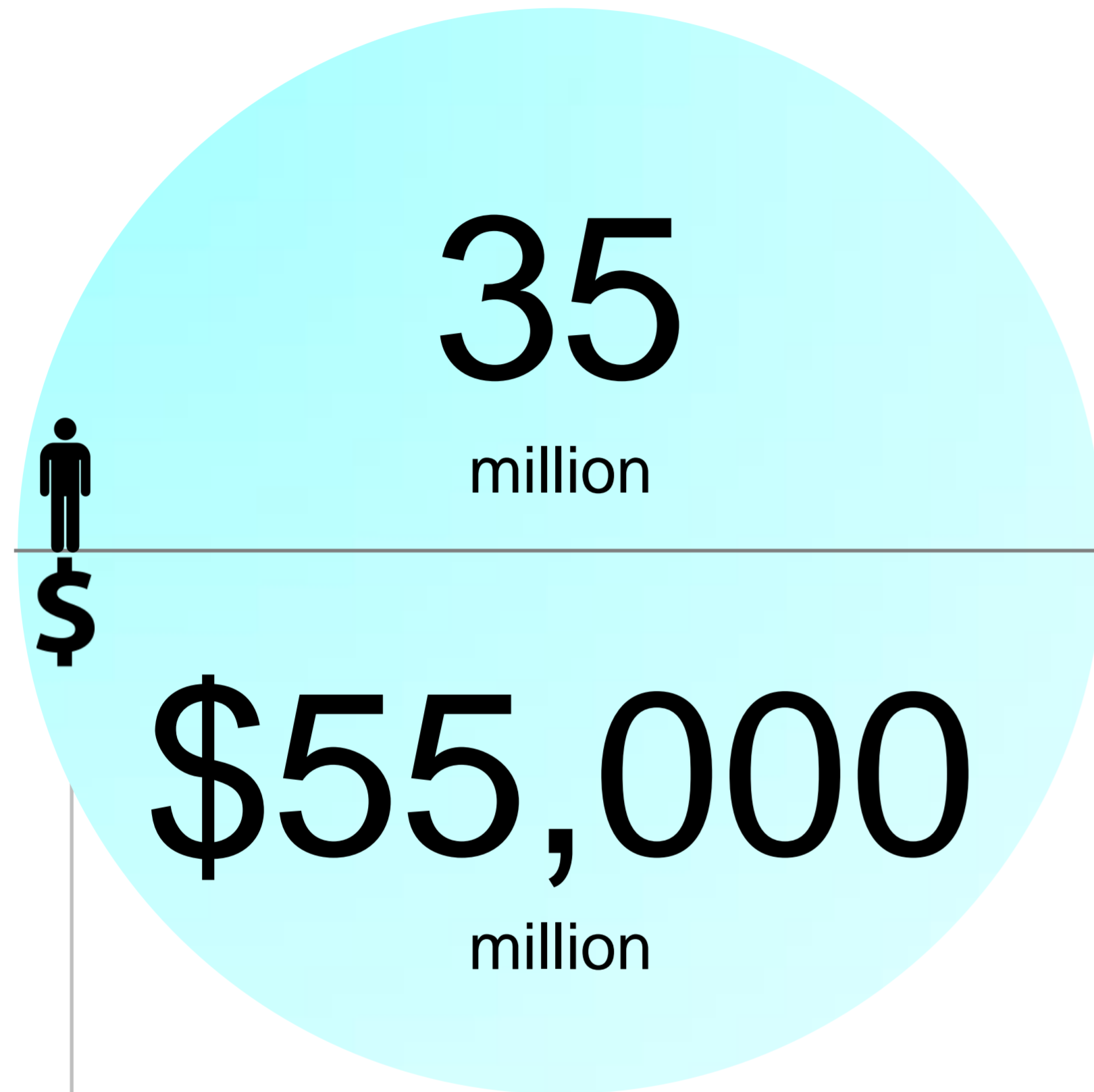
Total Used Cars  
amount for  
(sedan / hatchback)

## Global





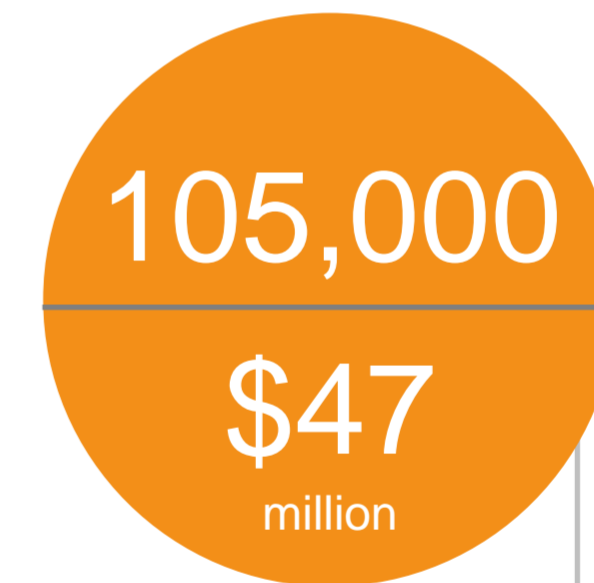
# MARKET SIZE



**Foreigner tourism (Thailand)**

Total available market

**Non-tourism**  
60% of total available market



**Trips with DAV**  
Share of the market



# BUSINESSMODEL



We take 20% commission fee on each transaction



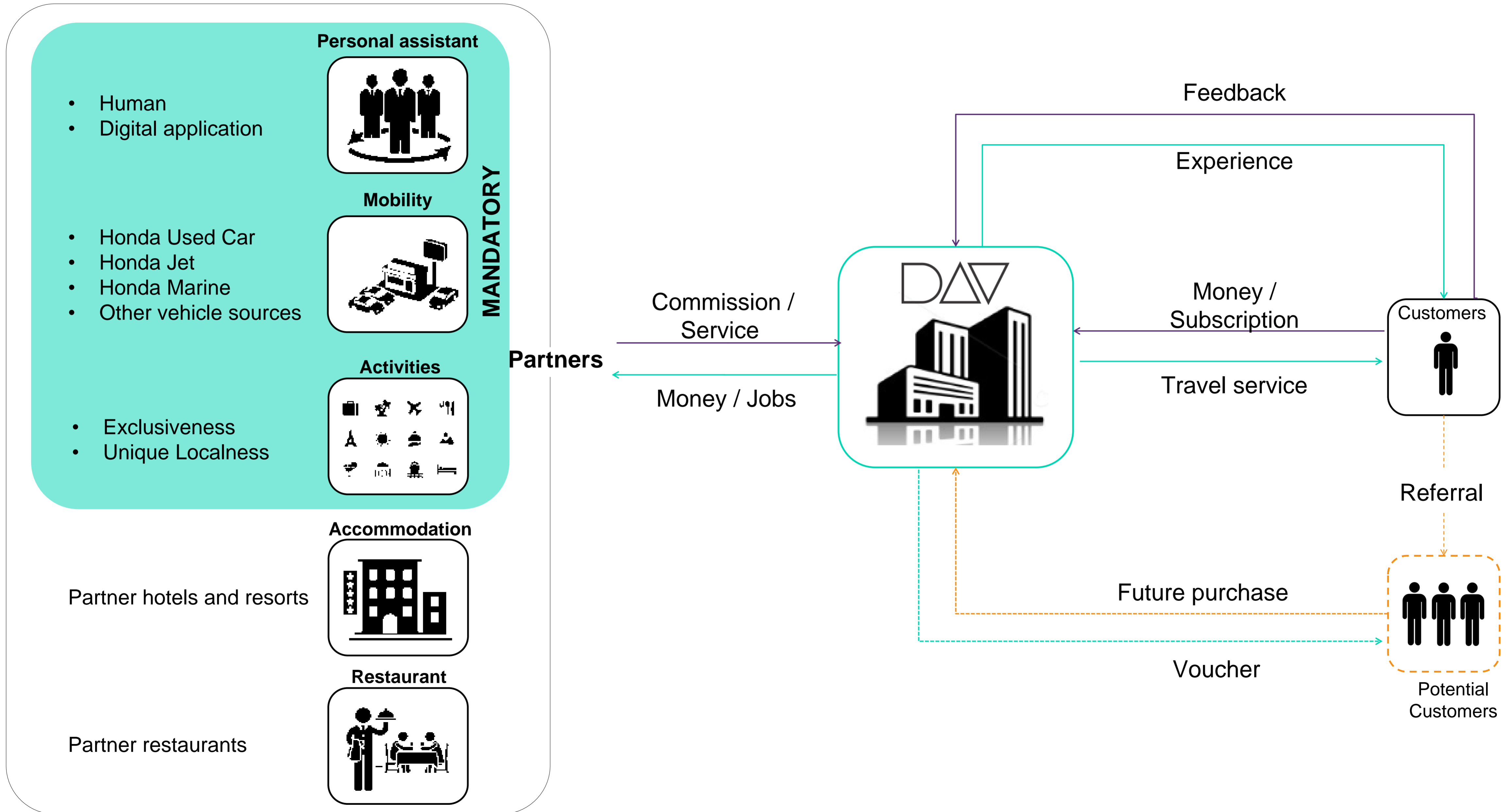
**Trips with**   
Share of the market

**Average spending / Trip**  
(\$150 / day x 3 days)

 **Revenue / year**  
2019 onwards



# BUSINESSMODEL





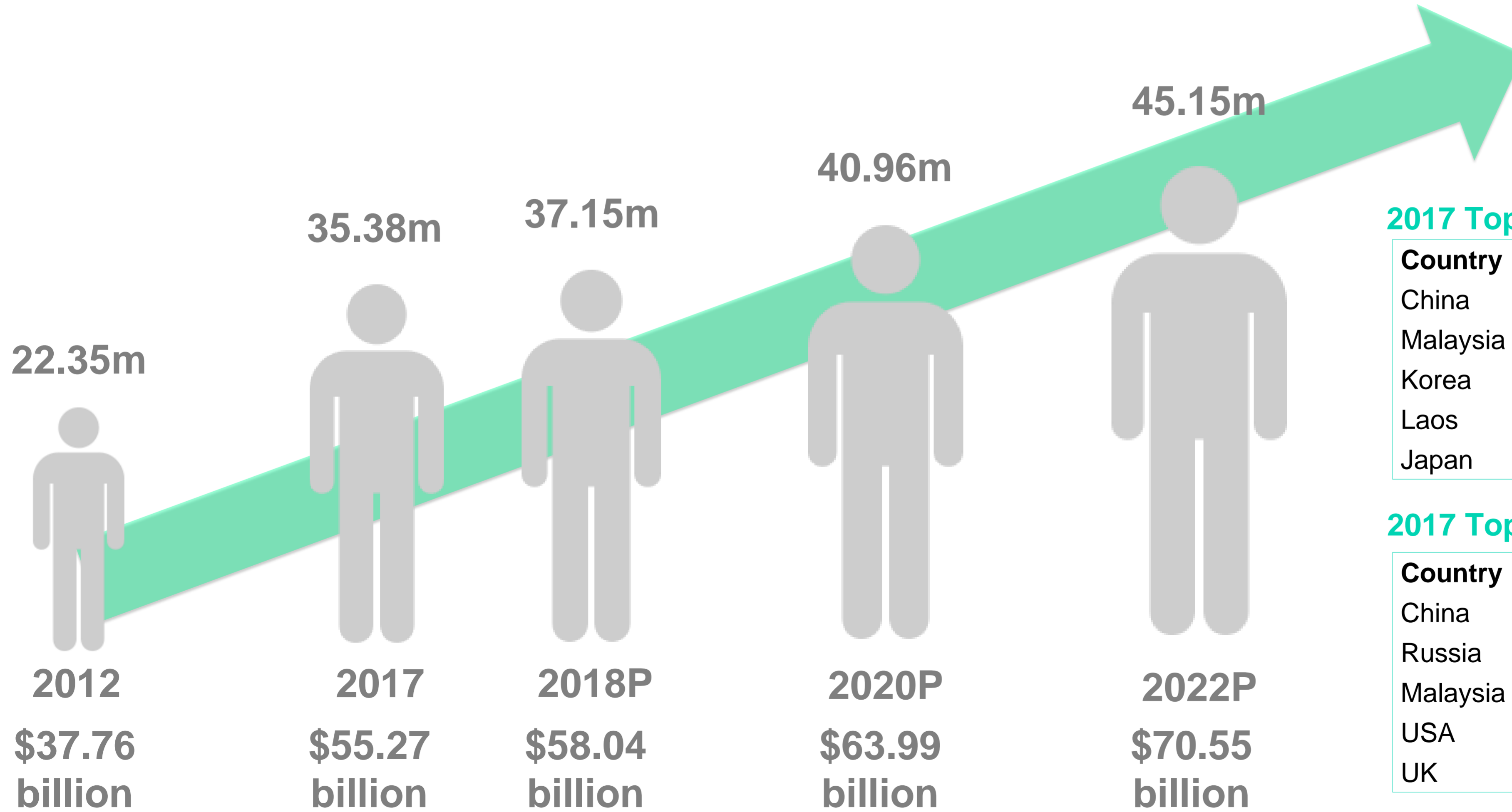
# MARKETGROWTH

Thailand Tourism



Average annual growth

**+5%**



## 2017 Top 5 countries for travellers

Country	Million persons
China	9.81
Malaysia	1.35
Korea	3.35
Laos	1.06
Japan	0.99

## 2017 Top 5 countries for spending amount

Country	Billion \$
China	15.89
Russia	3.18
Malaysia	2.64
USA	2.35
UK	2.32