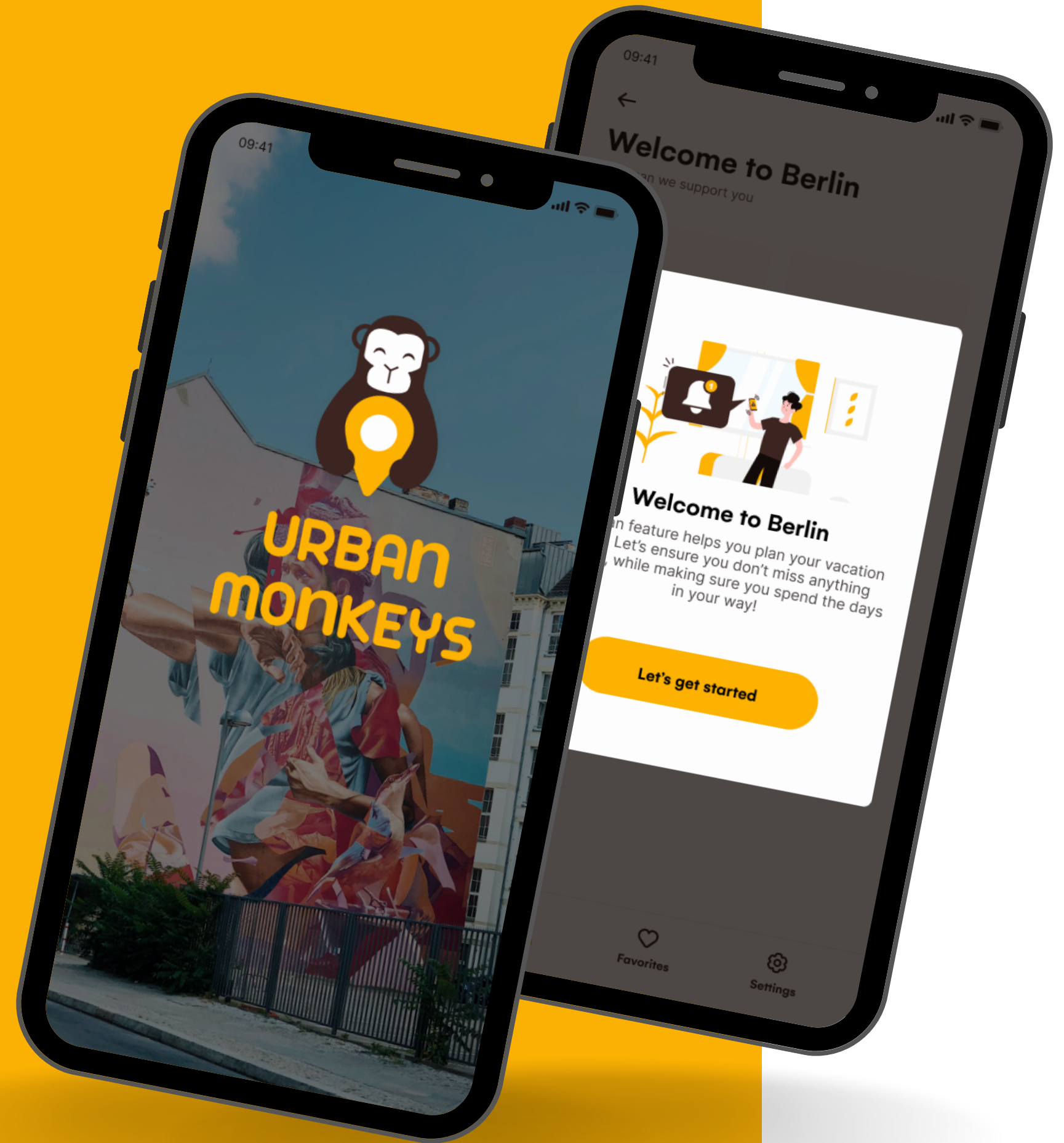


Urban Monkeys

City Travel Reimagined

mail@urbanmonkeys.app



50% OF CITY TOURISTS ARE GENERATIONS Y & Z, BUT THEY DON'T USE SIGHTSEEING BUSES ANYMORE



Too expensive

High operating costs lead to ticket prices of 30-50€

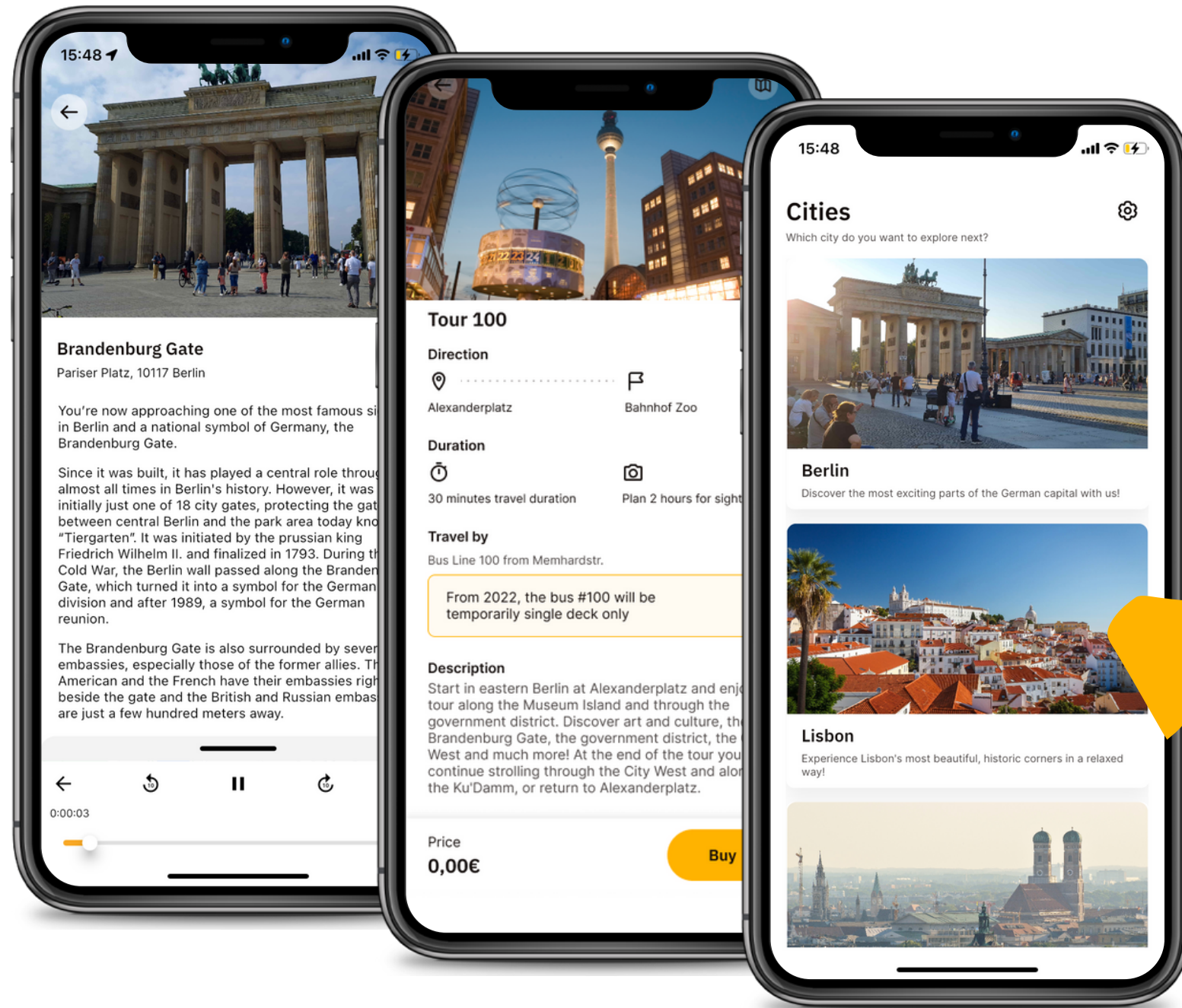
Inauthentic experience

60% of generations Y & Z prioritize authenticity

"Tourists go home"

"Quality tourism" as #1 approach for cities to reduce conflicts b/w locals & travelers

WHAT IF WE TURN PUBLIC TRANSPORT INTO THE MOST CONVENIENT SIGHTSEEING TOUR FOR YOUNG GUESTS?



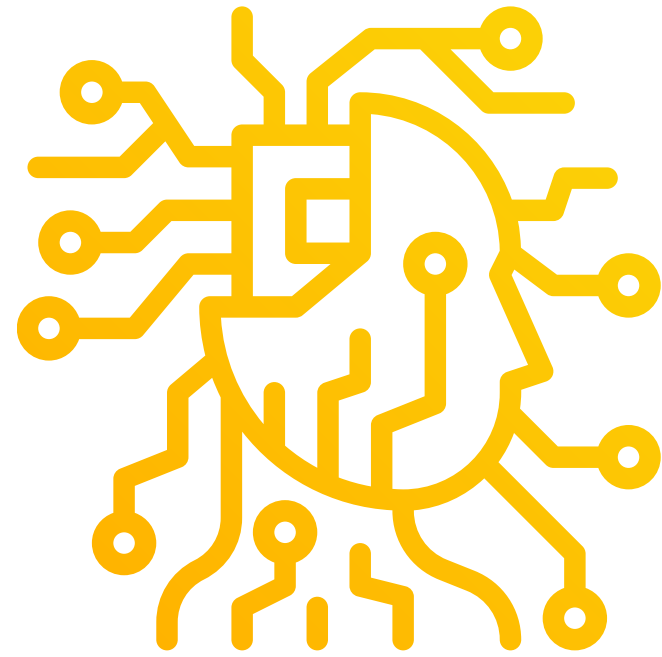
Affordable
9,99€/city for end users

Like a local
Step out of the tourist bubble

Positive impact
Efficient use of public transport

Audio-guided hop-on hop-off sightseeing,
based on public buses & trams

WITH OUR AI-BASED APPROACH WE CAN AUTOMATE & SCALE CONTENT FOR EVERY PLACE YOU VISIT



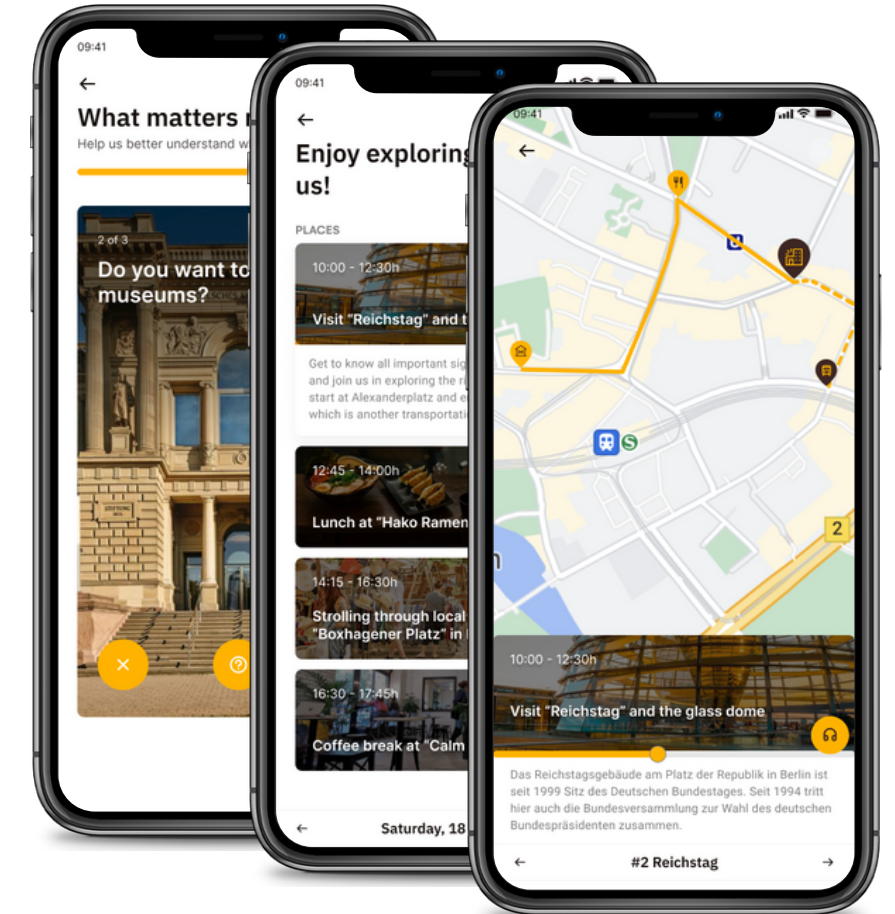
Automated AI based
content creation with
UM database

Step 1
Content



Automated creation of
audio files in close
collaboration with
Microsoft product group

Step 2
Audio

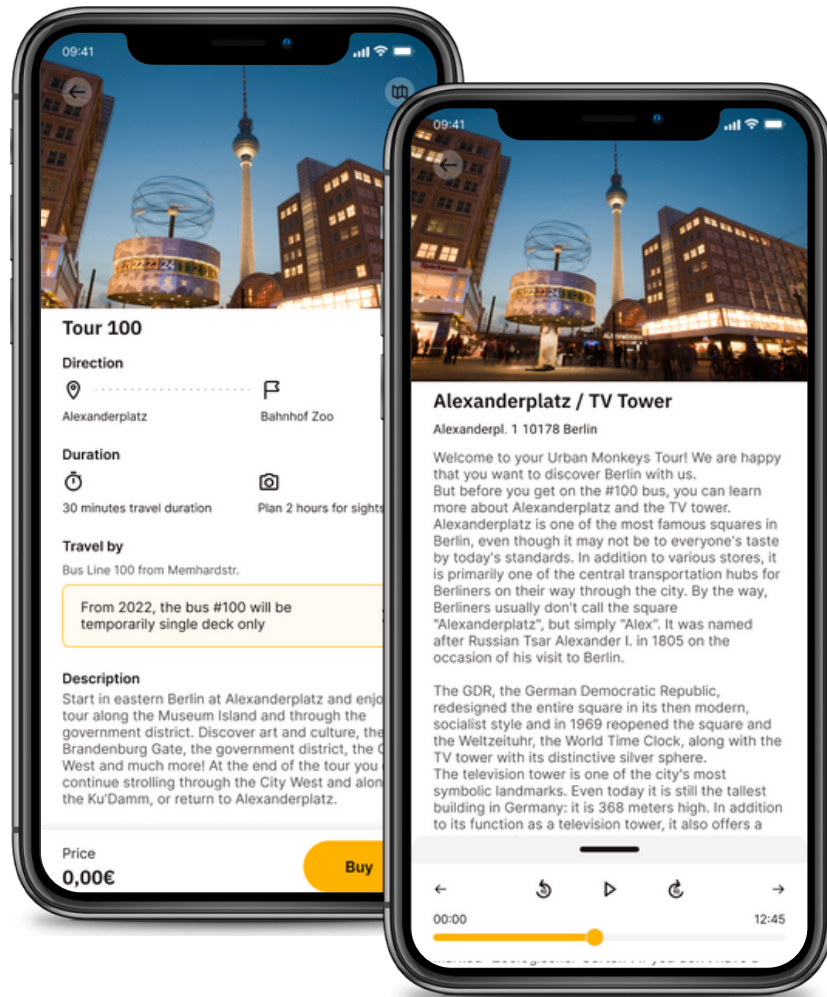


Automated creation
of **individualized**
tours

Step 3
CI/SD*

*Continuous Improvement / Seamless Delivery

WE'VE COMPLETED OUR MVP IN BERLIN AND ARE NOW SETTING THE BASIS FOR HIGH SCALABILITY



Automatic audioguides for
bus line 100 in Berlin
(incl. geo location)

7K+
Downloads

~500
Early bird users

1.3H 0
engagement time

+5 B2B Partners won

Tours added in **Berlin,**
+4 **Lisbon, Munich &**
Amsterdam

150K sights incl. audio guides
added via **automated**
content creation

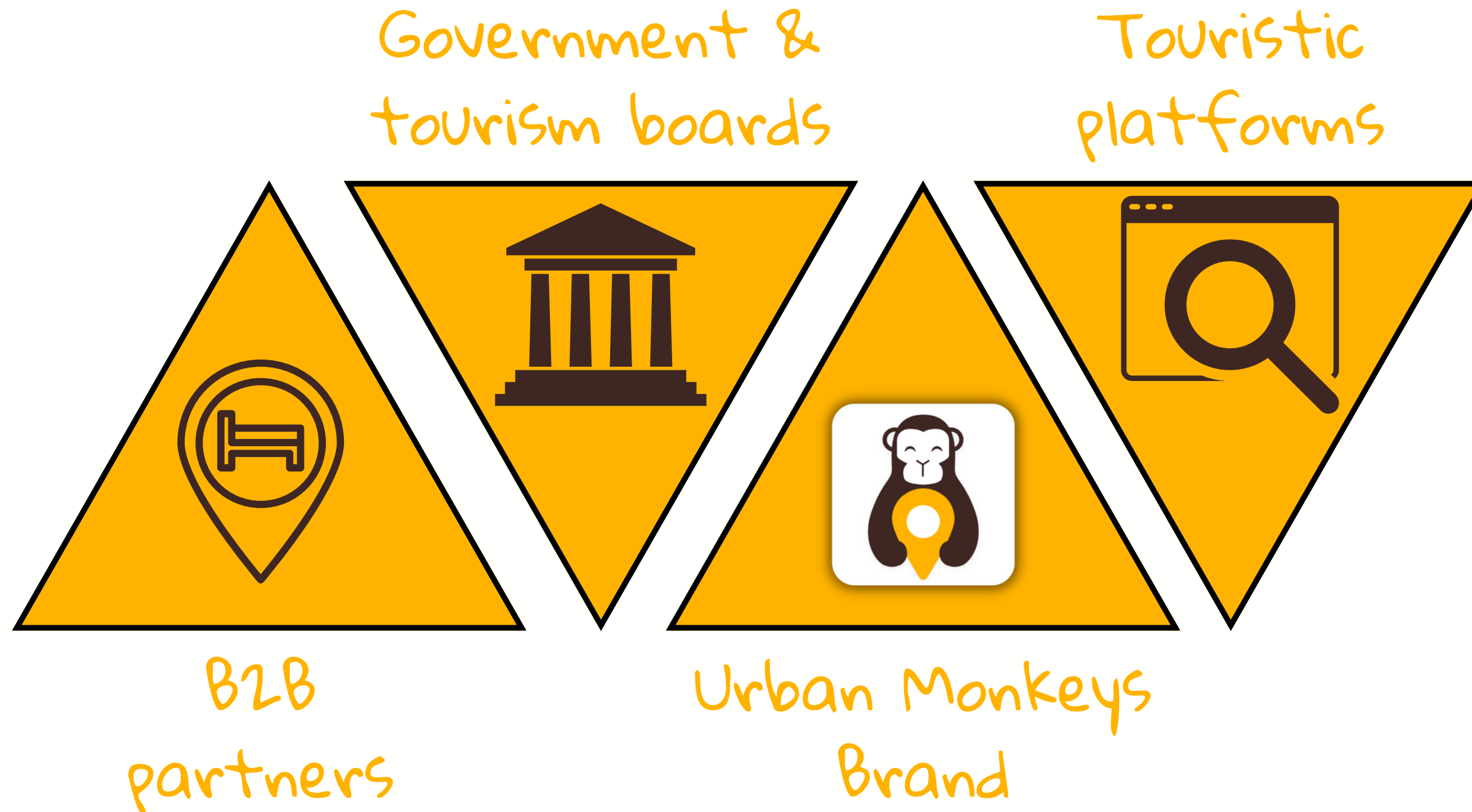
✓ MVP
Development

✓ First
Traction

Growth
In progress

Status as of 31.05.2023

OUR GO TO MARKET STRATEGY FOCUSES ON STRONG PARTNERSHIPS, COMBINED WITH B2C MARKETING



WE REACH OUR USERS DIRECTLY AND THROUGH OUR B2B PARTNERS



B2C Young, digital
city travelers


Unlocks **all tours** per city
for **fix price** (9,99€ incl. VAT)



B2B2C Hostels, hotels &
language schools

Bulk **licenses** for 2-4€/guest to
extend their **leisure time program**

EXISTING COMPETITORS FAIL TO MEET THE DESIRES OF GENERATION Y & Z

	Guided tours incl. walking & bike tours, ... 15-40€/tour	Hop-on hop- off buses incl. Big Bus, City Sightseeing, ... 25-45€/day	Apps* e.g. VisitACity, Urbs, VoiceMap, ... 5-10€/tour	 URBAN MONKEYS 9,99€/city
Sustainable	✓	✗	✓	✓
Independent	✗	✓	✓	✓
Personalized	✗	✗	✗	✓
Effortless	✗	✓	✗	✓
Affordable	✗	✗	✓	✓

*No clear market leader yet

RAPID INDUSTRY GROWTH IN 2023 AND BEYOND SUPPORTS OUR BUSINESS OUTLOOK

TAM

7.0 bn €  4.3%

Sightseeing budget in leisure travel

SAM

2.1 bn €

Sightseeing budget generation Y & Z

SOM

105 mio €

5% market share in our target group

In the top 50 cities in Europe & North America

OUR TEAM HAS THE RIGHT SKILLS IN IT, BUSINESS & TRAVEL TO MAKE URBAN MONKEYS A SUCCESS



Irene Ternes
CEO & Co-founder

M.Sc. Business Administration
5+ years in start up & IT consulting
irene@urbanmonkeys.app



Paul von Berg
CTO & Co-founder

M.Sc. Business Information Systems
6+ years in IT consulting
paul@urbanmonkeys.app



Advisor: Christian Borsi
Tourism & Business Expert



Advisor: Oman da Costa
IT Architecture & Dev



Fedi Boussara
Development Intern



Muhammad T. Sultan
Flutter Freelancer



Urban Monkeys

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us



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