

TripAssist AI

"A smarter way to plan personalized, budget-friendly trips in minutes"

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Course: Technology & Innovation Management
University at Buffalo

Date: April 28, 2026

Acknowledgement

We are grateful to our professor and the Startup and Innovation Collaboratory for helping and guidance during the development of the Business Plan.

Executive Summary

Travel planning has become fragmented, tedious and too much work for most people to complete successfully. As a result, today's traveler is forced to compare multiple sites to find the best deal when planning their trip. Many of these trip planner sites provide users with the opportunity to book flights, hotels, ground transport and/or activities however, they do not provide every service needed to complete a person's travel plans on one site or a unique travel plan for a specific user. This has led to a greater level of frustration when trying to travel with others due to lack of coordination between all members of this group.

TripAssist AI is a travel planning solution that, using artificial intelligence, provides travelers with a single, simple, and comprehensive travel planning solution that meets all of the needs of the user. Users simply input their destination; budget; travel dates, and preferences and the system creates a complete trip plan with specifics including lodging, activities and travel methods, and estimated cost of travel to their destination. The best part of this solution is that users can change any part of their travel plan at any time.

TripAssist AI's core audience comprises students, young professionals, and budget-sensitive travellers who are actively planning their journeys using the internet. These individuals appreciate having control of their expenses, experiencing personalisation and experiencing ease in booking their trip.

TripAssist AI leverages a multi-revenue model: premium subscription services, affiliate commissions from travel partners, sponsored listings and additional B2B offerings. This creates a diversified approach which enables scalability and long-term sustainability.

The global online travel market is already well over \$800 billion with continued growth anticipated due to increased use of digital technology as well as the shift toward personalised experiences. TripAssist AI reflects this opportunity and has positioned itself as a decision-making platform rather than simply being a booking engine which provides it with an extremely strong competitive edge.

Projections show that the company will incur losses in year 1 because of product development and marketing expenses, will be close to breakeven in year 2, and will be profitable in year 3. To develop its minimum viable product (MVP), launch its platform, and achieve product/market fit, TripAssist AI is seeking \$350,000 in seed funding.

TripAssist AI intends to revolutionise the way people plan travel. It will provide a smooth, intelligent, and streamlined planning process.

Business Overview

TripAssist AI is a travel technology startup that uses artificial intelligence to facilitate, streamline and maximise the time and effort required by travellers to plan their trips. The platform will bring together all the tools that travellers typically need to plan their trips via one easy-to-use, integrated solution.

Services Offered:

- AI Trip Planner that creates full day-by-day itinerary.
- Budget Optimizer that gives recommendations based on how much the user is willing to spend.
- Travel Dashboard as a single centralized tool for trip planning and managing.

- Group Coordination Tools that enable users to collaboratively create a travel plan.

Value Proposition:

TripAssist AI will provide users with an all-inclusive, custom-built, budget-friendly travel plan from a single source in less time, less effort and with less complexity.

Prototype (MVP):

Users will provide their trip information and receive an AI-created trip itinerary. Changes, updates and in-journey modifications will be made through this MVP.

Industry Overview:

The online travel industry globally is worth over \$800 billion and is expected to continue to grow rapidly. The growth in internet usage, as well as increased use of mobile phones, is accelerating digital travel planning.

Key Trends:

- Development of AI driven applications
- Increased demand for personalized travel experiences
- Development of mobile platforms as the preferred way to book travel.

Economic Factors:

- Increased demand for travel
- Increased consumer awareness of total travel budgets.
- More people traveling with groups or who are availing of travel that provides experiences.

Regulatory Considerations:

- Protection of data and privacy of the end user.
- Compliance with digital platform regulations.
- Use of 3rd party APIs and partners.

Marketing Strategy

Customer Target

TripAssist AI aims to connect with college students, young adults, budget-minded travelers, and travelers in groups. These market segments typically use digital platforms when searching for travel options, and they are very price and convenience sensitive and desire a high level of personalization. TripAssist AI's objective is to provide a single solution to these segments with efficient, low cost, and well-coordinated itineraries for travel planning.

Market Positioning

TripAssist AI's market position will be as a smart travel planning assistant and not as a traditional booking agency. TripAssist AI does not focus solely on transactions (flights or hotel bookings); rather, it provides a user with intelligent assistance in creating customized itineraries. This smart travel planning assistant will differentiate TripAssist AI from current travel agencies because of the emphasis placed on planning intelligence and user experience as opposed to just transactions.

Marketing Strategies and Channels

The primary marketing strategies and channels will be social media platforms, particularly TikTok and Instagram. Travel-related content on these platforms has very high engagement with younger audiences. Collaborating with influencers will help build an element of trust and increase exposure to the platform through authentic travel experiences. In addition, a campus ambassador program will be implemented to

facilitate the promotion of TripAssist AI within universities and student communities to drive organic growth.

Getting Customers

Acquiring customers through referral programs with incentives for inviting others will drive customer acquisition. Using the freemium model, people who want to use the service can get access to basic functionality of TripAssist for free, increasing adoption rates and lowering barriers to entry. In addition, TripAssist will help organic growth through virally shareable marketing materials for things like itineraries and budgets.

Value Proposition

TripAssist AI is an integrated travel planning solution that provides fast, customized and budget-friendly solutions in one easy-to-use interface. By using TripAssist AI, users can create an entire travel itinerary, estimate their total trip budget and get recommendations for various services, which makes it easier for users to plan their next trip by reducing their time and effort while helping them make better-informed travel-related decisions.

Operational Strategy

TripAssist AI's operational strategy has been built off a scalable and agile framework to support continued evolution of the product and effective delivery of services or products. Most of the operational focus will be on creating the TripAssist AI platform in an orderly fashion but at the same time can incorporate changes in the product based on user feedback and changes in the marketplace. The objective of the operations is to optimize performance, build reliability, and enhance the user experience at every level of the product life cycle.

Development Process

TripAssist AI will begin the development process by providing a Minimum Viable Product (MVP) for users for the trip; that is, the MVP will include only the most essential features of the solution (i.e. AI-based itinerary development and users' place preferences)

to validate the solution idea and prove that the MVP solution actually will provide the desired value to the users.

After developing and validating the MVP, TripAssist AI will continue iterative testing of the solution, constantly collecting and analyzing user feedback. This iterative testing process will improve the performance of the TripAssist AI platform by refining the existing solution over time (i.e.; increasing the accuracy, usability, and personalization of the solution) based on real-world data.

TripAssist AI will continue to develop, validate, and test the solution's performance until they achieve an acceptable level of validation and stability. Once the solution reaches this point, TripAssist AI will move into the Launch and Scale phases of their business model; this phase of TripAssist AI's operations will concentrate on increasing new users to the platform, increasing the functionality of the TripAssist platform, and enhancing the overall performance of the TripAssist platform, so that as the number of platform users increases, the platform will be able to accommodate them all without affecting their performance.

Technology

TripAssist AI is a unique and innovative travel planner that has an advanced AI algorithm to provide users with customizable trip itineraries. By providing information such as your budget, destination, travel date, and personal preferences, will have an individualized trip created just for you.

To make trip planning seamless for our users, TripAssist AI has built a robust, scalable and high-performance cloud-based infrastructure that enables TripAssist AI to be able to scale rapidly, securely store large volumes of data and deliver real time recommendations at high speed.

Partnership

In addition to having superior technology, our company works with many of the leading brands in the travel industry to ensure that we can continue to provide our users with

the best service possible, while generating additional revenue for TripAssist AI through our affiliate partnerships. Along with our travel APIs we can retrieve live information for flights, hotel bookings, transportation options and activity providers, so that you are always up to date with the latest travel information available.

TripAssist AI has an opportunity to develop a revenue stream based on mutually beneficial partnerships with airline and hotel companies as well as travel agents through its various types of partnerships. These partnerships will enable TripAssist AI to further capitalize monetization opportunities and expand the ecosystem of travel services available via TripAssist AI to include many credible travel service providers.

Operational Management

The operational management of TripAssist AI is primarily responsible for ensuring the "smoothness" of the platform; however, it also strives to ensure superior system performance and to provide a consistent and seamless experience to users. Some examples of routine maintenance tasks include reviewing the health of the platform, updating all AI models, addressing any technical issues that may arise in a timely manner, and so forth.

Customer service is the principal driver for the operational success of TripAssist AI, as it provides a mechanism for responding to customer inquiries and issues efficiently. Continuous product enhancement will be driven by user analytics and feedback loops, while data obtained from the performance of the product will support the ongoing and continuous improvement of product features and the overall quality of the platform.

Human Resource Strategy

The human resource strategy of TripAssist AI is focused on both short-term and long-term human resources by supporting the early-stage development of the organization, with an emphasis on building teams with a combination of technical, business, and

marketing skills; thereby enabling and facilitating growth in all aspects of the organization.

Current Team

Priyanka is responsible for leading the development and engineering of TripAssist AI's artificial intelligence (AI) solutions and building the overall product in conjunction with business strategy; Pooja Singh is responsible for overall business strategy and marketing efforts to achieve market execution for the company, which aligns both technical proficiency and market execution to achieve the company's vision.

The founding team is responsible for building the core platform and business of TripAssist AI as well as driving early-stage growth, with complementary skill sets across the founding team establishing a strong foundation for product development and strategic decision making.

Human Resource Strategy

TripAssist AI's Human Resource Strategy provides an outline to support both early-stage development and long-term scalability through a cohesive team structure with a balanced approach to the combination of technical expertise, business strategy, and marketing capabilities to achieve a balance of growth.

Current Team

The Founders of TripAssist's Current Team; Priyanka is leading AI Dev & product engineering; Pooja Singh is leading the business strategy and Marketing . With these two combining technical innovation with market execution; tripassist will have aligning efforts toward achieving all goals as a company.

The Founding Team's primary focus was creating a core platform, defining and building a business model, and generating the initial stages of growth for TripAssist AI. They

provide complementary skill sets that will create a strong foundation for both product development and the ability to make strategic decisions.

Future Hiring

As TripAssist AI continues to scale up; new talent will need to be added to meet future expansion as well as being more operationally efficient. TripAssist will hire additional AI engineers to improve the performance of algorithms and the way TripAssist presents PC & Mac users personalized experiences on its platform.

Software developers will be hired to work on scalability/features of the system, with Marketing Specialists focused on managing user acquisition campaigns, building TripAssists brand through various digital outreach methods. These three positions will be critical in transitioning the product from an MVP to full-scale production status.

Work Environment

At TripAssist AI we embrace Innovative Work Behaviour with an ability to experiment, create and be inspired to continue to learn. Workers shall have the freedom to create new concepts or ideas, rapidly implement those ideas and obtain feedback through performance metrics.

TripAssist AI will utilize a collaborative and agile business structure which allows for quick decision-making and facilitates execution of tasks efficiently and most importantly, ensures decision-making is focused on the end-user (or customer) and that any "Product Development" efforts support the needs and wants of your customers while remaining competitive in their respective marketplace.

Financial Statements

The revenue model of TripAssist AI is designed to create a patchwork type of income (or Revenue) model to ensure the company has multiple revenue streams while at the same time reducing its reliance on any individual revenue source which enhances the overall stability of TripAssist AI.

Revenue

TripAssist AI has three primary sources of income to date - premium subscriptions, affiliate commissions and sponsored listings (advertising). Premium subscriptions are the primary source of revenue today, whereby premium subscribers are entitled to additional functionality, such as enhanced personalisation and prioritised recommendations through the TripAssist AI platform.

Affiliate commissions are earned when users book travel services from companies that are partnered with TripAssist AI (i.e., when a user utilizes the TripAssist AI platform to make a reservation for travel services) and the remaining income is earned through sponsored listings, whereby travel service companies and/or travel companies place advertising on the TripAssist AI platform.

Costs

Key components of the expected cost structure will include product development, marketing, and infrastructure (operations). The cost of product development will be high to begin with in terms of the costs associated with creating AI models, designing systems, and developing platforms.

The major components of the cost structure will be Product Development (Cost), Marketing (acquisition of users, building brand awareness, and creating promotional campaigns), Infrastructure (cloud hosting and data storage, system maintenance, etc. to support reliability and scalability).

Forecasted Revenue and Net Cash Flow

Revenue for Year One is projected at approximately \$215,000, but the company will have a net loss due to the significant investment made in developing the product and in

marketing it. The focus of this first year will be solely on the building of the product and acquiring users to use it.

Revenue for Year Two is anticipated to increase significantly (to approximately \$845,000), causing the company to come very close to breakeven at that time due to increased user adoption and improvements in brand recognition in the marketplace. By the end of Year Three, the company is projected to be profitable from an increase in subscription revenues, expanded usage by the customer base, and improved revenues from affiliate partnerships.

The Company anticipates being profitable by Year Three by scaling the number of users, optimizing its monetization strategy, and developing new partnerships within the travel ecosystem.

The business will reach profiting goals in Year 3 by increasing the customer base and providing other sources of revenue.

Development Stages and Implementation Schedule

TripAssist AI's approach is methodical, working through each phase of the overall development process so that we can move from idea to market in an orderly manner. The timeline for the implementation of our product has been created in an incremental fashion and is divided into four phases over the course of 12 months.

Current Phase

At this point in time, we have developed the concept and defined our Minimum Viable Product (MVP). Included in this phase are the following:

- Identify the necessary features that will make up the initial product offering.

- Create the system architecture diagram (which helps define how all parts of the system will interact with each other). In addition, we will outline the technical requirements necessary to build all components of the product.

Implementation Schedule

The first phase of the project will be to build both the MVP design and establish the foundational elements needed to complete the product within months 1 and 2, respectively. In months 3-6 we will build the core functionality that comprises the main product. This will include integrating artificial intelligence into our platform as a key component in developing our product.

Months 7 - 9 will be spent testing and obtaining user feedback through various methods (including using pilot programs) to help finalize the product design. Finally, in months 10 - 12 we will bring the product to market and begin to implement our user acquisition strategy (increasing users).

Milestone Events

The completion of the MVP + successful acquisition of initial users + initial revenue generated are key milestones for evaluating the viability of the product within the marketplace as well as determining if we are ready for full implementation of the product.

Funding Requirement

TripAssist AI is raising \$350,000 in seed capital to fund product development, enter the market and scale in the early years. This funding will be needed to create an excellent technological foundation for rapid growth.

Use of Funds

Approximately 40% of the funding will go towards product development, including the design of the AI system and engineering platform, while approximately 25% will go to marketing initiatives to acquire users and build brand awareness.

Infrastructure (i.e. cloud services, system scalability) will account for approximately 20% of budgeted expenses. The remaining 15% will be spent on ongoing operating expenses, such as staff salaries, tools and administrative support.

Purpose

The funding will support a rapid product development cycle, an early entry into the market and position us well competitively against other companies in the travel technology sector. In addition, this funding will help us achieve product / market fit and grow quickly in the initial phase of our growth.

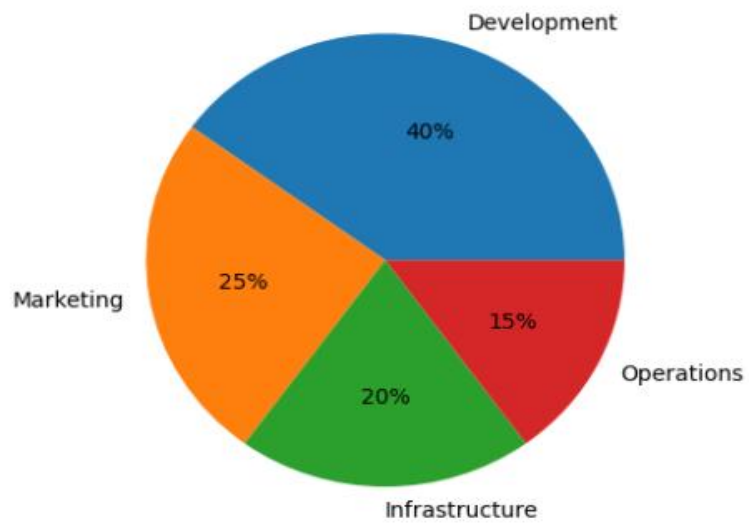
Business Plan Summary

The business plan for TripAssist AI is to fill an existing gap in the travel industry by turning disconnected travel planning into an integrated AI-enabled solution. Strong value proposition, scalable business model with demands from market for sustainable solutions will provide the TripAssist platform with a strong potential for success.

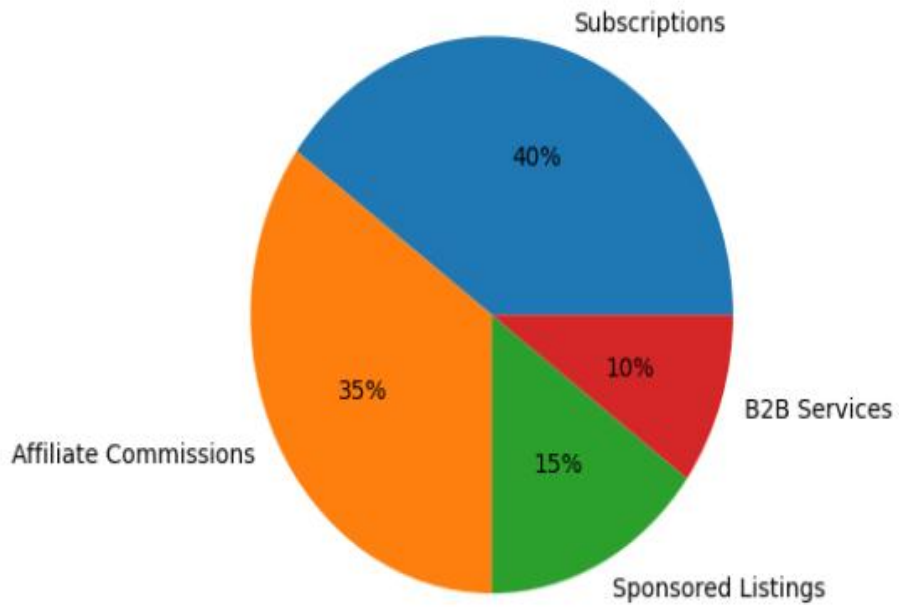
The focus of TripAssist AI on intelligent planning versus simply making reservations creates the competitive advantage needed by TripAssist AI to be successful. With adequate funding, effective execution, and product-market fit, TripAssist AI intends to scale and be the market leader in the travel planning sector.

Appendices:

TripAssist AI - Use of Funds Allocation



TripAssist AI - Revenue Stream Distribution



Competitor Comparision:

Features	TripAssist AI	Expedia	Booking.com	Google Travel	Triplt
AI-Powered Itinerary	Yes	No	No	Partial	No
Personalized Trip Planning	Yes	Limited	Limited	Limited	Limited
Budget Optimization	Yes	No	No	No	No
All-in-One Platform	Yes	Yes	Yes	Partial	No
Group Trip Planning	Yes	Limited	Limited	No	Yes
Real-Time Trip Updates	Yes	Yes	Yes	Yes	Yes

Custom Recommendations	Yes	Limited	Limited	Limited	No
Affiliate Booking System	Yes	Yes	Yes	Yes	No
Focus on Decision Support	Yes	No	No	Partial	No
Mobile-Friendly Experience	Yes	Yes	Yes	Yes	Yes