

## Mobile app for wintersport holidays

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### Samenvatting

**Datum:** 13 August 2020

**URL:** <https://venturecapital.nl/piste-guys/>

### Contact & Site

## Extra beschrijving

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Piste Guys is a mobile app for winter-sport holidays.

Our app helps customers, brands and hotels:

- Customers save when they're buying products or booking accommodation for their next ski holiday.
- Ski and snowboard brands sell more by promoting their products to the exact people that are looking to make a purchase.
- Hotels get direct bookings via the app to reduce their Online Travel Agent commission.

Most importantly, we charge all 3 an annual subscription or license fee.

Our goal for the next 12 months is to grow to 500k app users, 200 brand partnerships and +2.000 hotel registrations.

### **Capital needed:**

€150.000,-

We are raising financing to help supercharge our app user acquisition and grow to 100,000 paying app customers.

It currently costs just under €2 to get a new app user that will provide us €50 to €100 in revenue each year.

This investment will help us hire a media agency to speed up app installs, reduce the acquisition cost to under €1 and increase our profit margins.

### **Phase:**

Early growth

**Sector:**

ICT and Travel

**Number of founders:**

2

**Number of employees:**

1-5

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