

# Executive Summary

## Opportunity

### Problem

The primary challenges that Trouvaille will address in the small-group segment of the travel industry is to provide a full-service travel-hosting company that fosters a sense of community among our traveling customers while simultaneously offering diverse, unique, and attractive travel experiences in the U.S. and around the world. Rather than just creating trips and offering them to the public, Trouvaille is working to develop genuine engagement with novice and experienced travelers by offering a travel-themed membership scheme offering substantial benefits, hosting online travel forums and podcasts, offering personalized customer service that is available to Trouvaille travelers throughout their travel experiences, to continue engaging with customers regularly and offering them unexpected and exceptional services, and providing payment options that encourage people of all incomes to travel.

### Solution

We solve our business challenges by being the central hub -- online and physically -- of local and global travel experiences that is not rivalled by any other travel business. Achieving this goal involves: 1) creating, curating, and conducting Trouvaille travel experiences that expose travellers to destinations in the U.S. and around the world, 2) offer diverse trip itineraries that have a primary thematic emphasis (e.g., historical, science, culture) or a collection of single-trip themes, 3) conduct local day trips at our two locations (New York and Arizona) to engage local travelers with fun and thematic short-term trips, and 4) establish partnering relationships with local businesses and travel companies to promote local economies and extend the reach of Trouvaille's travel offerings. Providing superior customer experiences with Trouvaille will occur through our interactive website, promoting our travel community through membership choices and benefits, engaging people in-person at our local social events, hosting a vibrant online travel forum, offering quarterly videocasts/podcasts on pertinent travel topics, offering pathways (i.e., layaway plan) to encourage people to travel, and going the extra mile to help customers achieve their travel goals and dreams.

## Market

The demographic market segments that Trouvaille will prioritize include: 1) the active senior traveler (50-65 years old), 2) the upscale traveler + family, and 3) the younger traveler seeking greater off-the-beaten-path travel experiences. From initial advertising that Trouvaille has conducted via Tucson.com and the Arizona Daily Star, we have significant data that shows that Trouvaille's ads and message appeals more to the active senior traveler demographic than any other and, more specifically, to the female active senior traveler.

## Competition

The travel industry includes competitors that focus on experiential travel, all-inclusive travel, global travel, or all three of these components. Our direct competitors include those companies that perform all three activities in a coordinated manner. Examples of these companies include Ker & Downey (kerdowney.com), Backroads (www.backroads.com), GeoEx (www.geoex.com), and G Adventures (www.gadventures.com). These companies have somewhat different areas of focus, which include the types of travel experiences that they offer (groups trips, custom trips, epic hikes, luxury travel, etc.), but all of them offer experiences around the world and to a large number of sites.

## Why Us?

Trouvaille is rapidly amassing the travel expertise, team members, travel destinations, industry connections, experience, and business collaborations to provide one of the most capable and comprehensive small-group travel-hosting businesses in the industry. Couple those traits with a continuing emphasis on innovation, devising new ways to promote travel among the U.S. population, targeting specific demographics, and working creatively, Trouvaille will stand out from the competition in several ways. Our team has a breadth of travel experiences that include countries on most continents of the world and in-depth expertise in the countries where Trouvaille travels. Extensive experience in the U.S., Caribbean, Europe (Ireland, France), and Asia (Vietnam), Trouvaille's team has the knowledge and local acumen to bring the local experience to our travelers. Guiding all of this is our desire to build a genuine travel community of people who travel, love to travel, want to travel, and want a resource where they can

interact with others and get the information that they want and need. Our innovations thus far that distinguish Trouvaille from other small group travel companies include a travel-themed membership program with lifetime travel discounts and perks, a layaway program to give people across all income groups a way to save for their favorite trips, and personalized, responsive customer support that ensures worry-free travel planning and travel for our customers.

## Expectations

### Forecast

Our financial plan has the goal of generating a profit in Calendar Year 2018 that will result due to the setting of specific goals for membership sales, the number of day trips conducted in New York and Arizona, the trips that are likely to occur, and the number of attendees that will attend each event or trip. We will also achieve this goal as we perfect our marketing pitch and advertising strategies through time. Beginning in 2019 and each year after that, we will scale up our operations quickly with the goal of roughly doubling revenues each year. This will entail increasing the number of trips and events that we conduct annually, this will require an increase in staff size and an increase in travel hosting requirements annually, and will allow Trouvaille to open dedicated travel office spaces both in Arizona and New York.

### Financial Highlights by Year



## Financing Needed

Our financing request funds areas that will facilitate company operations, support innovative travel app development, and position company finances that will allow aggressive operations in the first five complete years of company operations. Topical areas include online and media marketing, staff travel funding, print promotional materials, and payroll.

## Opportunity

### Problem & Solution

#### Problems Worth Solving

After gazing upon the landscape of the travel industry and our competition, the main problems that we identify include the lack of a full-service, global travel-hosting company that provides curated and personalized travel around the world. We also seek to solve the problem of travel company-consumer relationships by working to develop a genuine travel community where Trouvaille staff and travelers work together to help each other in all aspects of travel exploration, learning, and assistance.

Trouvaille fills a niche in the industry by offering travel experiences that are different from any other travel company. Trouvaille has an aspect of all-inclusive travel, but doesn't fit that typical definition, which mostly involves airfare + hotel + some resort amenities. We are all-inclusive minus the travel to the location of the trip. Trouvaille also has an aspect of experiential travel, but we don't solely focus on physically demanding travel to remote areas. We offer travel that allows exploration at all the locations of our major trips and is available for all demographics and levels of physical ability. We focus on experiences that involve culture, dining, science, nature, geography, and nature. Trouvaille also sets itself apart by offering local and regional travel opportunities in two major metro markets, New York and Arizona, which is another unique quality of the company.

Trouvaille travel experiences are uniquely designed to let travelers experience the breadth, depth, uniqueness, and diversity of the areas that they will be visiting. Each trip will give travelers the local experience whether that be via the culture, history,

science, cuisine, ecology, or natural beauty of the area. Travelers to Hawaii don't just go to the beach: they experience the ocean life, beaches, hiking trails, mountains, volcanoes, astronomy, and cuisine of the Big Island! Gaining deeper insights into new places can widen people's perspective, give them a greater understanding of the world, all while having fun at the same time. That is what we strive to do: enrich people's lives, bring people together, and promote understanding of both our common humanity and the planet on which we live.

Accomplishing the above goals requires a global reach and Trouvaille is well on the way to achieving that goal. With a presence in North America, the Caribbean, South America, multiple locations in Europe, and Southeast Asia, Trouvaille is developing a diversity of offerings to accomplish the core mission of bringing people to the world and the world to the people. We expect our portfolio of offerings to continue to increase in our first five years of operation and we will seek out those opportunities to create a global web of travel experiences that are unlike anything in the industry.

Fostering a genuine travel community is a high-priority for Trouvaille and doing this will lead to greater Trouvaille-customer and customer-customer interactions. These interactions -- and an ever-growing number of interactions -- will help develop customer loyalty, familiarity and confidence in Trouvaille, and will lead to greater sales through time. This community will be fostered with the travel forum on the Trouvaille website, through personal interactions with customers and potential customers, and through the conduct of exclusive online events that will provide people with an entertaining and informative exposure to some part of the world.

Finally, although quality customer service is an obvious requirement for any successful business, it seems very apparent in today's world that many companies have forgotten this requirement and the importance of focusing on helping people. That is why Trouvaille is committed to helping customers in all aspects of their Trouvaille travel: before, during, and after their travels, while also providing helpful support, information, and requests for the larger public interested in experiential, global travel.

## **Our solution**

We solve our business problem by being the central hub -- online and physically -- of a globe-spanning network of travel experiences that are unique across the travel-hosting

segment of the travel industry. Achieving this goal involves: 1) creating, curating, and conducting Trouvaille travel experiences that expose travelers to the vast diversity of destinations that we offer, and 2) establish partnering relationships with other, more focused, travel companies that offer experiences similar to the Trouvaille experience, but only for one or a few locations. The first item requires not only a desirable location, but an itinerary that exposes people to experiences they have never had previously, which expands both their minds and their views of life. It also requires personnel who know the location and can provide the personal, local, knowledgeable touch that truly provides an authentic experience.

## Target Market

The demographic market segments that Trouvaille will prioritize include: 1) the active senior traveler (50-65 years old), 2) the upscale traveler + family, and 3) the younger traveler seeking greater off-the-beaten-path travel experiences. From initial advertising that Trouvaille has conducted via Tucson.com and the *Arizona Daily Star*, we have significant data that shows that Trouvaille's ads and message appeals more to the active senior traveler demographic than any other and, more specifically, to the female active senior traveler.

## Competition

### Current alternatives

The travel industry includes competitors that focus on experiential travel, all-inclusive travel, global travel, or all three of these components. Our direct competitors include those companies that perform all three activities in a coordinated manner. Examples of these companies include Ker & Downey ([kerdowney.com](http://kerdowney.com)), Backroads ([www.backroads.com](http://www.backroads.com)), GeoEx ([www.geoex.com](http://www.geoex.com)), and G Adventures ([www.gadventures.com](http://www.gadventures.com)). These companies have somewhat different areas of focus, which include the types of travel experiences that they offer (groups trips, custom trips, epic hikes, luxury travel, etc.), but all of them offer experiences around the world and to a large number of sites.



## Our advantages

The advantages that Trouvaille provides to the traveling public include: 1) the ability to conduct local day/weekend hosted events in the New York, NY, metropolitan region, and in the southwestern U.S. region (centered on Tucson, AZ), 2) a company that hosts and uniquely curates travel experiences in multiple U.S. locations and internationally, 3) a company and staff with intimate knowledge and experiences with the travel locations that are available, 4) the ability to partner with other travel organizations to expand Trouvaille's travel portfolio, 5) a commitment to help local businesses and populations in areas that we serve, 6) an ironclad commitment to provide the highest quality customer service for customers before, during, and after their travels, and 7) a travel-themed PassPort membership scheme that offers travelers discounts and perks for becoming a part of the Trouvaille family.

Trouvaille has already demonstrated success in conducting day trips in both the New York and Tucson regions with plans for expanded local experiences in both regions.

## Execution

### Marketing & Sales

#### Marketing Plan

Our initial focus is on travel destinations that have demonstrated high traffic and prospects for growth into the future. Our initial focus on Hawaii, New York, Napa Valley, South Beach, the Caribbean, Peru, and Italy is based on their designations as some of the most popular travel destinations in the world. Other locations where we plan to expand, which includes France, Vietnam, Cuba, Australia/New Zealand, and South Africa, are also popular and emerging tourist destinations. At the same time, we are striving to offer experiences at these destinations that are different, unique, in-depth, and special.

Based on data from the National Travel and Tourism Office, U.S. citizen travel out of the country increased by 8% in 2016. In addition, top destinations within the U.S. include New York, Hawaii, Napa Valley, and South Beach. Couple these data with generally high interest in experiential travel, notably very significant for the active

senior demographic (aged 50-65 years old), Trouvaille is focusing its efforts on the destinations and demographics that will lead to our success.

It is also very interesting to note, from analysis by Treksoft Trend Report 2017, that 69% of travelers worry about not finding the best travel deals that are available. By providing travel services beyond offering day trips, and U.S. and international experiential travel experiences, we can tap into this worry by providing the customer support, value-added services, and 24/7 assistance that will ensure that Trouvaille Travelers receive the highest quality of service in the industry.

## **Sales Plan**

The Trouvaille sales plan first focuses on identifying those people most interested in becoming paying customers with Trouvaille, which then leads to the efforts that the company employs to turn these potential customers into paying customers. Our venues of interested customers include attendees of Trouvaille monthly social events in Arizona and New York, people who attend our day trips/events, direct subscribers to the Trouvaille email newsletter, and the people who are currently on Trouvaille's larger email list. At our monthly socials, we will offer attendees discounted memberships, free goodies for attending, and special offers for a selection of our larger trips. These offers are reserved for attendees of our social events as these people are the most likely to become involved with Trouvaille and have a desire to become a part of the Trouvaille traveling family. Past experience has shown that meeting people in-person, showing them our company approach and product selection, and giving them direct insights into the development of our company tends to produce better results.

## **Operations**

### **Locations & Facilities**

Trouvaille currently has a presence in Tucson, Arizona, and New York, New York. We consider these to be the company's U.S. West Coast and U.S. East Coast headquarters, respectively. While currently lacking a physical business office, Trouvaille operations currently run from the CEO's home in Tucson, Arizona, which includes dedicated office space for work, record-keeping, and business development. In New York, Trouvaille Partner Jazmin Jourdain organizes and conducts social events and day



trips. In Tucson, CEO Paul Hardersen and Brand Ambassador Connor Cervantes also organize and conduct regular social events and day trips. Organizing and promoting these events currently does not require an office and has been easy to accomplish thus far.

## Technology

Trouvaille currently operates and maintains a full-service website, has the ability to receive and make payments through multiple venues, is advertising its products and services through a variety of means, and plans to develop a high-quality, travel friendly, and useful iOS application for mobile phone users. The company website has been developed through the Wix platform and our URL is: [www.trouvaille.club](http://www.trouvaille.club). We currently subscribe to the VIP + Wix Bookings Plan that allows Trouvaille to provide a high-quality, functional, and well-designed website for desktop and mobile users. For eCommerce, Trouvaille can accept payments directly through our website, PayPal, Eventbrite, and Viewpost. Trouvaille also accepts payment via cash and checks. For local events, day trips, and personal sales, a Square Contactless (Credit Card) and Chip Reader in both Arizona and New York will be used to process sales on-the-spot.

# Company

## Overview

### Ownership & Structure

Trouvaille incorporated as a Limited Liability Corporation (LLC) on February 1, 2017, with incorporation in the State of New Mexico. The company moved with the CEO, Paul Hardersen, to Tucson, Arizona, in July 2017. The company currently has two partners, Paul Hardersen and Jazmin Jourdain, who possess 62% and 38% equity in the company, respectively. Other current Trouvaille participants will have the opportunity to gain equity in the future based on their performance. Trouvaille will also consider additional partners in the future as prospects are identified.

## Company history

The Trouvaille team is working tirelessly to fulfill its two primary objectives to meet its goal of becoming one of the leading travel-hosting companies in the world. As of 12/31/2017, Trouvaille has achieved the following:

1. Partnered with a concierge service in New York, NY, to devise, conduct, and lead three day-trip experiences for apartment residents in Manhattan. Trouvaille hosted three day-trips in October 2017: two to area apple orchards and one to Upstate New York to watch the fall foliage and to visit the Storm King Art Center. This relationship has also generated the first revenue for Trouvaille and demonstrates the company's ability to perform in the large New York metropolitan market. We are planning at least four day-trip events for 2018.
2. Trouvaille began conducting monthly socials in Tucson, Arizona, via Meetup, in August 2017, and has achieved a Meetup group population of 214 people. Events thus far have been dining events where Trouvaille staff updates attendees on company activities, new travel offerings, and getting to know people personally to develop strong personal and business relationships. Our first paid membership was achieved through one of these social events. Trouvaille will begin conducting day trips in Arizona in 2018 with the first event being a Southern Arizona Winery Tour that will visit up to four wineries on Saturday, March 3, 2018. Trouvaille plans to conduct at least four day trips in Arizona in 2018, as well as the monthly social events
3. Trouvaille has developed a broad array of expansive travel experiences that focus on geographic diversity and unique itineraries. Our goal is to have a global array of travel experiences and we are well on our way to achieving that goal by 2020. Trips and itineraries have been developed for South Beach, Florida; the Big Island of Hawaii; Napa Valley, California; a small ship sailing experience in the Caribbean; a 10-day exploration of Vietnam; and week-long explorations of Ireland, Isle of Man and France. We currently have five passengers/four cabins booked for the Caribbean sail in August 2018 and we continue to advertise this experience. Plans call for each of these trips to be offered annually and offering customers the option of utilizing Trouvaille to help them develop a customized trip to the location and date of their choice. In addition, we are investigating additional trips to locations that include Cuba, St. Lucia, and

Cyprus while searching for opportunities to add New Zealand, Australia, India, and South Africa to our portfolio.

## Team

### Management team

1. Paul S. Hardersen, Ph.D., Chief Executive Officer, Trouvaille LLC. Dr. Hardersen is currently a Senior Scientist at the Planetary Science Institute (PSI), Tucson, Arizona. With a Ph.D. in geology and planetary science, Dr. Hardersen is a practicing planetary scientist. Dr. Hardersen has traveled across the U.S., Caribbean, Europe, and Asia, is a seasoned traveler, and has intimate knowledge of Hawaii.
2. Jazmin Jourdain, Partner. Currently Vice President, Director, and Registered Representative for New York City asset manager Baron Capital, Inc. Responsible for Shareholder Services, Branding, Corporate Projects, and large scale events. Ms. Jourdain is also a board member of Aspira of New York and The Dream Project. She is also very involved with GMHC of New York, The Felix, Global Giving, and Helping Hands Foundation. World travel has been her education and passion since she was 16 years old.
3. Connor Cervantes, Brand Ambassador. Mr. Cervantes currently works for Tucson.com as an advertising representative, is an avid traveler (to more than 20 countries) and has contacts around the world that Trouvaille can utilize in the development of our national and global adventures.
4. Manish Khatri, Brand Ambassador. Manish is in Houston, Texas and works for the NASA Johnson Space Center. Manish has an engineering background, is also an avid traveler, and is primarily responsible for providing photography support for Trouvaille trips, selling memberships, and providing technical support.
5. Sarah Nolan-Hardersen volunteers her graphic design skills and background in developing company policies to Trouvaille.

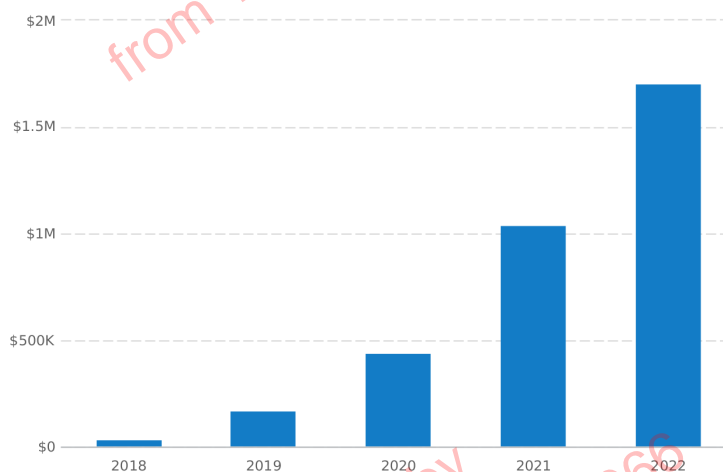
# Financial Plan

## Forecast

### Key assumptions

When creating our financial forecast, the primary assumptions include: 1) the number of Trouvaille trips that occur annually, and 2) other revenue via PassPort memberships and merchandise. The number of trip locations, and the number of trips at each location, will increase each year to scale up our operations, abilities, and revenues. These assumptions form the basis for our revenue projections.

### Net Profit (or Loss) by Year



### Use of funds

The primary source of funds that we are seeking will come from our crowdfunding proposal that will seek \$107,000. Funds will be used for: A) United PassPlus airfare account for staff travel to events: \$20,000, B) Print promotional materials: \$5,000, C) Online/media marketing (Google AdWords, Facebook, TV/radio, etc.): \$35,000 and D) Payroll: \$47,000.