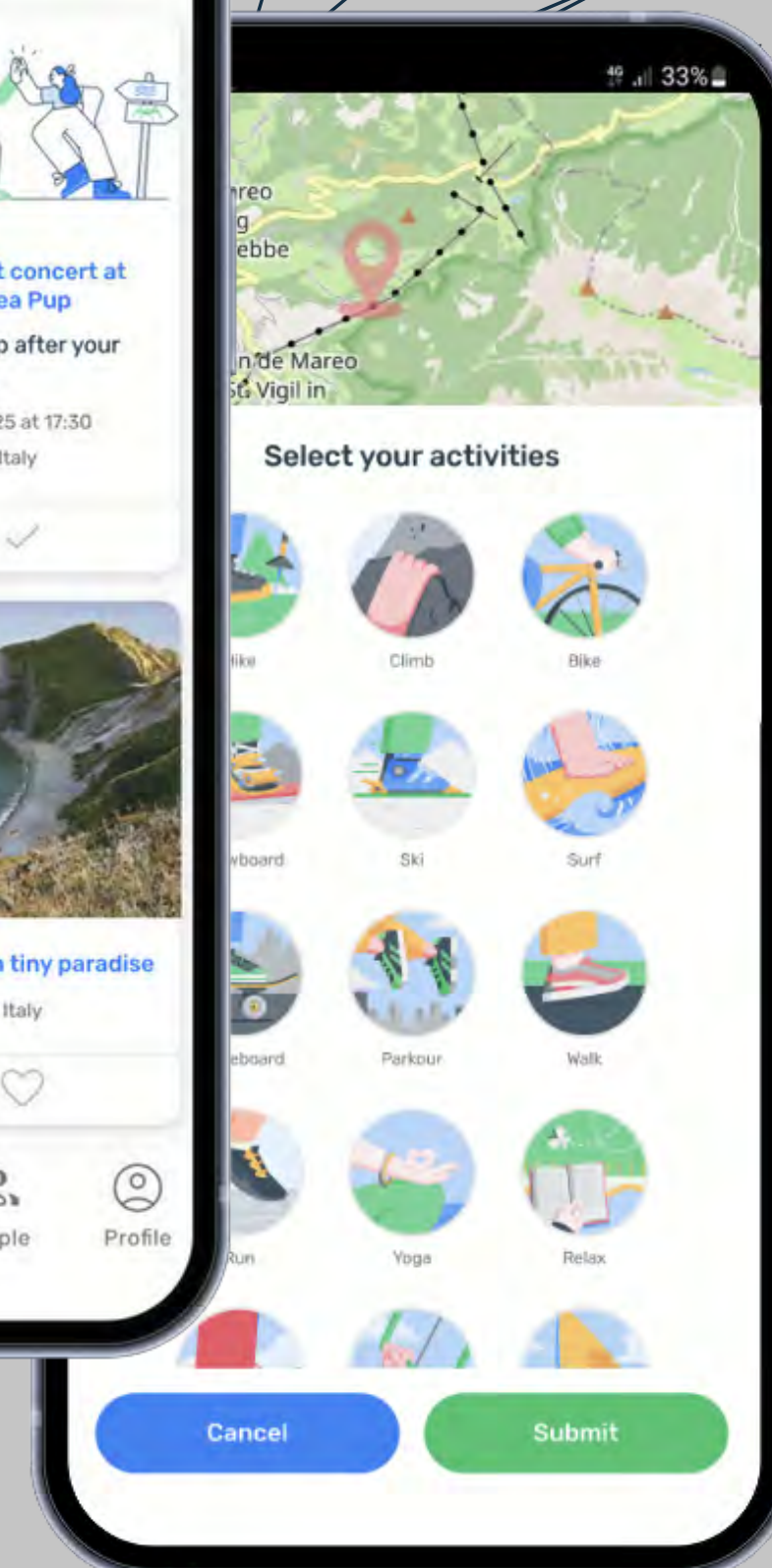
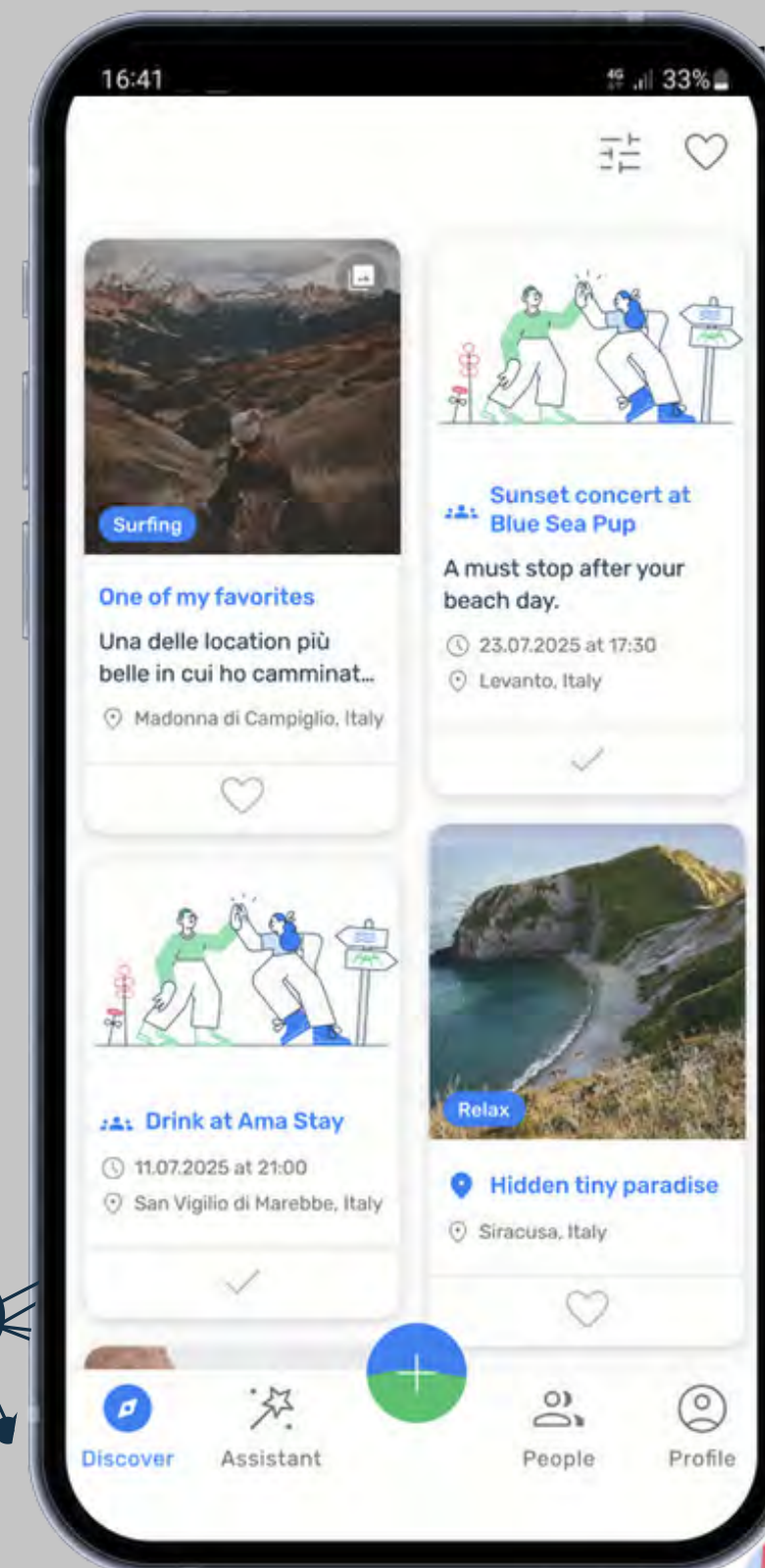


movetodiscover

Connecting people with places that matter



Dolomites
San Vigilio Official partner

Our vision

**We shape the future of
authentic and sustainable travel.**

Where technology meets authenticity to empower
people, places, and the planet.



Problems

Destination Management Organizations are flying blind,

lacking digital tools to manage visitor flow, protect nature, and connect travelers with authentic local culture.

Travelers waste time

across countless platforms filled with ads and irrelevant content, while authentic experiences and connections remain invisible.

Tourism decisions can't rely on unreliable data

driven by social media and public AI, fueling misinformation and safety risks.



The “Green Gap”:

A high demand for sustainable tourism collides with significant inefficiency on the supply side.

44%

of travelers do not know where to find sustainable travel options.

75%

actively seek experiences that reflect local culture and communities.

84%

of travelers consider sustainability and sustainable travel important.

80%

of DMOs report need for visitor-flow management tools.

“Demand for sustainable tourism is growing exponentially.”

***Cross-analysis of 33 sources**

**We are building
the first AI-powered
platform that
connects travelers
and destinations
through
authentic
experiences.**

Our customers' value

Destination Management Organizations

Empowering DMOs to turn authenticity into data-driven growth and measurable sustainability.

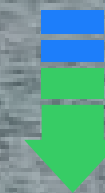
- Local engagement in cultural activities.
- Off-peak shift and visitors' flow management.
- Local spending for genuine businesses.
- Conservation.



Small & Medium-Sized tourism businesses

Empowering SMEs to turn sustainability into visibility, efficiency, and measurable growth.

- Online visibility
- Booking & revenue
- Marketing workload



Travelers, Outdoor communities, Explorers

Connecting outdoor lovers, local communities, and travelers through authentic and sustainable experiences that create measurable impact.

Social & Environmental Organizations

We boost visibility and funding for environmental and social projects by engaging travelers and businesses, creating measurable impact.

Our ecosystem

Three user roles - One ecosystem

Targeted features

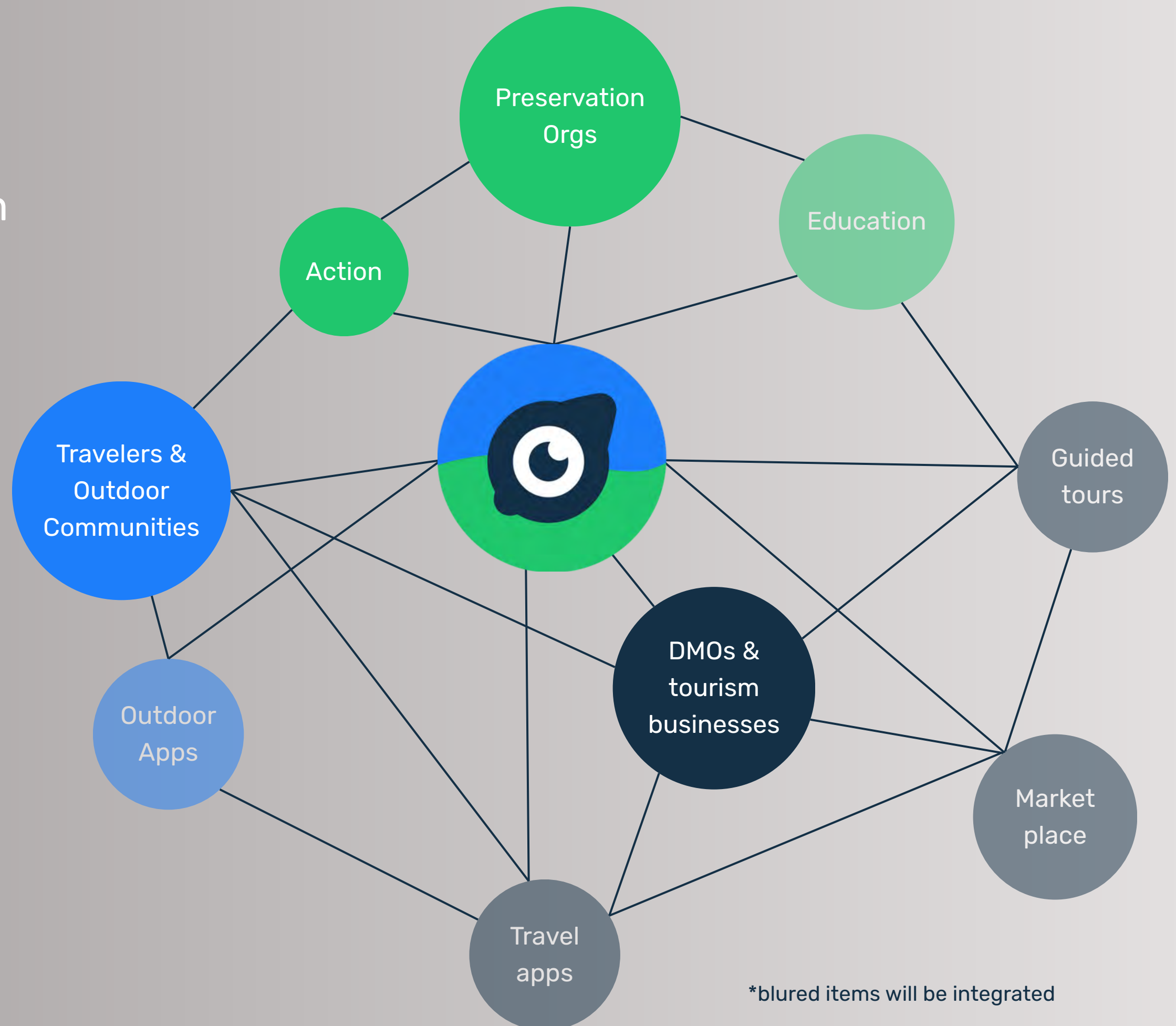
We offer three account types for users with different goals.

A central platform hub

for tourism-related services, targeted booking and data insights for effective management.

AI technology

for outstanding user experience, recommendations, and intelligence.



*blured items will be integrated

Tailored features for different user roles

DMOs & Businesses

Redesign tourism for authentic experiences.

Manage and certify your **local spots**, showing your commitment to impact.

Bring travelers and locals together with **Adventures and Meetups**.

Reach your guests in **real time** and turn them into loyal advocates.

Learn from data, peers, and AI insights to make smarter **business decisions**.

Grow your visibility and revenue through a targeted **marketplace**.

Delight your guests by **anticipating their needs** with AI support before they even ask.

Explorers & Travelers

Belong to real, authentic experiences.

Our **AI assistant** guides you to the right places, experiences, effortlessly, and safely.

Share your Adventures and inspire others to explore and preserve the world.

Discover certified, uncrowded Spots where nature and freedom feel real.

Create or join **Adventures** that turn destinations into meaningful memories.

Meet like-minded people through **Meetups** designed for connection and shared passions.

Connect with **local communities** instantaneously, with curiosity and respect.

Chat and **collaborate** in real time with travelers who share your values and vibe.

Enviro & Social Orgs

Amplify your mission.

Share your initiatives and stories to **inspire** travelers to act with purpose.

Launch **Projects** that travelers can follow, support, and see real change.

Turn awareness into action with **Calls** that engage your community.

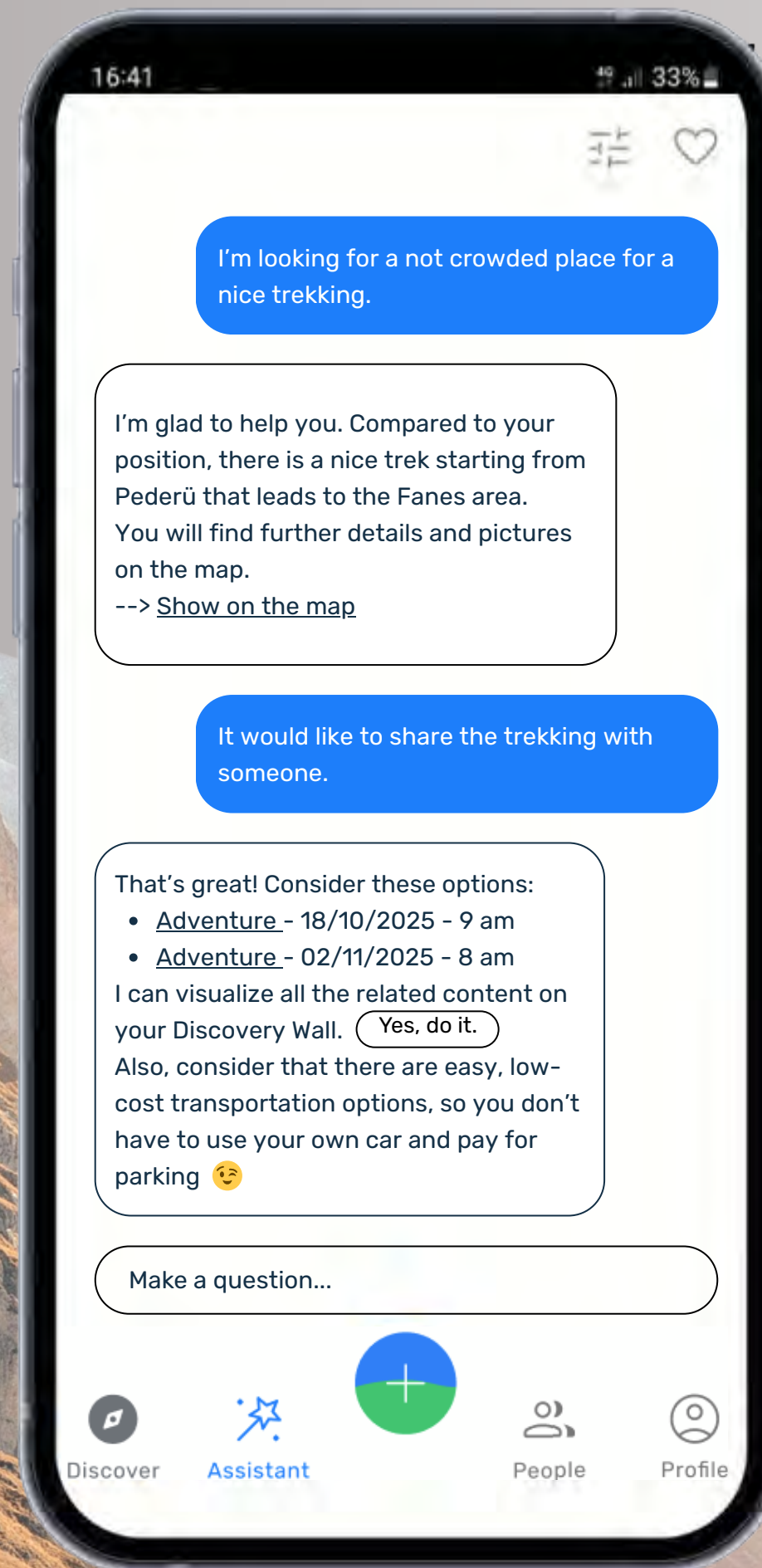
Educate travelers and shape a new consciousness for a sustainable world.

Attract conscious travelers and increase funding through our **impact marketplace**.

Exchange best practices and **grow stronger** together with like-minded organizations.

Stay connected in real time with the people who believe in your cause.

AI Chatbot



Information quality

Information quality is at the highest level due to a certified database fueled by registered businesses. The system is based on a large language model.

Tips, services, sustainability

Information gathering becomes easy and fast. Helpful inputs about safety, sustainable transportation, services, and products based on users' preferences enrich the experience.

AI power

To manage visitor flow, address over-tourism, enhance local supply chains, and support sustainable tourism strategies through data.

Market 2025-2030

TAM ~ \$450 Billion+

The Global Adventure Tourism Market

It is experiencing strong growth and is projected to reach \$1 - \$2 trillion by 2030.

CAGR estimation: 16% (2025 - 2030)

(Source: Grand View Research, IMARC Group, Allied Market Research, Market.us)

SAM ~ \$140 Billion+

The European Adventure Tourism Market

CAGR estimation: 15,9% (2025 - 2030).

Eco & soft tourism in Europe, as part of adventure tourism, is projected to grow at a CAGR of ~16% from 2025 to 2030. (\$120B-\$255B)

The shift in traveler preferences toward experiential travel, outdoor sports, and personal enrichment is a trend.

(Source: Grand View Research, Deep Market Insights, Future Market Insights, McKinsey & Company "State of Tourism & Hospitality 2024", Booking.com Sustainable Travel Report, UNWTO Trends 2024)

SOM ~ €26 Million+

ARR starting from 2030

Our €26M ARR target is driven by a multi-tiered freemium model.

This requires capturing just **0.02%** of our serviceable market.

Revenue Drivers:

- **Explorer Users (29.5K yearly average paying users):** Converting 2% of the total users at €5.70/month.
- **Business Users (30.5K yearly average):** Engaging high-value businesses at a €67.00/month rate.
- **Free Users (350K total):** Building a large, engaged community to act as a funnel for future growth.

(Sources: Internal 2030 Projections)

Competition – Blue ocean strategy

How do we apply a blue ocean strategy?

A low-competition, high-value niche.

We attract conscious explorers who seek authentic, sustainable travel, outdoor adventures, and genuine community connections.

Make competition irrelevant.

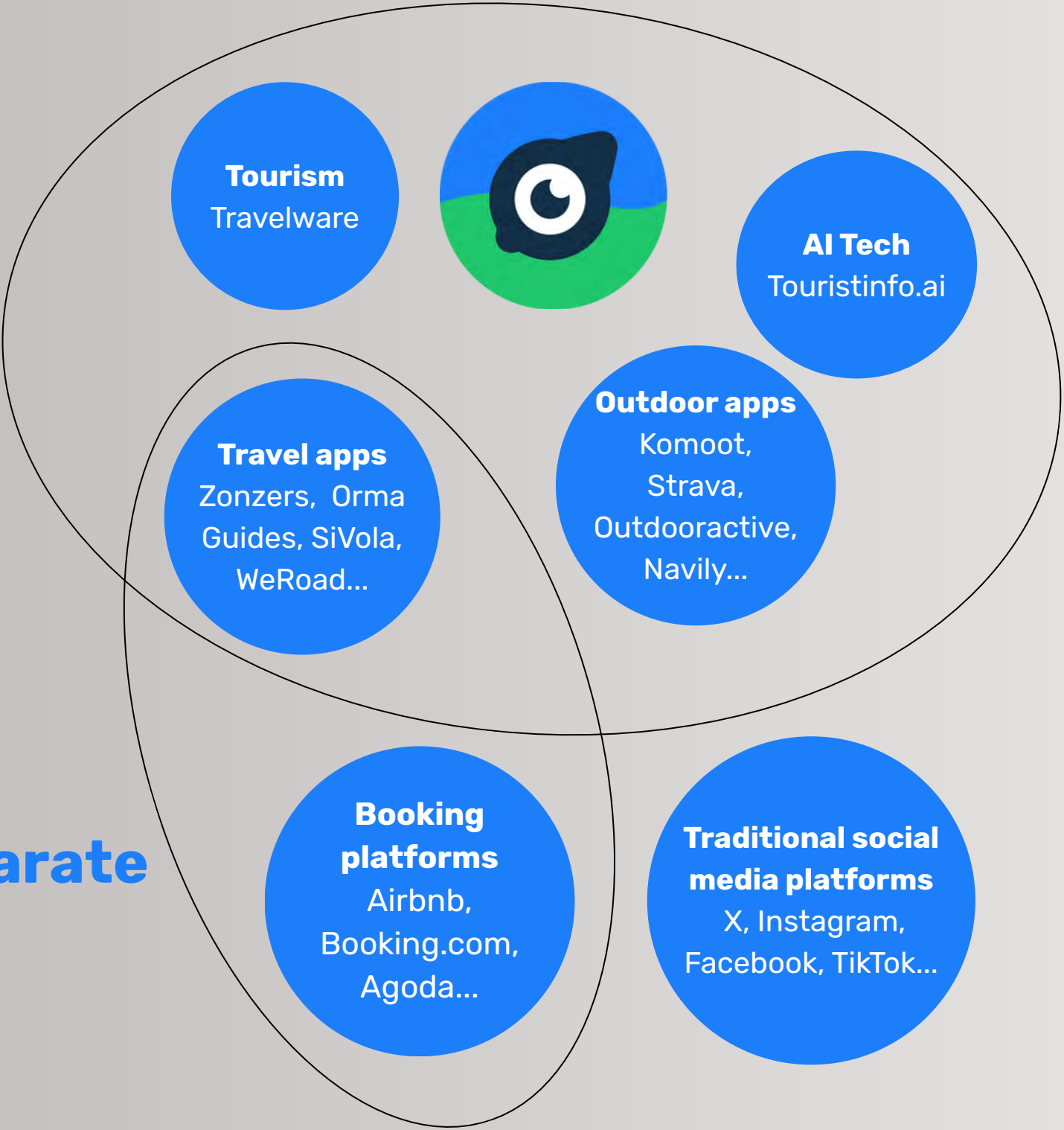
We create new market space by turning potential competitors into partners, expanding our ecosystem, and multiplying shared value.

Expanding use cases through a connected ecosystem.

We go beyond industry limits by integrating travelers, communities, and sustainable businesses, driving engagement, collaboration, and impact-driven growth.

Competitive landscape **Let's unify what others separate**

[Characteristics]	(Potential competitors)			
	Outdooractive	Fairbnb	Komoot	MovetoDiscover
	Social & Community			
	Sustainability focus			
	DMO Tools			
AI & Impact funding				



Collaborative business model

Paid plan
DMOs & Businesses

Subscription model

Starting from 67,00€ / month + booking fees.

Freemium model
Outdoor Explorers

Pay what you want model

Starting from 5,70€ / month to unlock premium features.

Free
Conservation Organizations

Free account to promote preservation.

Organizations contribute to creating network effects.

Willingness to pay

Competitive pricing

"804€ / year is an affordable step toward achieving your goals."

Average yearly business expenditures for promotion:

- Meta Ads (Facebook + Instagram): 600 – 3.000€
- Google Ads / Local Search: 1.200 – 5.000€
- Booking.com commission: > 2.000€

Experience + community + authenticity

The theory of the experience economy (Pine & Gilmore, 1999) suggests that the combination of experience + community + authenticity increases the willingness to pay of up to +25–40% compared to standard offerings.



If you don't pay for a product you are the product.

By paying you...

- **preserve** nature - 50% of B2C revenues are for preservation.
- **access** premium features like interactive maps.
- are **free** from tracking and profiling for advertising.
- are **free** from senseless content and time waste.

Who is behind MovetoDiscover



Manuel Obwegs • CEO

Master's in Markets & Business Strategy

Roles in the company

General project manager
Head of business strategy
Head of public relations

"Let's feed a systemic change"



Tone Kastlunger • CTO

Master's in Software Engineering

Roles in the company

Head of software engineering
Head of cybersecurity
IT infrastructure management

"I want to do everything that ensures my children to live on a beautiful planet"



Paolo Baroni • CFO

MBA & Master in Physics & Assistant Professor

Roles in the company

Financial strategies advisor
Investor relations and strategy
Company strategic advisor

"The digital world plays an important role in driving significant changes"



Anuk Torre Obeid • COO

Master's in Cinema Production

Roles in the company

Coordination of operations
Social media strategy
Relations with environmental organizations

"We need a place where we can act together for a better future"



Gaspar Iwaniura • Art Direction

Master's in Graphic Design

Roles in the company

Branding strategy advisor
Communication strategy advisor
UX/UI designer

"A sustainable world starts with a global purpose, but it still needs to be designed"



Denise Castlunger • Graphic Design

Multimedia Graphic Design Diploma,
Graphic Arts Expert Graduation

Roles in the company

Graphic design
Social media channel management
Communication strategy

"I want to do my part in actively helping to protect this planet and its life"

This is the first social network created to generate social benefits.

Download our prototype



www.movetodiscover.com



Manuel Obwegs / CEO

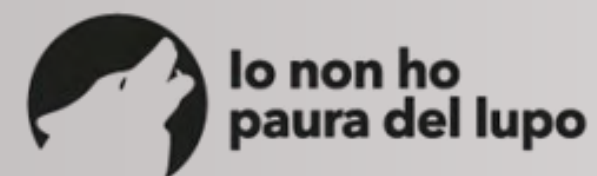
manuel.obwegs@movetodiscover.com

+39 333 3002007

MovetoDiscover SRL - Pelegrin Street 15 - 39030 Marebbe - Italy

Our partner network

Dolomites
San Vigilio



WANE
We Are Nature
Expedition

