



# Chipln

## Save, Track, Travel, Together

*Team 6*

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# ■ Problem

Difficulty in  
Saving Money

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Costly  
Group Trips

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Lack of Integrated  
Platforms

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Teenagers now face  
more problems saving as  
compared to 50 years  
ago

Average cost of a group  
trip is around \$1,960 per  
pax

Users need to switch  
between various  
applications to monitor  
and use their travel  
expenses



# ■ Market Validation

Based on our surveys conducted,



70% of youths encounter problems saving money.



70% of youths plan their trip itineraries in advance - traditional and technological means.

“ I do not have proper means to save collectively and effectively in an organised manner with my group of friends ”

“ I would love to travel with my friends. However, some of us did not plan our finances well enough to embark on this trip ”

The background of the image is a dense, warm-toned field of numerous piggy banks. Each piggy bank is light-colored, possibly ceramic or wood, and features a simple, friendly face with two small eyes and a wide, curved smile. They are arranged in a way that creates a sense of depth and repetition, filling the entire frame. The lighting is soft and even, highlighting the textures of the piggy banks.

This is where **Chipln** comes in

# ■ Solution

Monitor and Execute your travel goals all in **1** place



Collectively save  
together to afford users'  
travel expenses



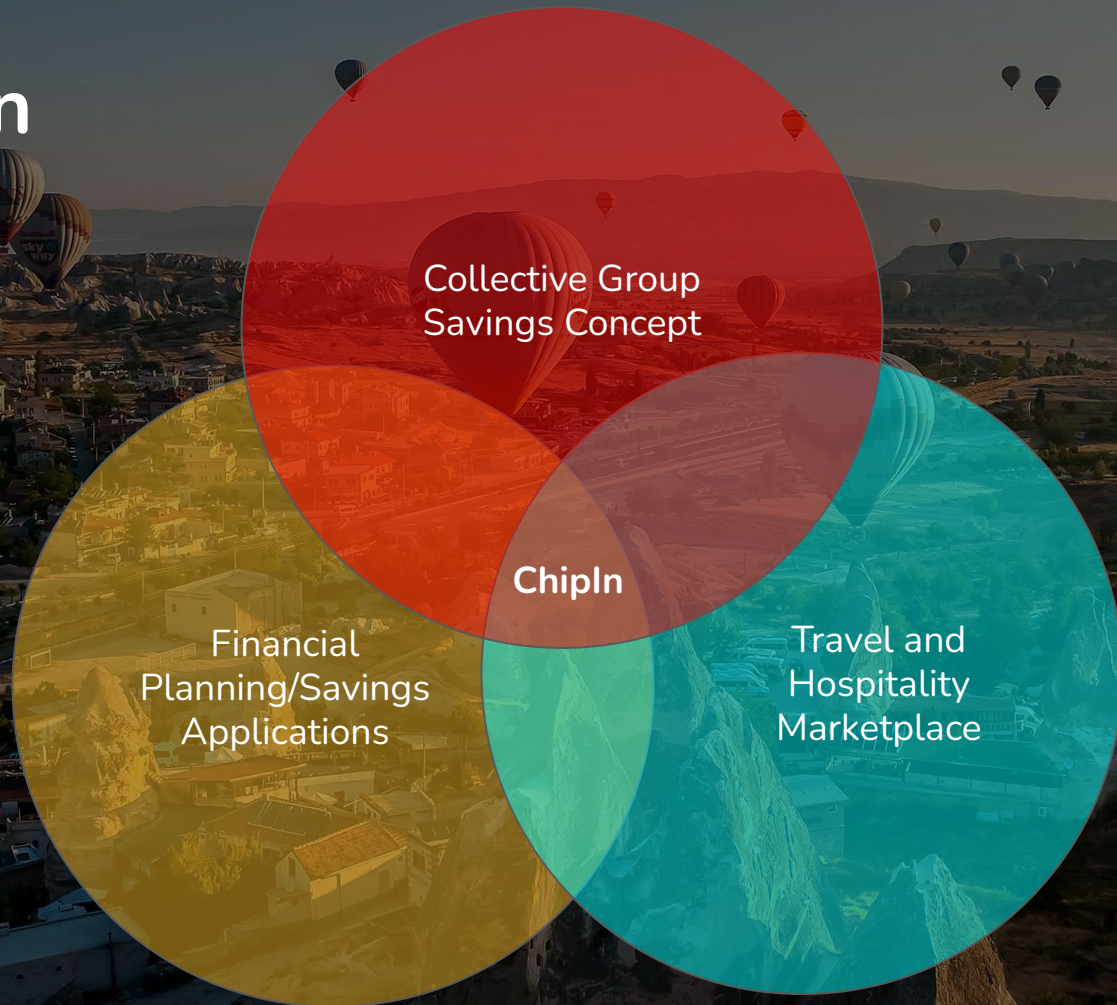
Provide unique insights and  
advice on how to manage  
finances to keep progress  
on-track



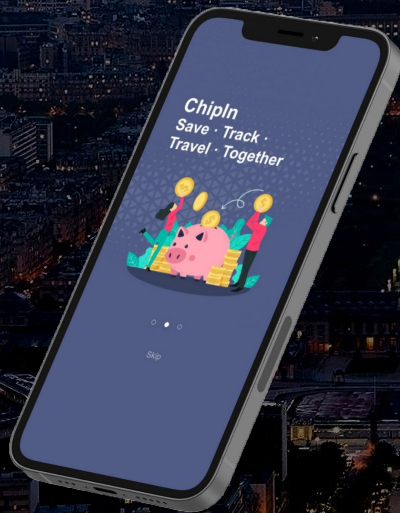
Search and Purchase your  
dream destination flights  
and accommodation



# Solution



# ■ Our Product





# Revenue Model

## *Initial Focused Revenue Stream*

### Advertising

Covers server-related costs

### Premium Subscriptions

Users Pay to unlock additional features

### Merchants

Promotional and Merchant Fees



# Market Opportunity

\$26.6  
Billion

X

18%

X

40%

Singapore's Outbound  
Tourism Size in 2019

Target Age Group as a  
percentage of Population

Percentage of  
Middle-Income Class

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\$1.9 Billion

Addressable Market Size

# Potential Sales

720,670

Population aged 15 to 29

2%

Initial Acquisition from first funding round

40%

Are willing to pay for premium accounts

\$2.99

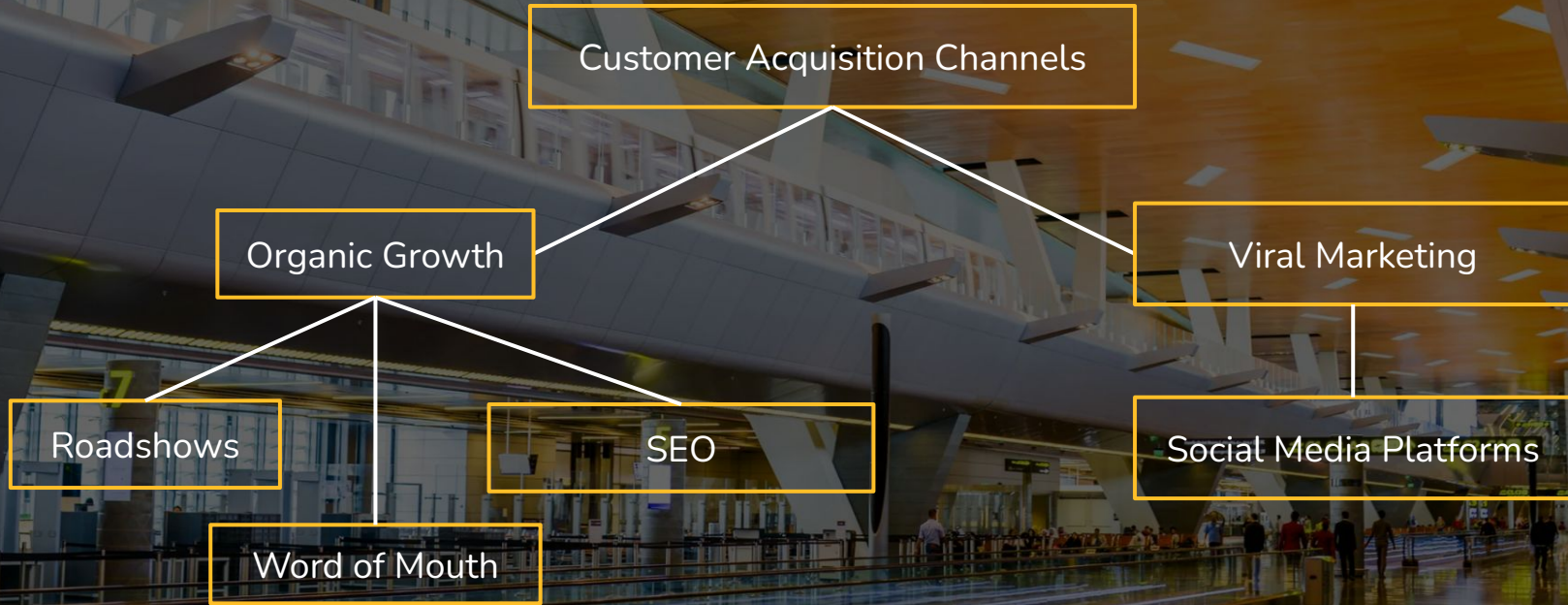
Premium Subscription Pricing per Month

\$17,238/Month

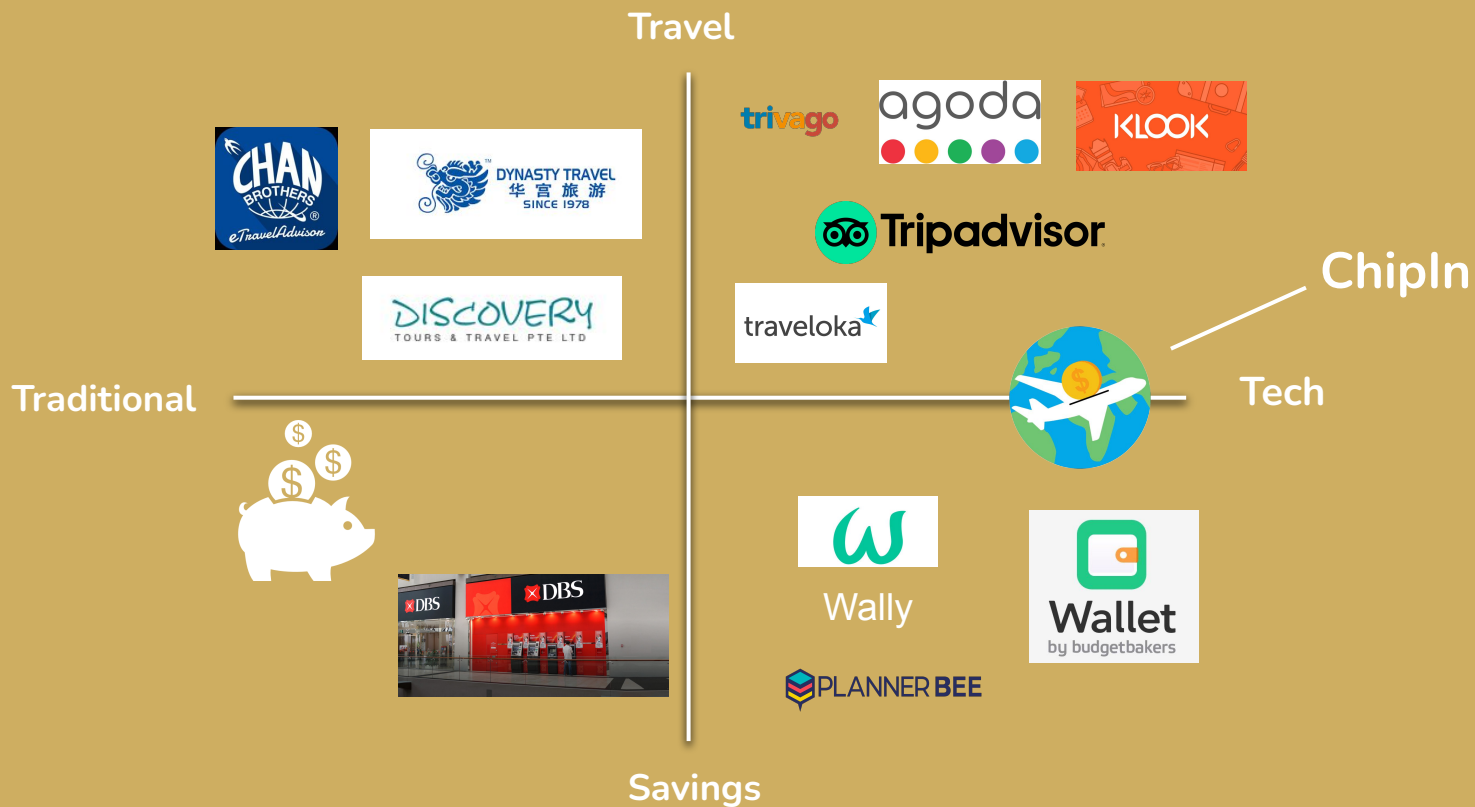
Projected Sales



# Customer Acquisition



# Competitive Landscape





# Competitive Advantage



## First to Market

For Travel-based Group savings marketplace



## Communal Environment

That promotes healthy savings competition and boosts customer loyalty



## Ease of Use

Save collectively and Plan Trips Seamlessly



## Integrated Platform

That combines Group Savings elements and Travel Marketplace



## Merchant Benefits

Low merchant fees and secured customer base

# Roll-Out Plan

Product Development  
and Iterations

Legal Obligations and  
Marketing

Merchant and Viral  
Marketing Focused

Merchant Acquisition  
and Product Launch

Q1 2022

Q2 2022

Q3 2022

Q4 2022

Product Development  
Testing MVP

Obtaining Licenses  
Legal Due Diligence

Marketing Roll-Out  
Press/Media

IHL and Workplace roadshows  
Social Media Marketing  
KOL Marketing

Merchant Selection  
Merchant Onboarding

Product Launch



# Meet the Team



**Christopher Wong**  
Business Development and  
Finance

Has Business Development and Strategic Finance experience. Familiar with Growth Hack strategies. Equipped with startup experience from tech Unicorns such as Kopi Kenangan. Background in International Business.



**Carol Lim**  
UI/UX Design Lead

Experienced UI/UX Designer. Familiar with Design Principles and Product Development. Holds a diploma in Product Design and Innovation from Ngee Ann Polytechnic.



**Venus Siao**  
Operations Lead

Seed Stage startup experience. Took on Public Relation roles. Experienced with handling clientele needs and lead generation.



**Dwayne Otero**  
Tech Lead

Junior full stack web developer. Has worked on SaaS products at XOPA AI. Has experience working with JavaScript, Python, Angular and React frameworks.

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