

# Опыт создания трэвел-стартапа: достижения, ошибки и выводы

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Чего я не знал про трэвел и  
стартапы до того, как начал  
заниматься трэвелом и  
стартапами

Домбровский это:

**TRAVEL**  
STARTUPS



**Travel Tech**  
Conference Russia



**Travelabs**  
Online travel reinvented



однажды в студёную зимнюю пору  
фрилансер сеошник открыл вдруг контору



# Но сперва...

## Solution



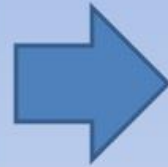
One-window sale system for travel services.

Imagine **Amazon** for travel

<http://www.slideshare.net/ssuser662b84/travelatus>

# Pivot...

## Solution



**Recommendation and Inspiration engine**

<http://www.slideshare.net/ssuser662b84/travelatus-events>

# Фокус на нише

Питер Тиль:

1. Start small
2. Scale upwards--but by degrees

<http://www.wsj.com/articles/peter-thiel-competition-is-for-losers-1410535536>



VS.

*Festicket*



# Маркетинг...



Valentin Dombrovsky @v\_dombrovsky · 2h

There 3 [#startups](#) [#marketing](#) strategies that suck: "we'll use [#SEO](#)", "we'll use [#SEM](#)" and "product will go [#viral](#) itself".  
[#VDthoughts](#)

FAVORITES

8



1:40 PM - 19 Jul 2015 · Details



Reply to [@v\\_dombrovsky](#)



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And the best strategy for [#startup](#) launch is "I'll tell about the product to those who are in need and they'll tell to others". [#VDthoughts](#)



Valentin Dombrovsky @v\_dombrovsky · 2h

This means that the best [#startup](#) [#marketing](#) strategy has 0 marketing budget and applies [#NetworkEffect](#). [#LeanStartup](#) [#VDthoughts](#)



# Irony...

## Marketing



### Social Media Marketing



SEO + PPC activities



Affiliate programmes  
for developers, hotels, fan clubs and  
travel bloggers

# Custdev. Rules!

Also do the things that do not scale (PG)

<http://paulgraham.com/ds.html>

# Проблемы рынка путешествий (в b2c)

- Высокая стоимость продукта
- Высокая чувствительность к цене
- Высокая чувствительность к бренду
- Периодичность поездок

The barriers to entry are very low, but the barriers to disruption are high: <https://www.phocuswire.com/Travel-startups-the-barriers-to-entry-are-very-low-but-the-barriers-to-disruption-are-high>

# B2C в travel:

- Начинайте с продаж (е.g. тур. агентство)
- Начинайте с контента (но не ждите быстрого роста)
- Продавайте в новых нишах (New Inventory: <http://www.slideshare.net/pro4pro/new-inventory-online-travel>)
- Не надо – inspiration, social network, planning...

# ИТОГО:

- Don't try to build a solution for everyone from scratch. We tried to build an event travel solution without focusing on specific topic or geography – this didn't work.
- Think of the most effective ways to find at least a few early adopters who can bring you really valuable feedback about your product.
- You'll have to work hard to break people's habits. And people always have certain ways to do daily tasks – disruption is not an easy thing.
- Be ready to fail and to pivot. You should be doing things really fast in order to keep your project alive.
- Your professional network is a vital part of the business. My connections helped us go forward instead of the failure that could have happened because of all the mistakes we made.

<https://www.phocuswire.com/Why-an-exit-feels-more-like-a-new-start-more-lessons-from-travel-startup-land>

A close-up portrait of a man with short dark hair, wearing a black flat cap and a blue Adidas tracksuit jacket with white stripes on the sleeves. He is looking slightly to his right with a neutral expression. The background is a plain wall with a blue and grey color scheme.

ПОЧИТАТЬ ЕСТЬ ЧО?

# История Travelatus:

<http://startupyard.com/six-months-after-startupyard-travelatus-has-been-acquired/>

<https://roem.ru/30-08-2013/114968/startap-pyatnica-chemodan-vokzal-koncert/>

# Уроки для трэвел-стартапов:

<https://www.phocuswire.com/10-lessons-i-learned-from-building-a-travel-startup>

<http://www.slideshare.net/pro4pro/ss-31860053>

<https://vc.ru/flood/15178-no-travel-planners>



# Ну и ещё...

- Read: [http://bit.ly/Valentin on Travel](http://bit.ly/Valentin_on_Travel)
- Join: <http://bit.ly/travel-startups>
- Ищите Valentin Dombrovsky в Facebook, LinkedIn, Twitter, Medium

A cartoon character with brown, spiky hair and large, wide eyes. He is wearing a yellow shirt and is holding a silver microphone to his mouth. He appears to be speaking or performing. The background is a simple grey wall with vertical lines.

**WOW, WHAT A GREAT  
AUDIENCE**

# Appendix. Useful Reading

## Online travel eco-system:

<http://www.tnooz.com/article/online-travel/>

<http://www.tnooz.com/article/the-online-travel-ecosystem-infographic/>

## Travel Startup Lessons:

<http://gillian.im/2014/08/hitchhikers-guide-travel-startups.html>

<http://www.tnooz.com/article/why-you-should-never-consider-a-travel-planning-startup/#comment-4202129>

<http://www.tnooz.com/article/10-lessons-learned-building-travel-startup/>

<http://www.tnooz.com/article/travel-startups-cling-to-inspiration-sector-yet-massively-out-of-sync-with-investment/>

<http://www.tnooz.com/article/startups-barriers-low-disrupt-high/>

<http://www.tnooz.com/article/travel-startup-lessons-from-exit/>

<https://medium.com/what-i-learned-building/the-user-is-always-right-eab73c620e7d#.fhyisxxcx>

<http://www.travelstartups.co/5-techniques-to-create-the-next-hot-travel-startup/>

## B2B Travel Startups:

<http://skift.com/2015/10/05/startups-stories-series-the-pivot-to-b2b-is-not-the-promised-land/>

<http://www.tnooz.com/article/travel-startup-airline-partnership/>

## General Startups Wisdom:

<http://www.wsj.com/articles/peter-thiel-competition-is-for-losers-1410535536>

<http://paulgraham.com/ds.html>

## Growth Hacking and Viral Marketing:

<http://www.slideshare.net/mattangriffel/growth-hacking>

<http://www.slideshare.net/DavidSkok/the-science-behind-viral-marketing>

<https://growthhackers.com/growth-studies/>

<http://www.ignitesocialmedia.com/social-media-examples/viral-marketing-examples/>