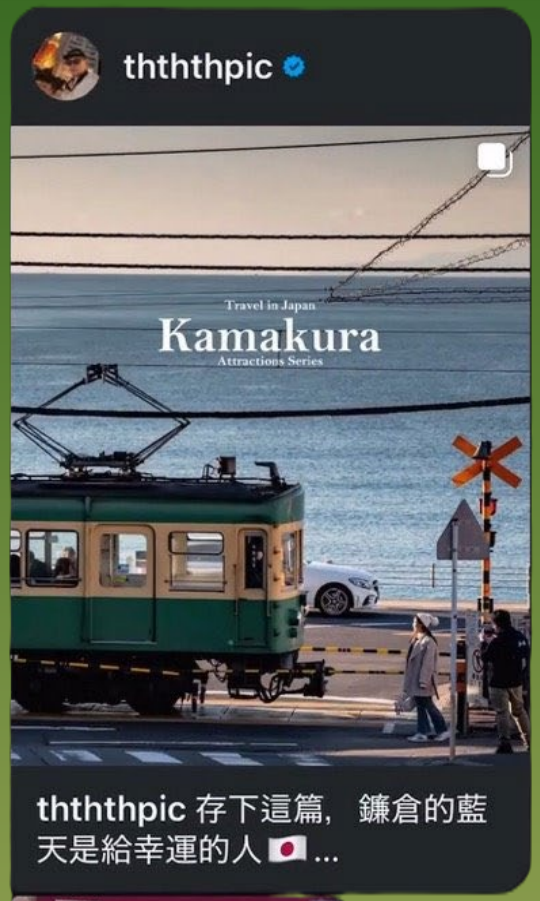
STEPLY
Maps for you
AI-Powered Travel Platform. Discover a Hidden World. Avoid the Crowds



Issue

The Traveler's Dilemma

"I want to go!" vs **"But how...?"**

That video looks amazing

So many places to explore

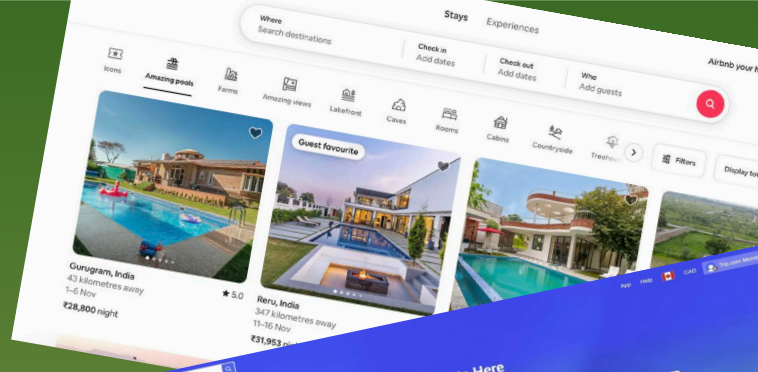
I need this trip NOW

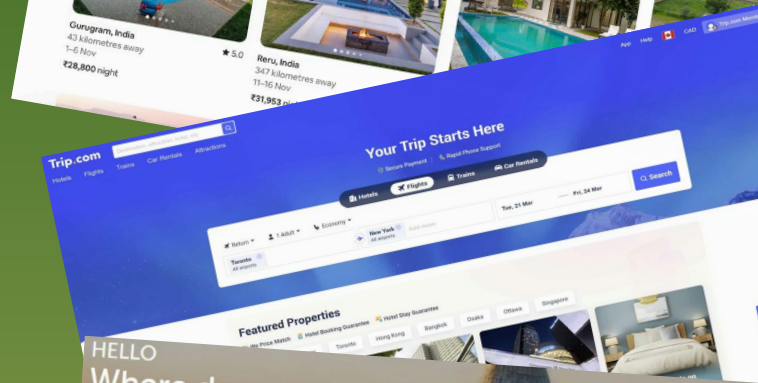
How do I get there?

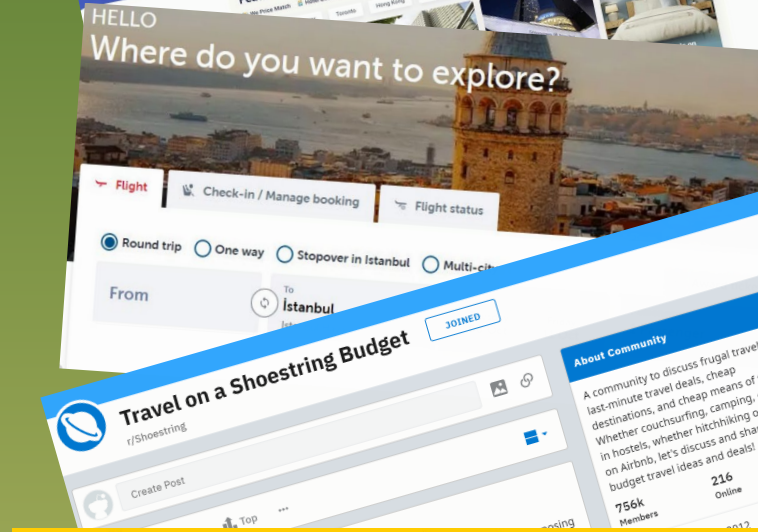
Am I getting scammed?

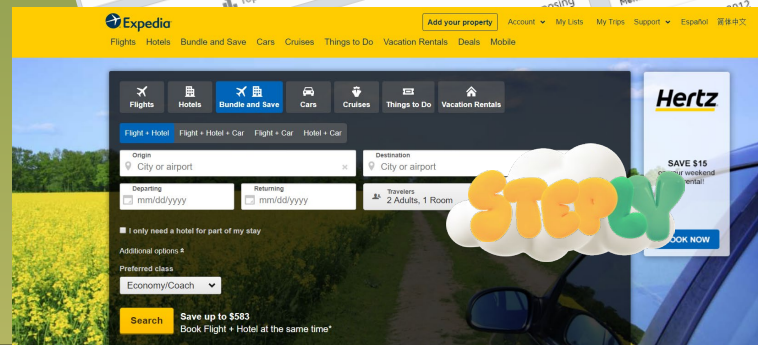
Do they speak English?

And the numbers prove it...









Problem

Planning a Trip Feels Like a Second Job

16–20+

hours

required just to research, plan, and book a trip

22%

of travelers

say itinerary creation is the most frustrating part

$300–$600

average avoidable overspend per trip

caused by price spikes, missed deals, and inefficient timing

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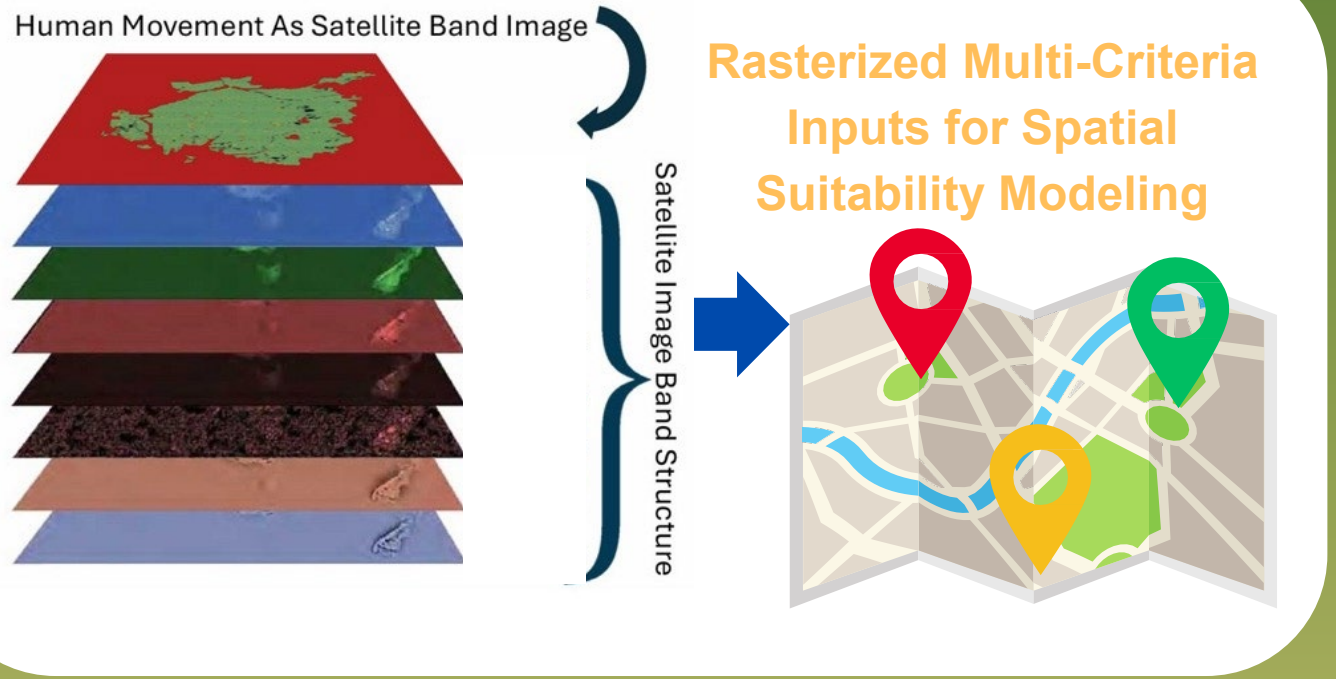
Solution

Steply - An AI-powered travel platform that delivers personalized itinerarieswhile easing overcrowding in cities.



LLM AI Agents

- Social Media Agent
- Human Flow Analysis Agent
- Personalization Engine
- Adaptive Re-Routing

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Workflow

Discover

Analyze

Act

Plan

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Impact

With Steply

3-4

hours

to plan a complete trip end-to-end

<10%

frustration

with personalized, preference-aware itineraries

~$200+

saved

by avoiding peak congestion, last-minute bookings, and suboptimal routes

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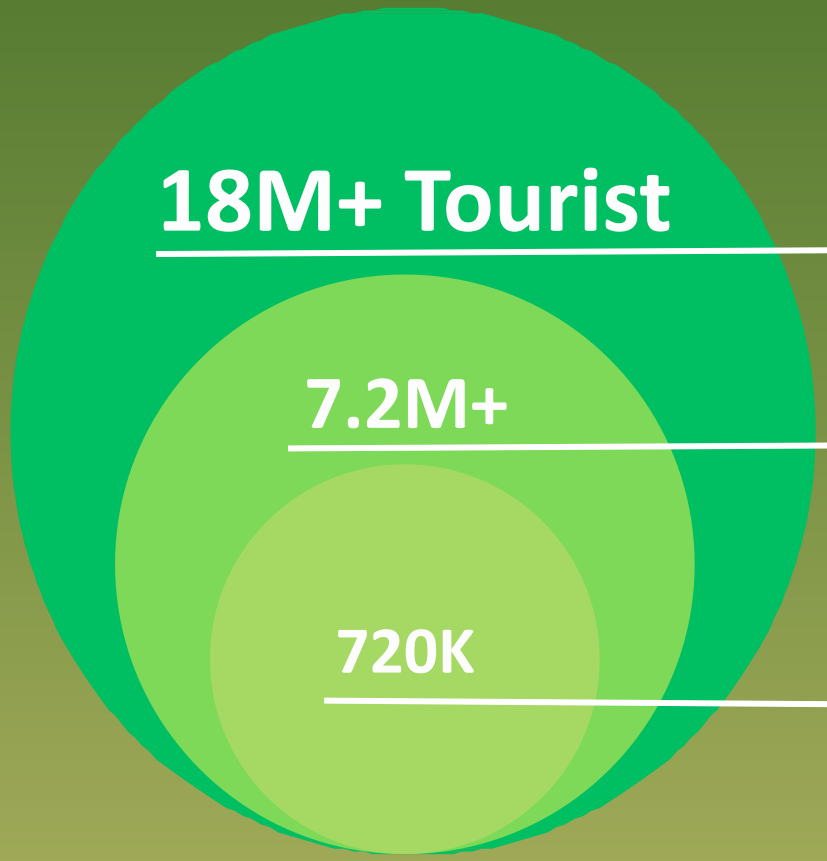
Market Analysis



Total Available Market

All international tourists visiting Japan (18M+ tourists, $53 Billion USD)

Serviceable Available Market

International tourists willing to avoid touristy areas in Japan (~40%, 7.2M+ tourists)

Serviceable Obtainable Market

Tech-savvy International tourists (~10%, 720k tourists)

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Competitive Analysis

Only Steply fuses social media, GPS, human flow & satellite data into one travel brain

Go to Market Strategy

Partnership

Collaborate with regional governments & local businesses to highlight hidden gems

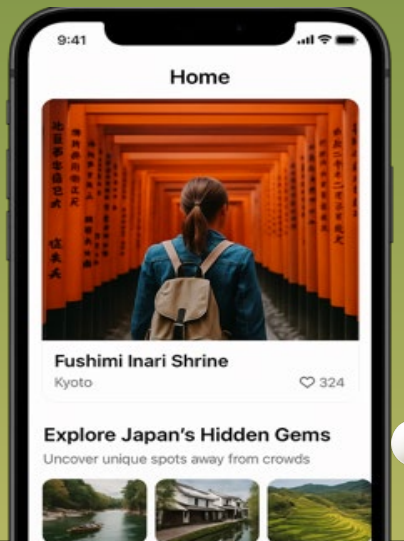
Digital Campaign

Ads & influencer campaigns

- Instagram
- TikTok
- Facebook
- YouTube

Community Content

Let users share reviews, itineraries, and "hidden gem" photos.



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Business Model

Freemium

Free

Get started with basic features

- ✓ Basic AI itinerary (up to 3 days)
- ✓ General crowd insights
- ✓ Standard navigation
- ✓ Ads supported

Get Started

POPULAR

Pay per Trip

$14.99/trip

Full power for every adventure

- ✓ Unlimited days & destinations
- ✓ Real-time crowd prediction
- ✓ Hidden gems AI finder
- ✓ Social media sync
- ✓ Offline maps
- ✓ No ads

Start Trip

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Team

Nodira Tillayeva
CEO

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NAGOYA UNIVERSITY

- ME of Electrical Engineering
- AI Specialist in National Space Agency of Uzbekistan

Giovanni Muhammad Raditya
Engineer

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- ME of Electrical Engineering
- Control and Planning Engineer at TIER IV

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Raising

$150,000

Product Development

Production-ready MVP with 4 API integrations

Marketing & Growth

6000 New User in 6 month

Revenue Target

Scale to $10,000 MRR through user acquisition

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