

## **Oody – We turn travel-related ads into relevant and useful information**

A close-knit community for travelers, locals, content creators, and businesses

<https://www.oody.app>



Oody comes from the words of “food” and “odyssey”, embodying the spirit of food adventure. Our mission is to bring the world closer through food and travel, as these are few activities can effectively break down cultural barriers. While traveling in a foreign city, most travelers are confronted with common set of problems: lack of local information and struggle to find local eats.

### **Solution**

Working like refined Google Search, we curate the most useful contents including travel-related ads and present them according to location and category. Oody comes in handy when travelers are looking for information to plan their trips. It also allows travelers and locals to meet and engage socially over food.

### **Competitive Advantage**

With Oody, we intend to break down all the existing barriers of OTA, and present our revised approach as the app designed to connect all types of travelers, locals, content creators, and tourism businesses. Unlike what most OTA are feeding their users, people want interesting and relevant contents. There are in total 45 different categories related to tourism on Oody. We also utilize Google Reviews to keep the information as updated as possible.

### **Why now?**

With the popularity of OTA and networking apps before the pandemic, we feel the market opportunity is opened to new players, which puts Oody in a perfect position to change the current state of the travel and advertising industries, and create a mutually beneficial ecosystem of value-add for travelers, content creators, and advertisers alike, and with it, a sustainable and thriving business.

### **Why us?**

Oody empowers travelers to travel and eat like a local. We believe that we can do a much better job than other existing travel apps. Our team has created a functional *travel community app*. We know what millennials are looking for in their everyday life and when they travel. We also value offline connection and know how to be flexible.

### **Business model**

Oody’s business model is twofold: first, subscription for sponsors to place their ads (banners) at the *most competitive price* in the market; second, subscription for users to unlock additional features.

### **Vision**

Oody’s vision within the next three years is to build a close-knit community revolving around people’s common love for food and new experiences as well as to become the dominant platform for matching travelers and locals in a social setting worldwide.

	Oody	Tripadvisor	Google	Guidebooks	Online ads	Websites
Refined information	<b>Yes</b>	X	X	<b>Yes</b>	X	<b>Yes</b>
High accuracy on information	<b>Yes</b>	X	X	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Flexible with categorization & location	<b>Yes</b>	X	X	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>
Trip planner	<b>Yes</b>	<b>Yes</b>	<b>Yes</b>	X	X	X
Show distance to the nearest train station	<b>Yes</b>	X	<b>Yes</b>	<b>Yes</b>	X	<b>Yes</b>
Meet locals offline	<b>Yes</b>	X	X	X	X	X