



Together we can share the world

Josh the Travel Guy is a Canadian based World Travel and Culture Company. By traveling locally, nationally and internationally, we aim to highlight the greatness of each location while focusing on creating insightful, useful, and professional travel content.

Our varied approach drives our growth as a reputable source for travel information. Combining research and on-site visits, we establish a rounded experience for ourselves, which is translated and shared with our viewers and readers.

Building connections is extremely important to us. We choose to collaborate with local businesses, agencies and residents; aiming to foster an environment of content sharing and learning. We believe that together, we can share the world.

EXECUTIVE SUMMARY

Josh the Travel Guy was founded in 2017 by Josh Baltzer. The brand started out very humbly - creating personal YouTube travel videos. As the notion of developing the business grew, we focused on consumer feedback and decided to adapt our channel to better represent the needs and wants of our viewers. We began creating content that appealed to our viewers who were looking for more than an entertaining vlog - those searching for practical and useful travel information.

In 2018, the channel continued to evolve with the addition of Akane (Josh's wife). Not only did she add a new dimension to the videos, but brought years of travel experience to the table. With the two appearing on screen, it presented a relatable and inspiring relationship dynamic - something other travel couples could relate to.

As our interests expanded in 2019, so did our outlets. We began posting on Instagram, Facebook, Twitter and Patreon which allowed for community collaboration and content sharing. This development allowed us to double our video content by creating multiple versions of each video.

By the end of 2019, a new website was constructed to create a central information hub culminating around the principals of the brand. An online affiliate store has most recently been added to increase revenue and expand on our collaborate goals.

TARGET MARKET

Josh the Travel Guy has the potential to appeal to a very broad market. With created content in the form of video, articles, reviews, photos and more, we touch on almost every media variation people search for information. Since our website is brand new, limited data is available about the trends of its use. Our YouTube channel has been visited primarily by males 25-34. We seek to engage people from all walks in life, but we are most marketable to the younger, budget friendly traveler. We make strong connections with viewers who want an authentic view of a destination.

COMPETITORS

Internet competitors are uncountable. There are a large number of travel bloggers, vloggers and writers. Many are small but account for a large portion of the market, which is great, because unless they are backed by other organizations, don't pose much competition.

By working and collaborating with partners, we can easily take advantage of this market by expanding the network of our outreach. By creating a web of people and organizations who are willing to share our material, we will elevate our standing within the market. By increasing our online presence, we will increase our growth, our reputation, and in turn, profits.

HUMAN RESOURCES

In its current state, Josh the Travel Guy is run by two people.

At present, we film on location and then all material is processed back in Nova Scotia, Canada (this includes the editing of videos and photos in addition to writing related articles and reviews).

With wide spread internet available, these positions can be performed anywhere in the world. As our project expands, we will expand our operation including new cast members, editors and video crew with production occurring as we travel.

MARKETING PLAN

With 2020 in the horizon, our goal is to increase engagement with outside tourism businesses. By increasing the amount of people we pair with, we will directly impact the amount of people willing to share the material. By sharing the material, it not only places our brand and content in front of potential collaborative partners, but it also helps generate income (as videos get profit per view).

We are wanting to pair with investors who have built a network of people and organizations within the tourism, sporting and other related fields, who want their business or products shown in multiple media outlet forms, and who would be willing to promote and share our content as part of their advertising campaign.

FINANCIAL PROJECTIONS

Our channel is currently operating around 7,000 views a month. With these views, we average \$20-25 per month in revenue. By pairing with companies that can share the material, we can expect to achieve substantial growth. Earnings are uncapped and sharing content is a simple and cost effective marketing strategy for any company we work with.

In the first two years, we have gained upward of 5,000 subscribers and have had one viral video obtaining over 1 million views.

Through our collaborations, we have managed to reduce the cost of daily operating costs through free stays and products. By engaging in collaborations we not only grow our viewership but reduce the costs associated with *full-time travel.

We have begun an affiliate store on our website which has the potential to bring in additional income. We have recently begun selling short video clips and photos to stock image websites as a new path of income.

*We are currently not traveling full-time