



# NEPTOU APP

TEAM: NEPTOU



Scan to visit us:

*AI-Powered Nepal Travel Companion*

Dhangadi, Sudurpaschim Province, Nepal

"Discover Nepal like a local."

Helping travelers find hidden gems, local food, cultural experiences, and practical trip guidance through Nepal-specific AI discovery.

<p><b>1. PROBLEM</b></p> <ul style="list-style-type: none"> <li>• Trip planning is scattered across social media, search engines, AI tools, blogs, and traditional agencies.</li> <li>• Mainstream channels over-promote commercial circuits, obscuring authentic local experiences and hidden gems.</li> <li>• Generic recommendations are dismissed without verified safety data, accurate routing, and reliable local context.</li> </ul>	<p><b>2. SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Neptou is a mobile discovery app that serves as an on-demand local guide in a traveler's pocket.</li> <li>• Users explore destinations via dynamic maps or lists, receive tailored recommendations, and build custom itineraries through a built-in AI assistant.</li> <li>• Prioritizes Nepal-specific discovery, automated planning, hidden spots, and practical, real-time travel logistics.</li> </ul>	<p><b>3. UNIQUE VALUE PROP</b></p> <ul style="list-style-type: none"> <li>• Built exclusively for Nepal using curated regional intelligence and personalized AI.</li> <li>• Unifies hidden gems, local cuisine, living culture, safety metrics, and dynamic planning.</li> <li>• Empowers independent travelers to unlock authentic spaces without insider connections or scattered apps.</li> </ul>
<p><b>4. CUSTOMER SEGMENTS</b></p> <ul style="list-style-type: none"> <li>• International backpackers, regional/Indian tourists, returning diaspora, and domestic travelers.</li> <li>• Tech-savvy travelers (aged 18–35) utilizing social media, mobile apps, and AI for planning.</li> <li>• Local hospitality businesses, independent guides, and municipal tourism boards.</li> </ul>	<p><b>5. CHANNELS</b></p> <ul style="list-style-type: none"> <li>• App Store distribution and app-based discovery.</li> <li>• Travel creator content, Reddit communities, diaspora and student networks, and word of mouth.</li> <li>• Tourism events, local partnerships, and social media outreach.</li> </ul>	<p><b>6. KEY METRICS</b></p> <ul style="list-style-type: none"> <li>• Number of users who complete a Nepal travel planning session.</li> <li>• Number of saved, shared, or acted-on recommendations and itineraries.</li> <li>• Downloads, repeat use, trust ratings, local business clicks, and reviews submitted.</li> </ul>
<p><b>7. REVENUE STREAMS</b></p> <ul style="list-style-type: none"> <li>• Freemium model with basic discovery free.</li> <li>• Pay-per-use premium itinerary planning.</li> <li>• Future revenue from verified listings, booking commissions, sponsored recommendations, partnerships, and advertising.</li> </ul>	<p><b>8. UNFAIR ADVANTAGE</b></p> <ul style="list-style-type: none"> <li>• Exclusive Nepal-specific data capturing oral histories and local logistics missing from generic platforms.</li> <li>• Hands-on testing and direct user interviews completed on the ground with travelers in Pokhara.</li> <li>• Local trust and visibility secured as an ICT Award 2022 Rising Star in Nepal's tech sector.</li> </ul>	<p><b>9. TRACTION &amp; ROADMAP</b></p> <ul style="list-style-type: none"> <li>• Early concept phase; pre-revenue and pre-deployment.</li> <li>• Core infrastructure built and validated through successful traveler prototype testing.</li> <li>• Onboard local partners, deepen hyper-localization, and launch across app stores and travel communities.</li> </ul>

<p><b>10+</b> Planning Sources Replaced</p>	<p><b>18-35</b> Primary Early Adopters</p>	<p><b>24/7</b> AI Support</p>	<p><b>Hidden Gems</b> Brought into View</p>
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## WHY NOW?

- Digital tools are omnipresent, yet planning a journey to Nepal remains deeply scattered, inconsistent, and difficult to trust.
- Tourism traffic and revenue remain hyper-concentrated in a few commercial hubs, leaving highly viable regional communities economically invisible.
- There is an accelerating global and domestic demand for deeply authentic, highly personalized, and locally grounded travel experiences.

## OUR STRATEGIC MISSION

*To make travel planning in Nepal trustworthy, hyper-personalized, and economically beneficial to communities thriving well beyond the mainstream tourist circuits.*



AMCHAM  
The American Chamber of Commerce in Nepal

