MAPCY

Your sustainable and local guide to Copenhagen

The problems tourists face when visiting Copenhagen and vice versa

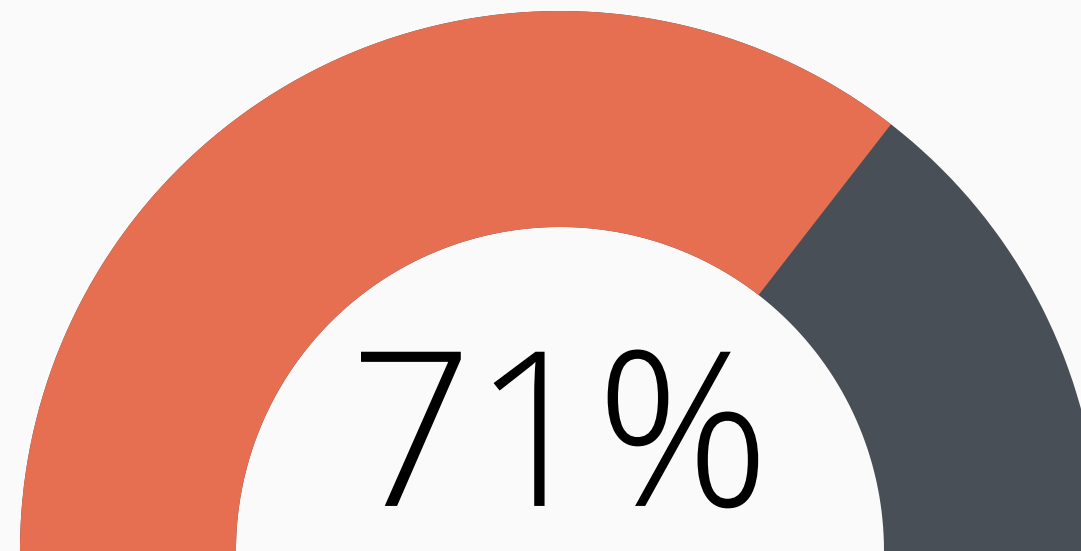- Too much information and too little time

- Lack of knowledge about the sustainable options available in the city

- Focus on the city center and the most popular places and attractions

- Lack of customizable experiences

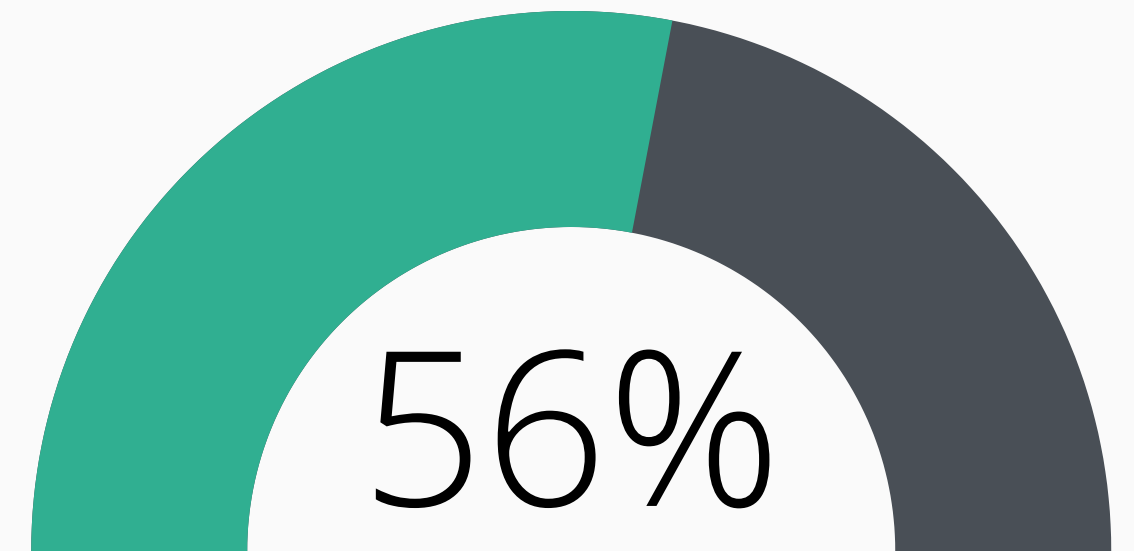# Consumer behaviour has changed as a result of the COVID-19 pandemic

81%
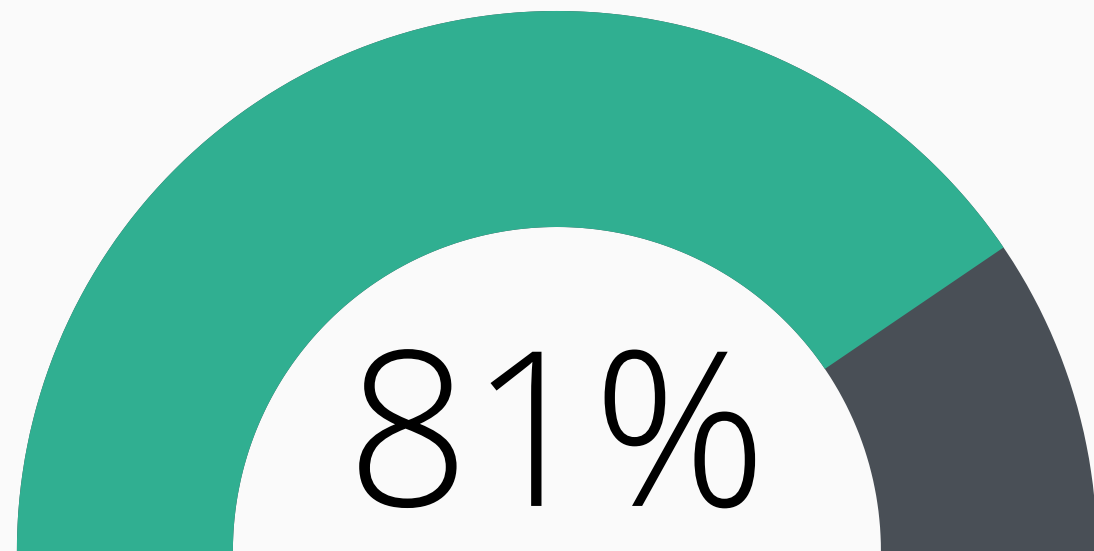
Support local businesses

71%

Shop online

56%

Express environmental concerns

Source: European Commission 2021
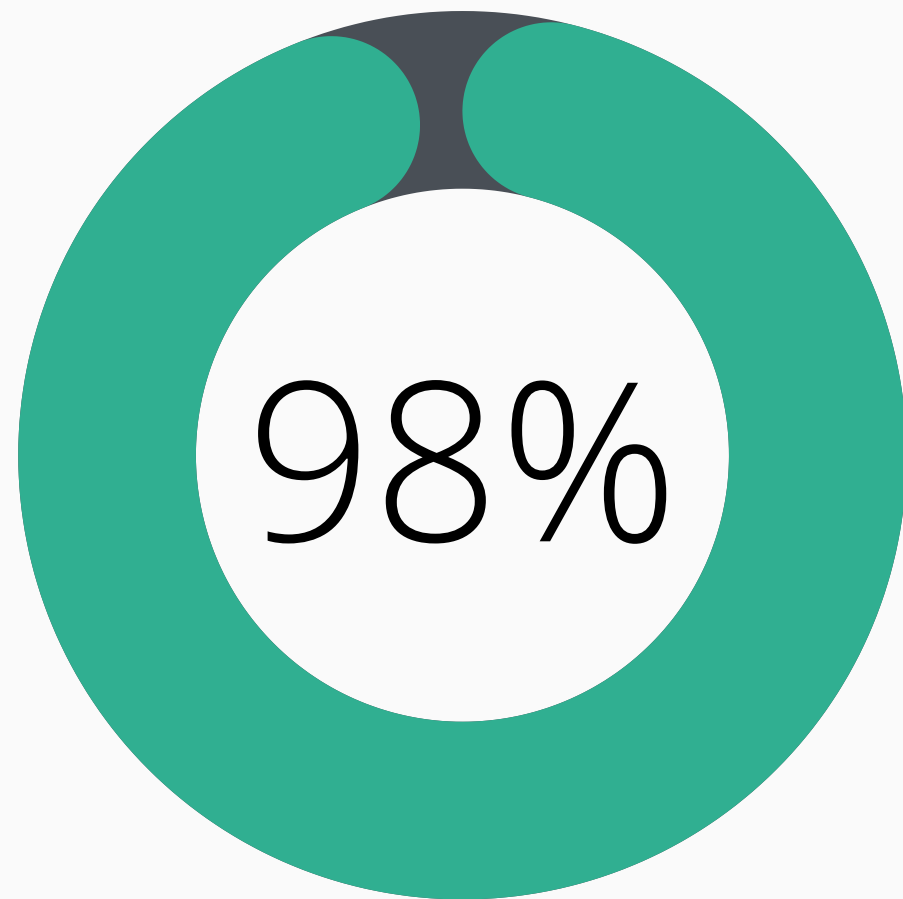
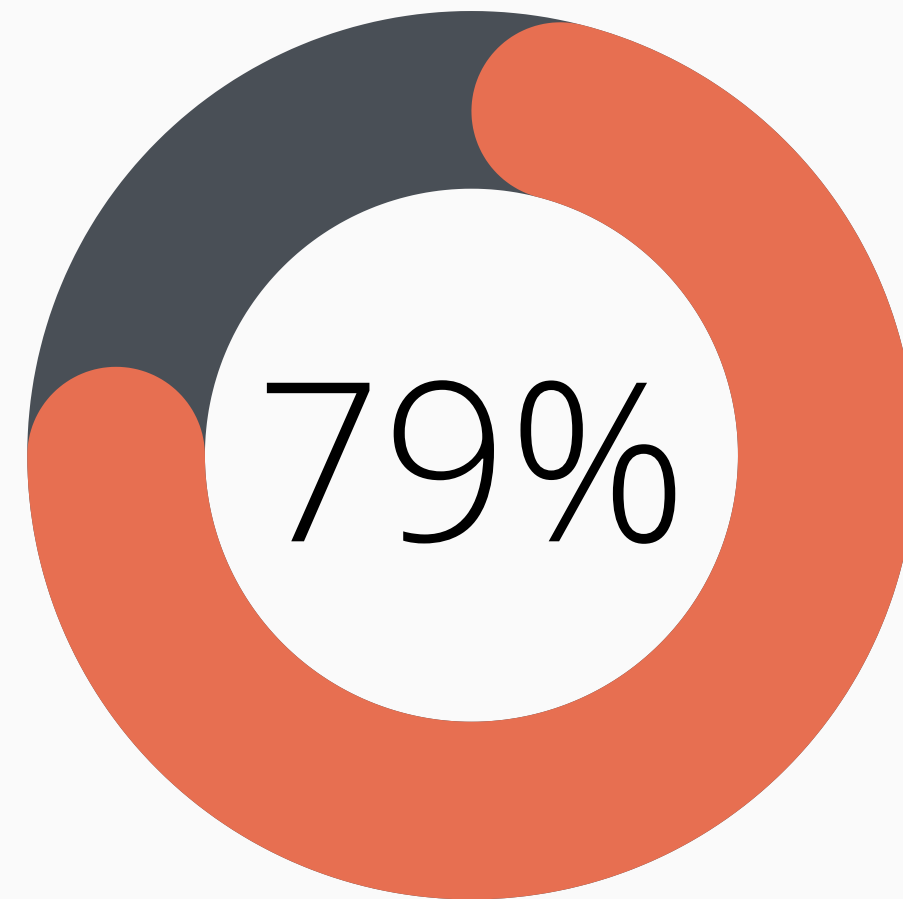# Currently, small and medium businesses in Copenhagen face these problems

- Limitations when it comes to marketing and advertising

- Popularity and visibility on Google Maps

- Not targeting tourists

The coronavirus has dramatically impacted businesses in the experience industry in Denmark

98%

Revenue loss

79%

Drop in number of customers

Our mission

- Simplify and personalize trip planning for tourists

- Encourage a more sustainable and responsible travel behaviour

- Promote authentic experiences in Copenhagen by collaborating with local businesses

- Help local businesses attract more tourists and increase their sales

- Guide tourists outside Copenhagen too

Solution:
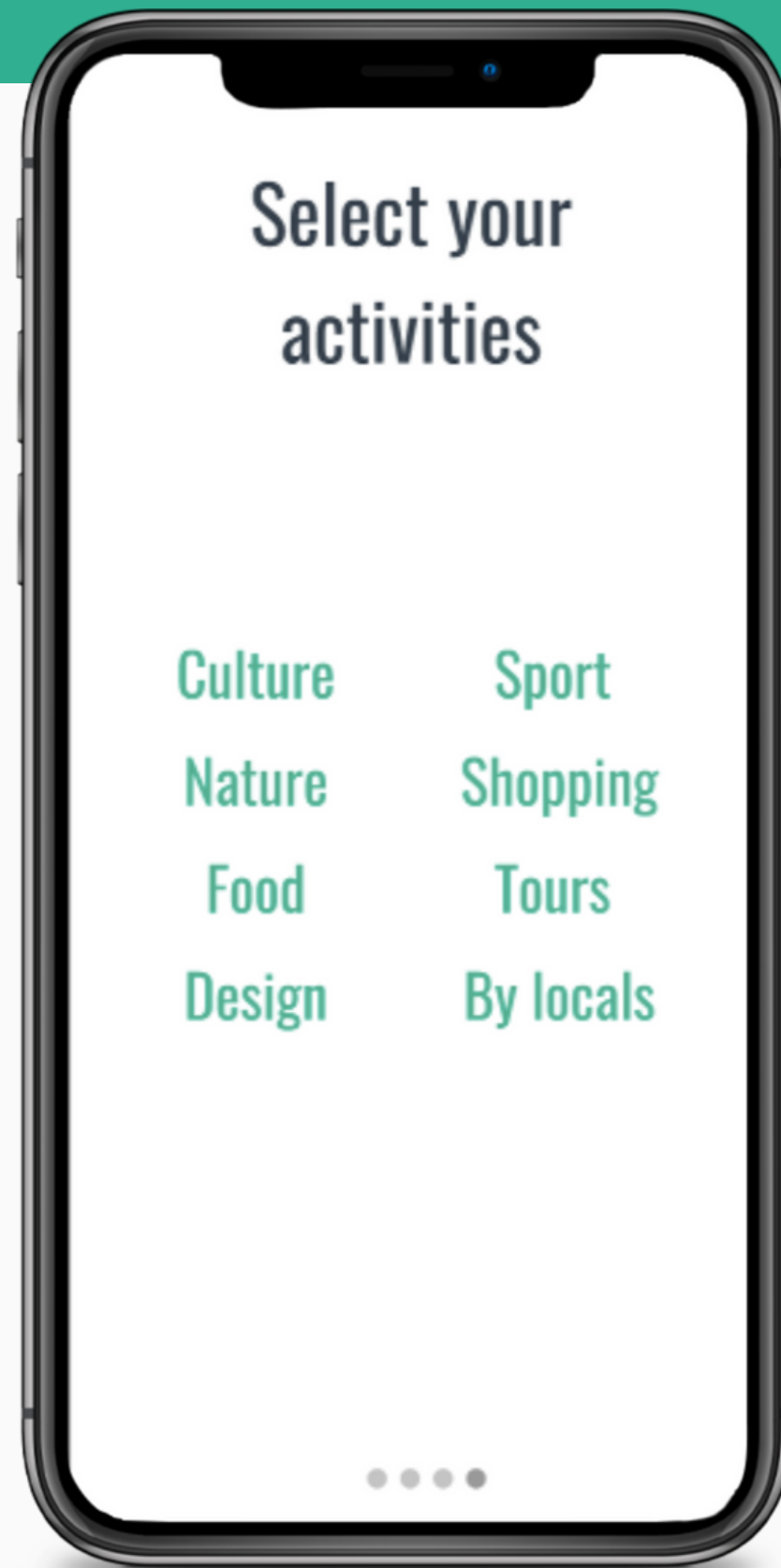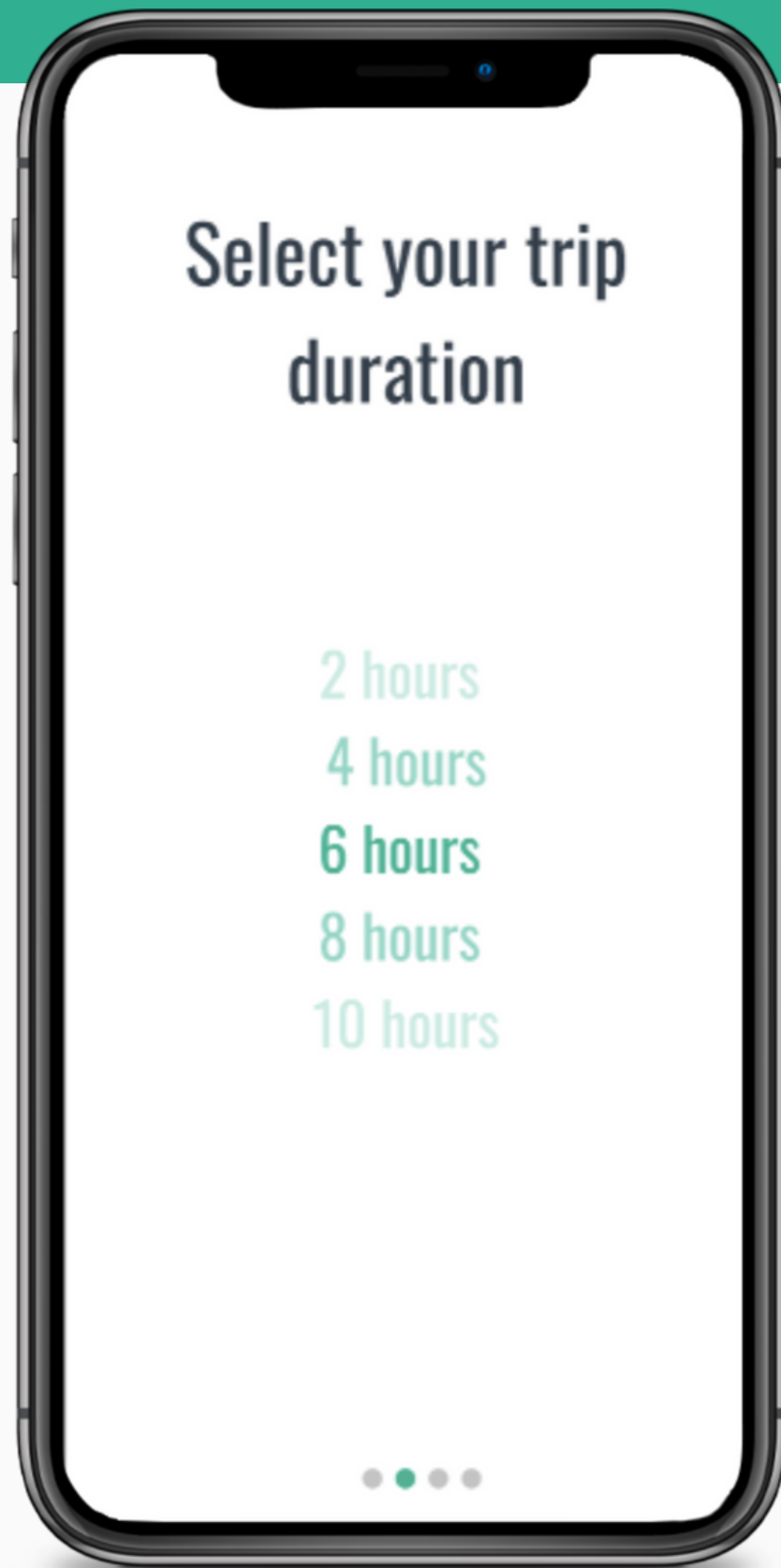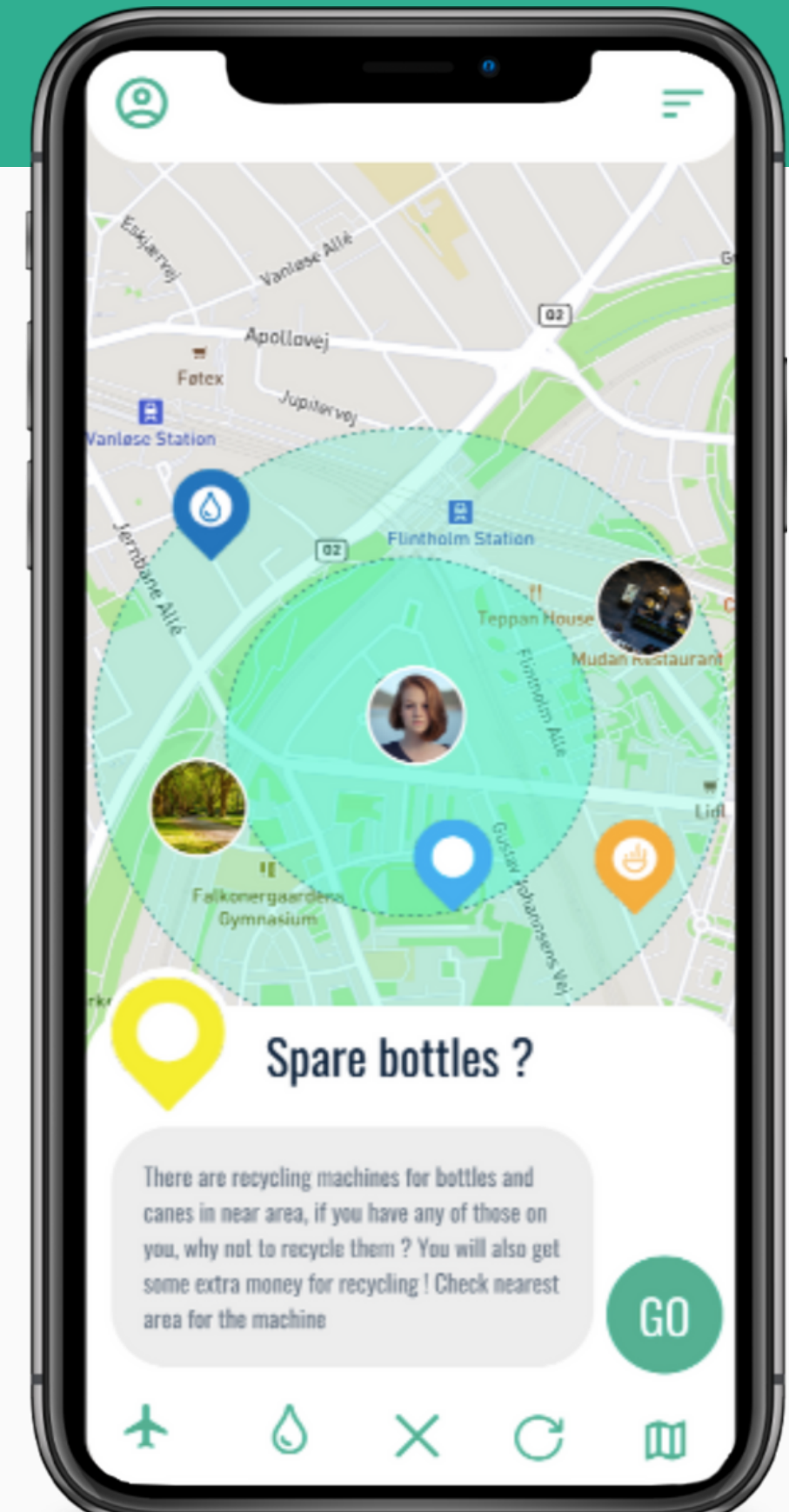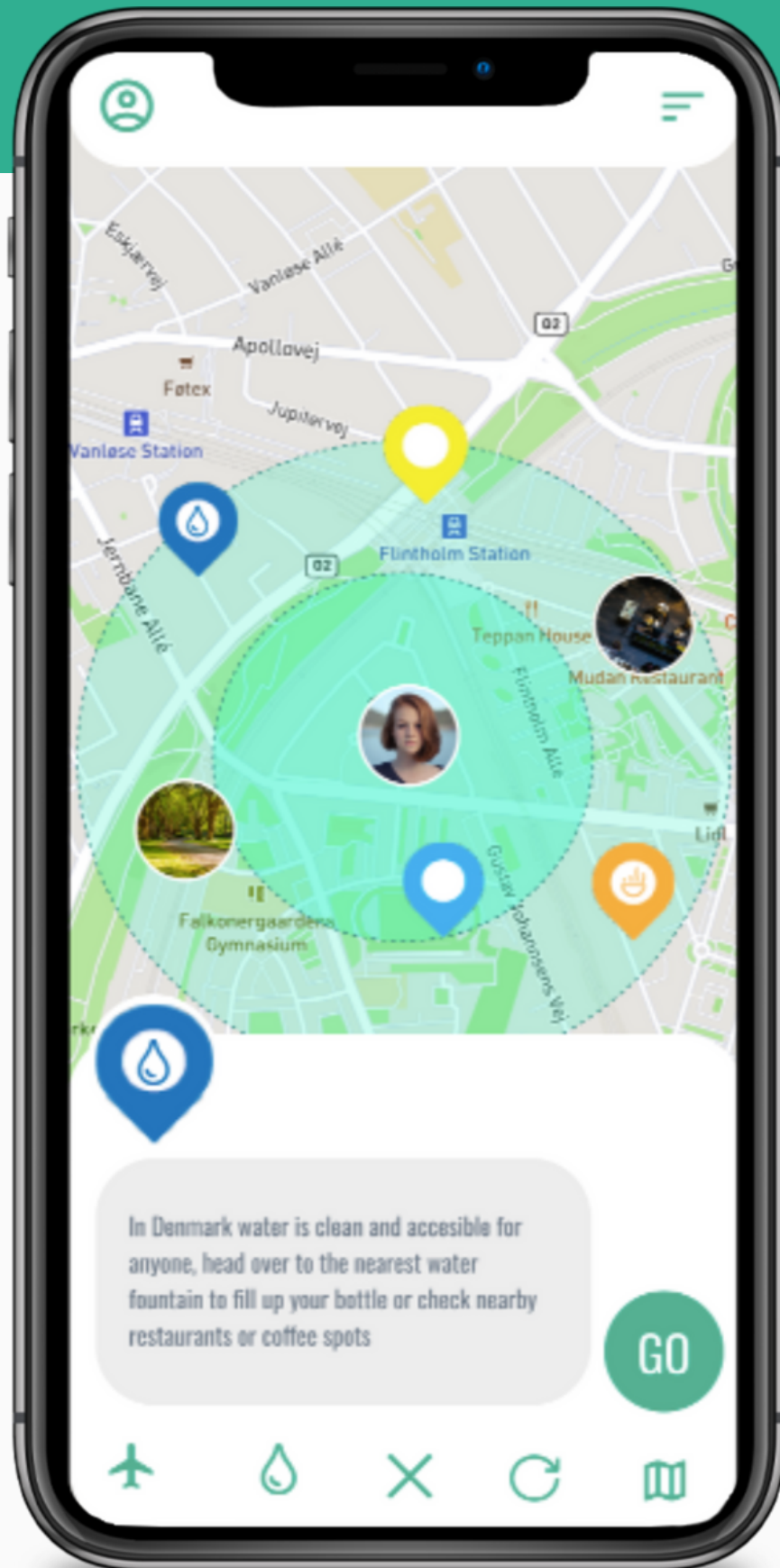
MAPCY travel app

Why is it unique?

Select your trip duration

2 hours
4 hours
6 hours
8 hours
10 hours

Select your activities

Culture   Sport
Nature   Shopping
Food   Tours
Design   By locals

Why is it unique?

Urgent need ?

Check the nearest spot for toilet. There are also toilets in nearest restaurants or coffee spots

GO

In Denmark water is clean and accesible for anyone, head over to the nearest water fountain to fill up your bottle or check nearby restaurants or coffee spots

GO

Spare bottles ?

There are recycling machines for bottles and canes in near area, if you have any of those on you, why not to recycle them ? You will also get some extra money for recycling ! Check nearest area for the machine

GO

Why is it unique?

Enjoy !

By walking to your destination, you save (number) kg of CO2 ! 😛

Company Name

Distance to the scooter — Price

Distance to the scooter — Price

Distance to the scooter — Price

Our customers are...

- Local businesses that take an extra step in offering authentic products and services to their customers and focus on at least one sustainable aspect in their (innovation) strategy

- Local businesses within the mobility sector that offer green transportation solutions in the city

Our targeted partners are...

- Businesses and organizations from both public and private sectors that are interested in sustainability and tourism development in Copenhagen

- Businesses from the experience and tech industry

- Influencers, vloggers, bloggers, photographers

How we will make profit

- Monthly subscription plans for local businesses

- Premium features for users, such as additional travel content and offline map&navigation

- Affiliate programs based on commission from clicks, installations, bookings and reservations

- Sponsored app through long-term partnerships

Subscription plans

Basic

39kr
per month

- Get discovered in the app
- Location share
- Upload 1 picture
- Short business description

→

- Part of the 2022 plan

- Free until customers reach 50 customers from MAPCY app in return for discount cupons

- Goal: 100 customers and 2500 users

Subscription plans

Standard

99kr
per month

- Customizable profile (longer descriptions, pictures, videos, awards, reviews)
- Customizable vouchers and deals
- Analytics (track visitors and measure progress)

- **Part of the 2023 plan**

- **Goal: 200 standard customers and 5000 users**
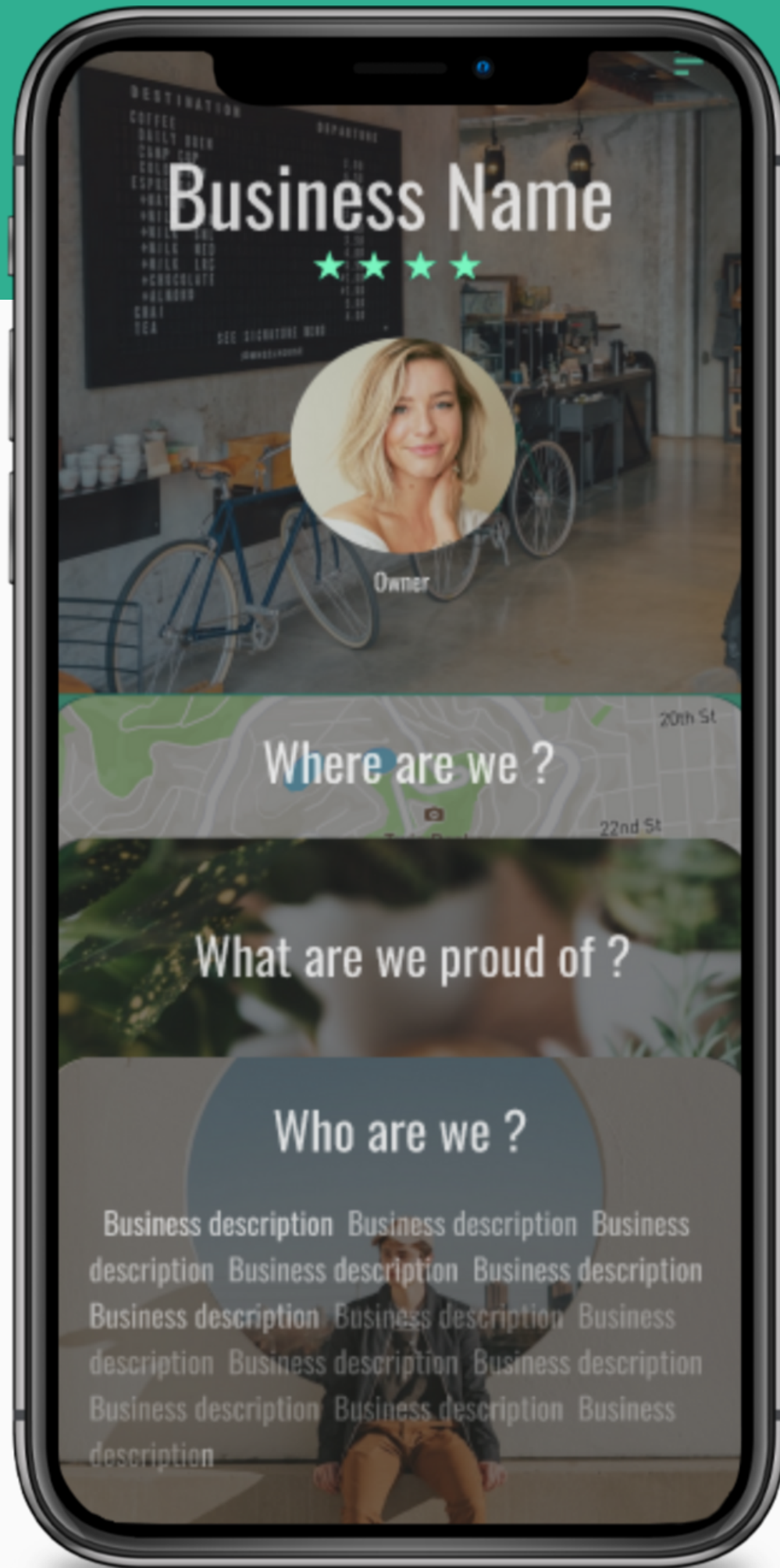
Subscription plans

Premium
149kr
per month

- Standard feature
  +
- Customer interaction
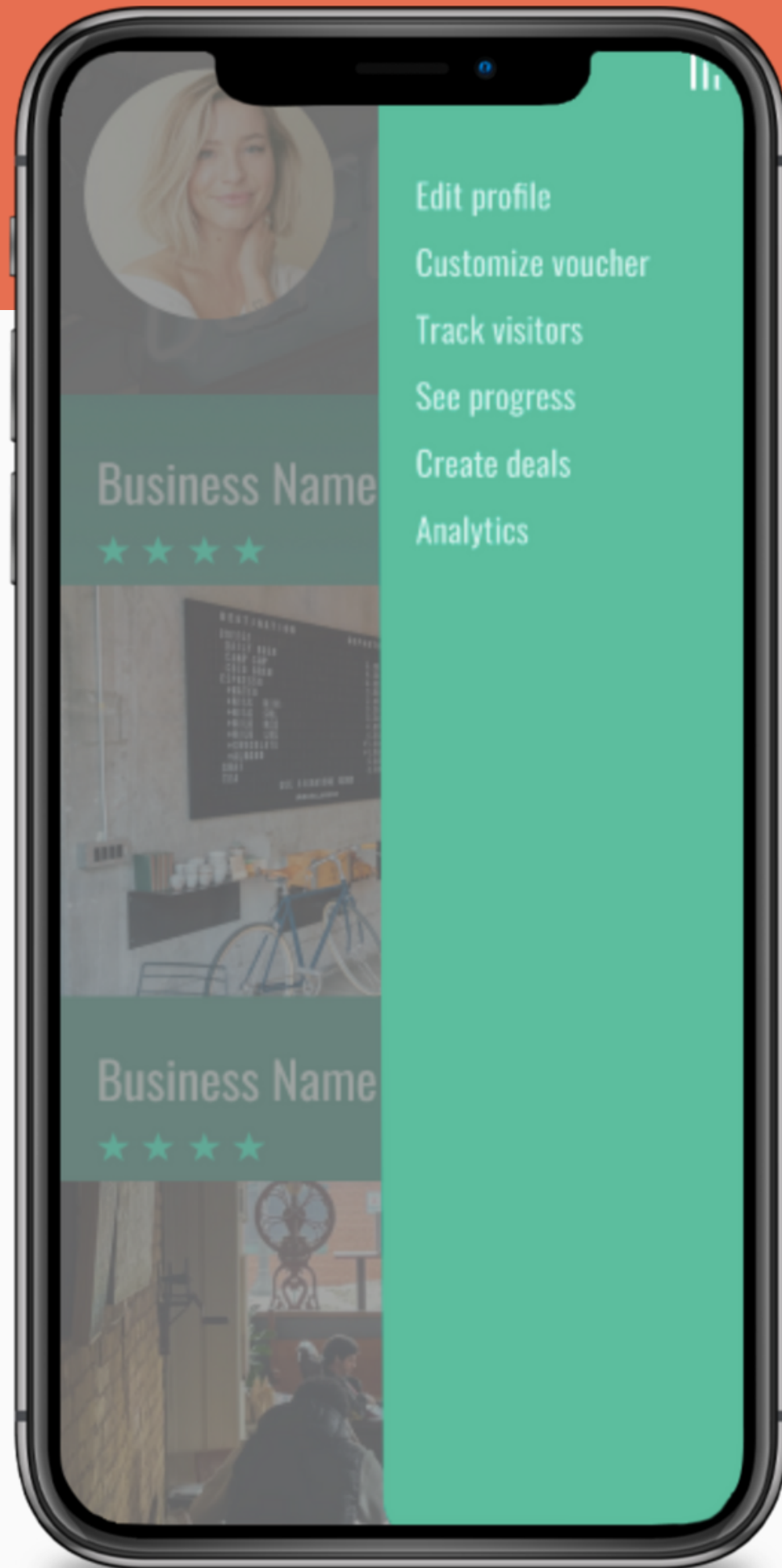- Push notifications to users
- Cross-promotions

→

- Part of the 2024 plan

- Goal: 300 premium customers and 15000 users

How the business profile works

Create a business profile on Mapcy app

How the business profile works

Edit profile
Customize voucher
Track visitors
See progress
Create deals
Analytics

Business Name
★ ★ ★ ★

Business Name
★ ★ ★ ★

Personalize your profile, create deals for customers, see progress and gain valuable insights about your visitors

How the business profile works

Hi Michelle !

Business Name

★ ★ ★ ★

Overview:

Where your customers come from ?

• Sydhavn Station
• Central Station
• Norrebro

What time visitors started moving to your location ?

• 11 am
• 13:15 pm

What are the reviews ?

• Positive (45%)
• Neutral (25%)
• Negative (30%)
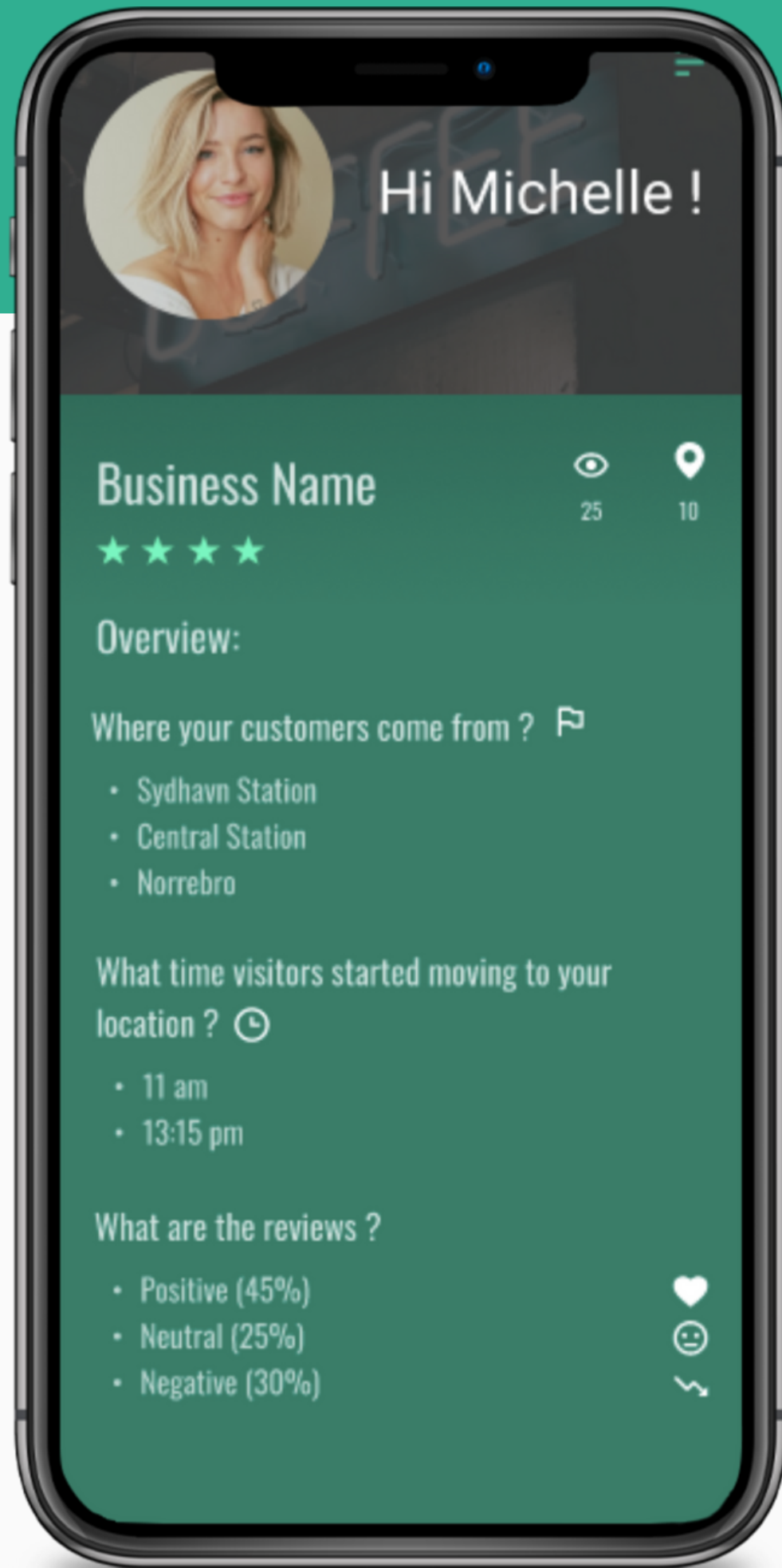
Use the insights from the user-generated data to adjust your offerings, innovate and improve your business

Current status

✓ Concept, user and market validation

✓ 1 customer (+3 potential new ones) and 1 partnership with Copenhagen Municipality

✓ Building a basic app for Android

✓ Recruiting one or two software developers in the team (3 interviews scheduled)

✓ Preparing to soft-launch in January 2022

Oana (Co-founder)
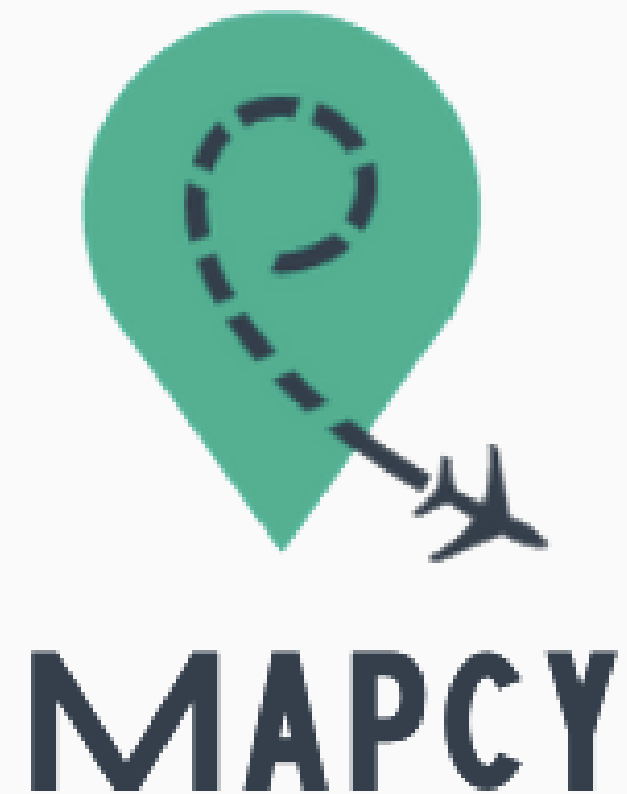
Lorelai (Co-founder)

Mari (App developer)

Current team

Ready to explore the unseen?

Coming soon.

Start your Copenhagen tour

Contact us

Phone Number

+45 91 75 28 23

Email Address

hi.mapcy@gmail.com

Website

https://himapcy.wixsite.com/mapcy

MAPCY