

The contribution of cruises to the promotion of local quality products using new technologies tools

**The Cruisito Platform**  
*powered by MitoTravel Guides*



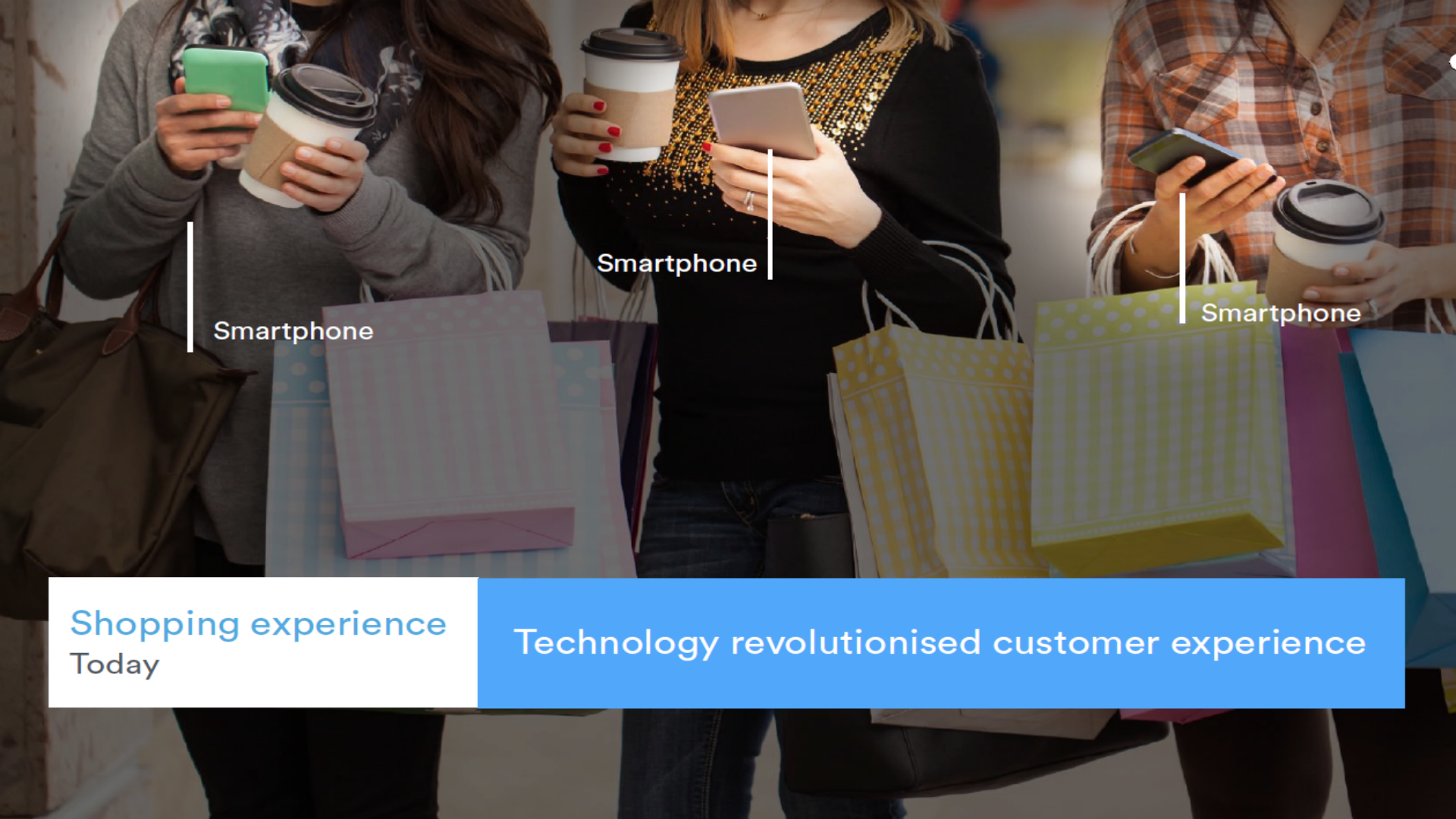
THE ULTIMATE TRAVEL & CITY GUIDE PLATFORM

**DOTSOFT**  
TECHNOLOGY + PROJECTS + SOLUTIONS





Shopping experience  
Some years ago



Smartphone

Smartphone

Smartphone

Shopping experience  
Today

Technology revolutionised customer experience

## Mobile apps: *From nice-to-have to make-or-break*

84%

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of smartphone users  
use their mobiles  
while in-store

< 1 hour

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conversion time  
for the 55% of mobile  
triggered actions

78%

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mobile searches  
that resulted in a  
local purchase

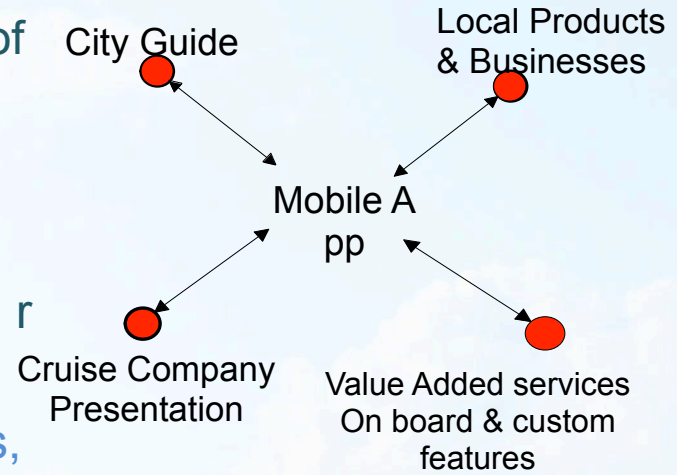
As today's consumer-driven technology continues to evolve, the at-retail environment is in the best position to utilize these tools. Through mobile, retailers can engage shoppers on the spot, enhance their experiences and ultimately influence their decisions right at the point of purchase.

Your customers are offering real estate on their phones – are you going to take it?

# Cruisito – What is/ What offers

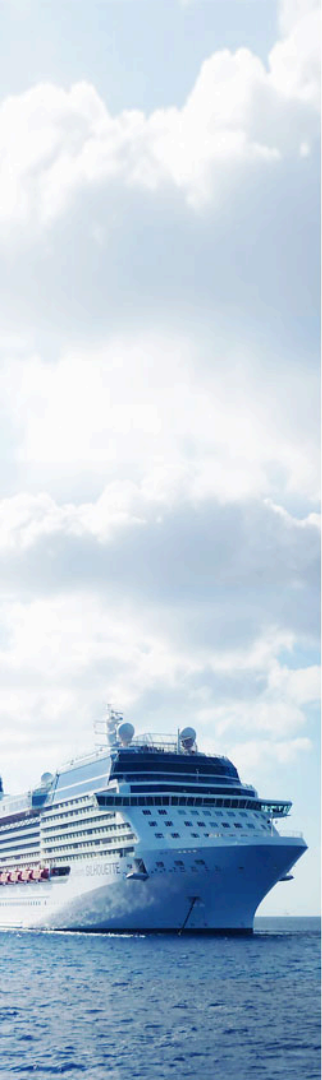
Mobile Application available for free for the passengers of a cruise company (Android & iOS) which will include:

- ✓ Basic company presentation (ships, cruises etc)
- ✓ Embedded full city guide (museums, sights, proposed routes)
- ✓ Promotion of local companies (presentation, coupons, offers, local products etc)
- ✓ Purchase of selected local products using the mobile application and delivery to the ship the time the passengers are visiting the city or make their walk
- ✓ Presentation of excursions with booking request possibility
- ✓ Presentation of other features for the passengers like local events using time windows, local stories and myths over mp3 files etc



# Crusito – Business Model

- ✓ We offer the mobile application for free to the partner (cruise company, tourist operator, port authority etc)
- ✓ We undertake the collection of the local content, the search and insertion of local companies/ products, the agreement with the local suppliers and the delivery of the products to the ship. The cruise company should agree with the preselected suppliers
- ✓ The cruise company will undertake the promotion of the mobile application to the passengers during and before the trip (Banner, stand with the local products etc), the delivery of the products inside the ship (cabins) or to a specific point in the ship.
- ✓ We and the cruise company work with revenue share from the local products sales and from the advertisements on the mobile application



# Cruisito – Status



## ✓ Implementation

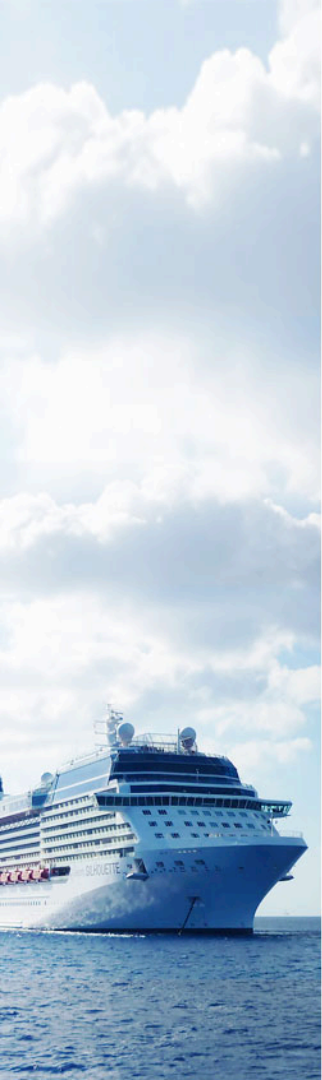
- ✓ Pilot implementation to a Igoumenitsa Port
- ✓ Discussion with Port Authority of Heraklion for pilot
- ✓ Extension to several destinations (looking for new partners)

## ✓ Profit Return

- ✓ The return of the profits will be done over Paypal platform from the clients and we pay the cruise company every month
- ✓ The return of the profits from the percentage of the advertisement of local companies or products will be done every month too

# Crusito – Benefits

- ✓ Win – Win Business model
- ✓ Enhancement of the local economy and promotion of the cruise company
- ✓ Better and innovative services to the passengers
- ✓ New sources of income
- ✓ Enhancement of the brand
- ✓ Better relationships with the local companies in every port/ destination





# Cruisito – Extra features

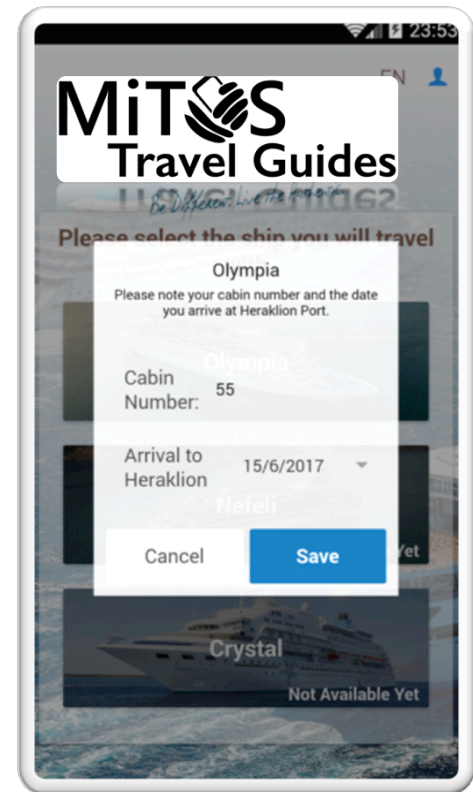
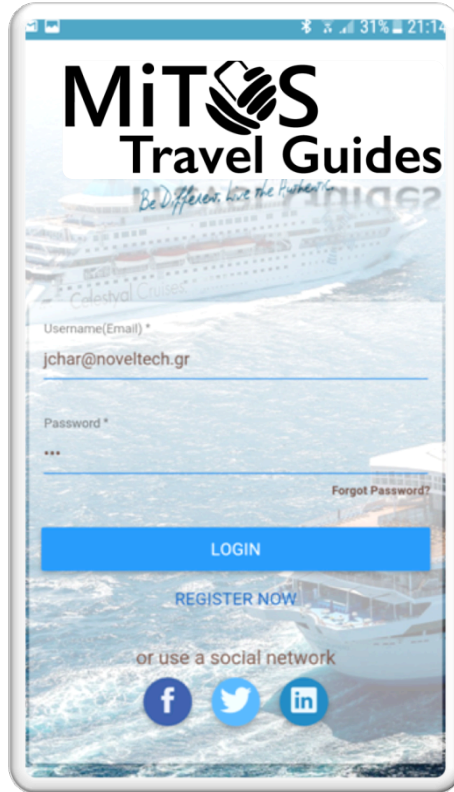
## Before the Trip

- ✓Cruise Information (Destinations, Photo Gallery, Timetable)
- ✓Destinations
- ✓News
- ✓My cruise countdown
- ✓Packing List
- ✓Cardboard Application
- ✓Interactive application with 360° photos from the ships & Destination
- ✓FAQ
- ✓Push Notifications

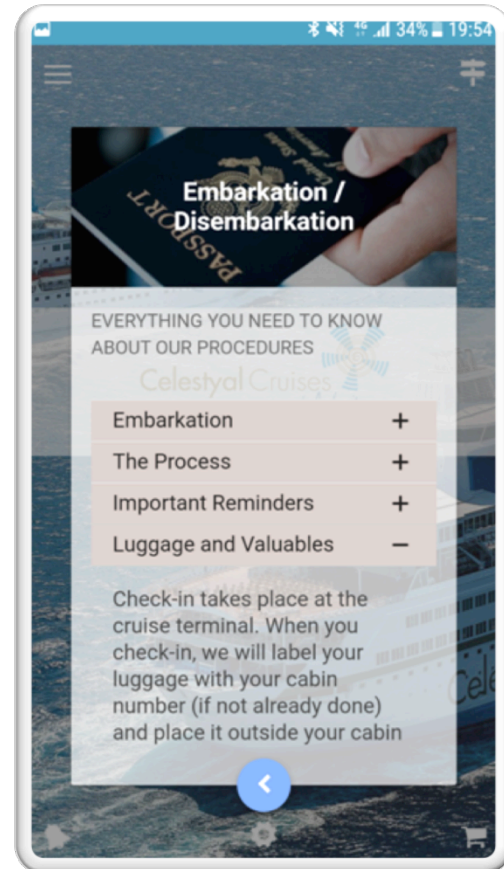
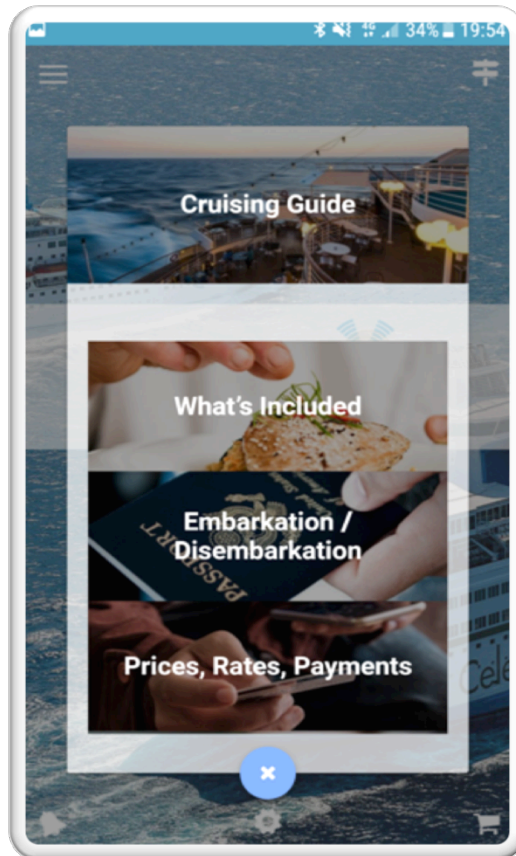
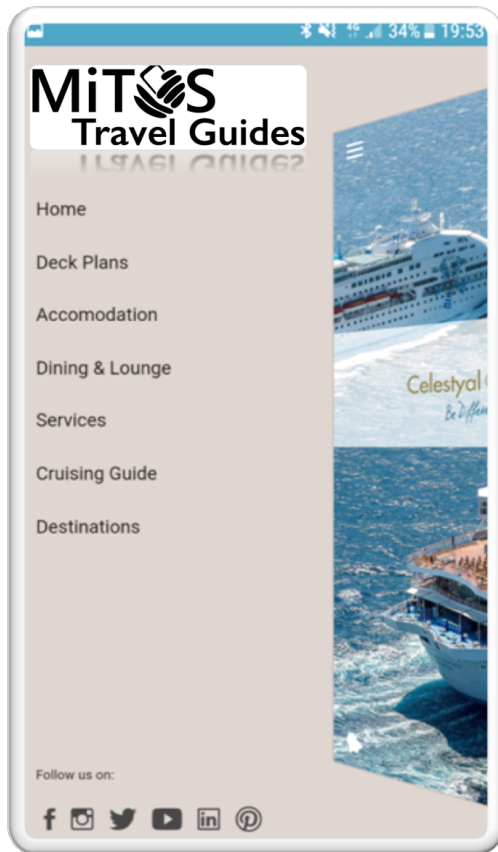
## During the Trip

- ✓Login (name, cabin number, ship, departure date)
- ✓Ship Guide- Ship information (deck maps/list and ship locations like bars, restaurants, show venues, spa etc)
- ✓Onboard services (with request form)
- ✓Things to do - On board Activities
- ✓Restaurants (menus, location)
- ✓Shopping and Booking engine (Restaurants, Shore Excursions, on board activities etc. requires integration with existing systems)
- ✓Offers
- ✓Cruise Cams, Cruising Tips
- ✓Weather
- ✓Push notifications for marketing purposes
- ✓Events calendar, Beacons for location based information

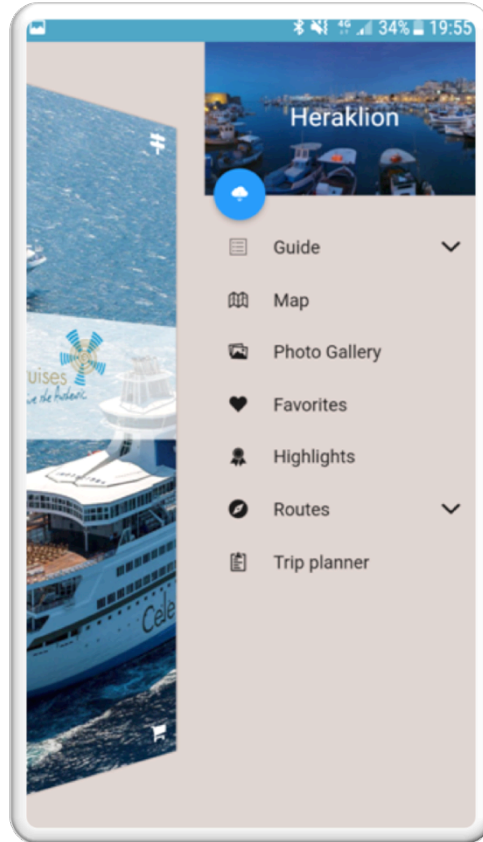
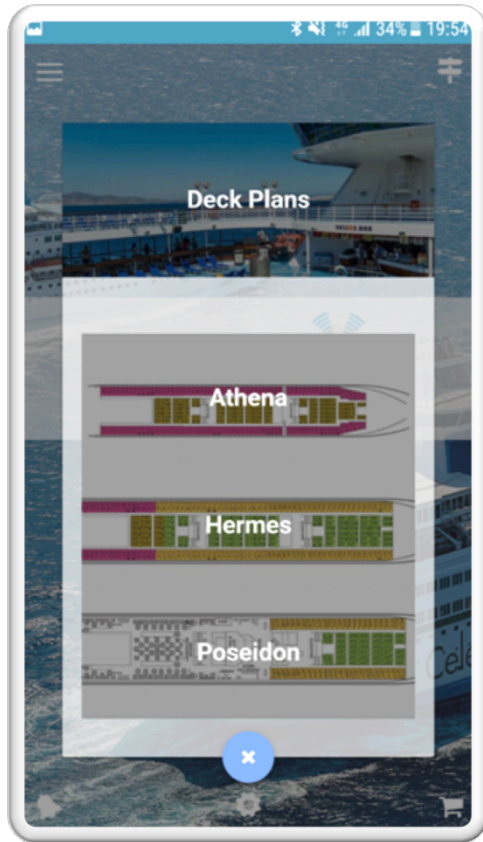
# Crusito – Screens & MockUps



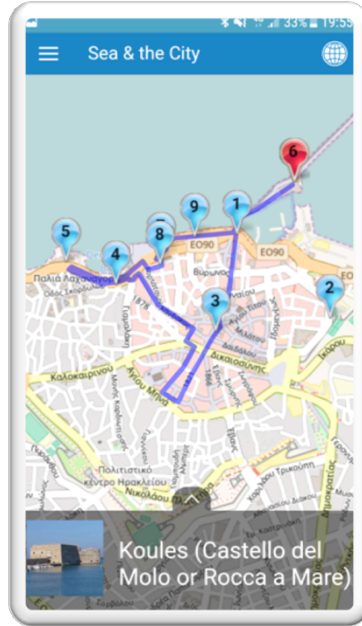
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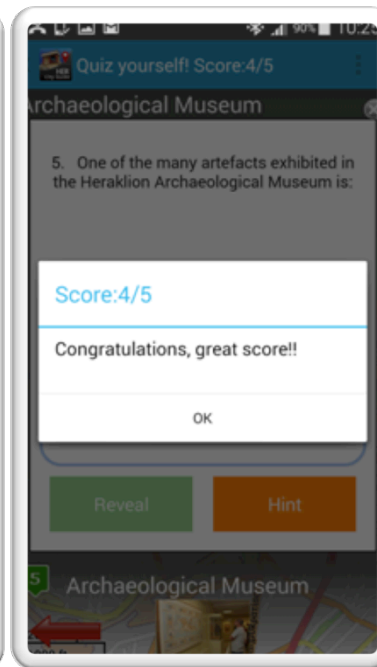
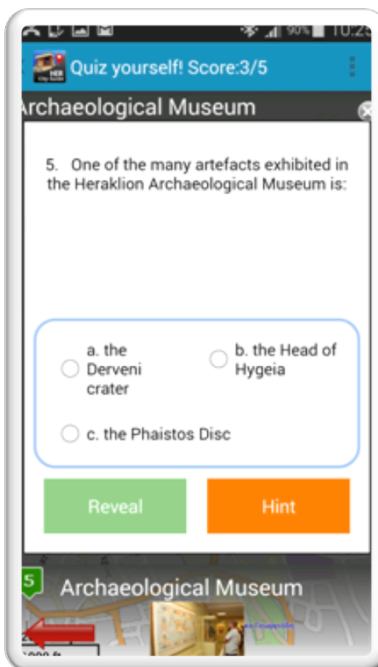
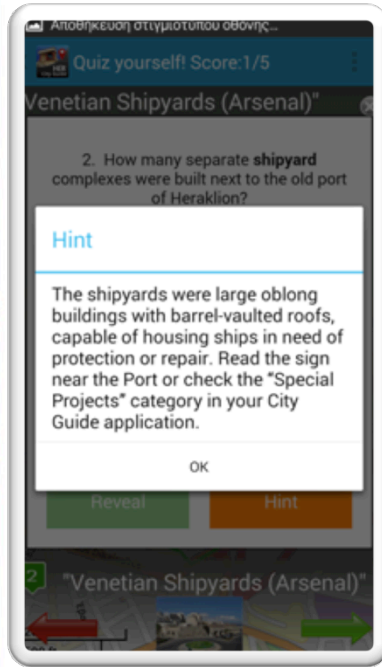
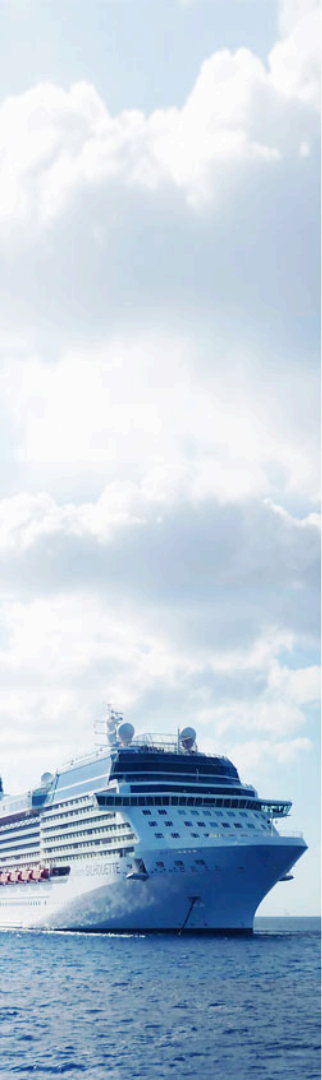
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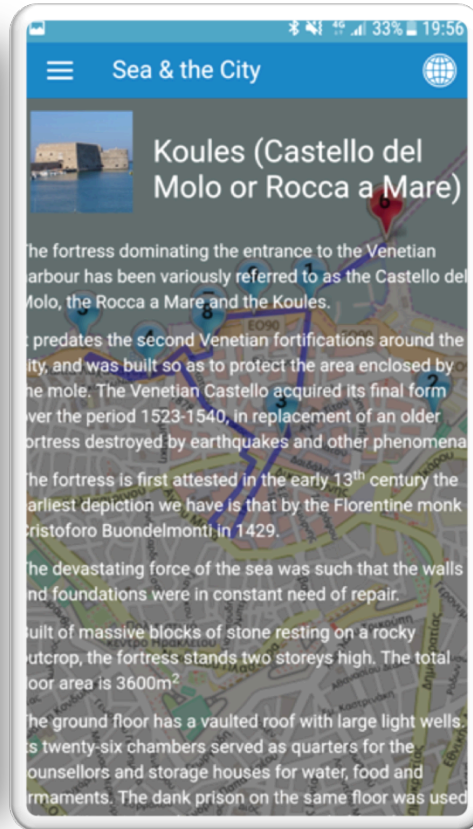
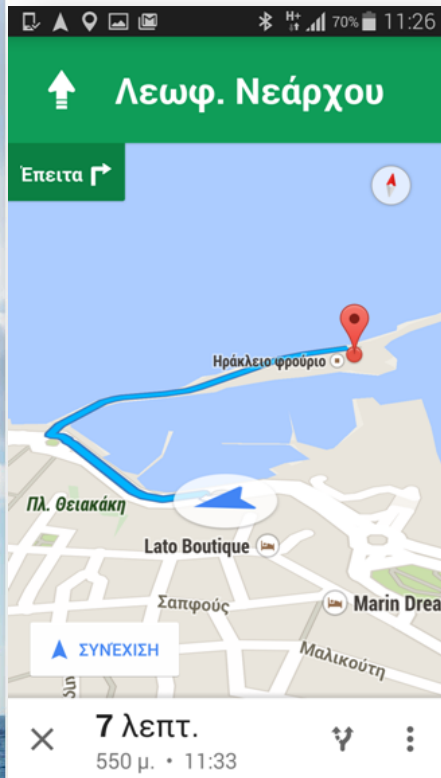
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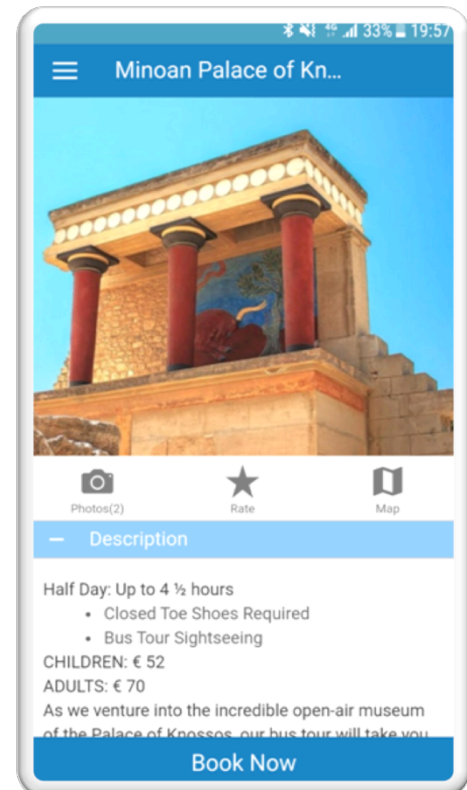
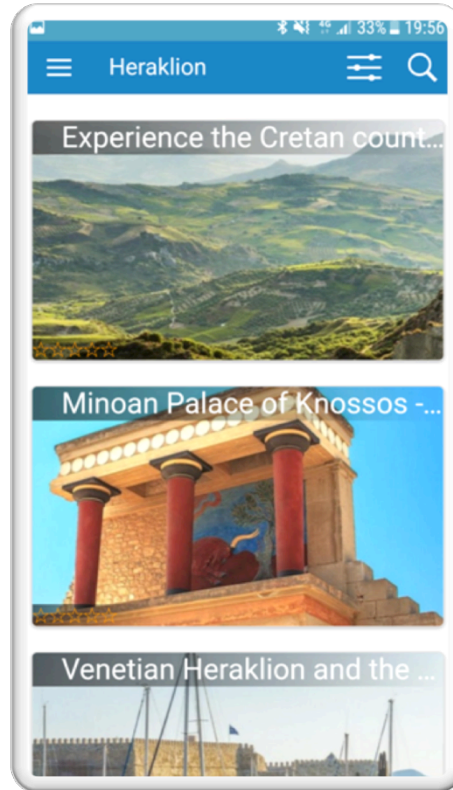
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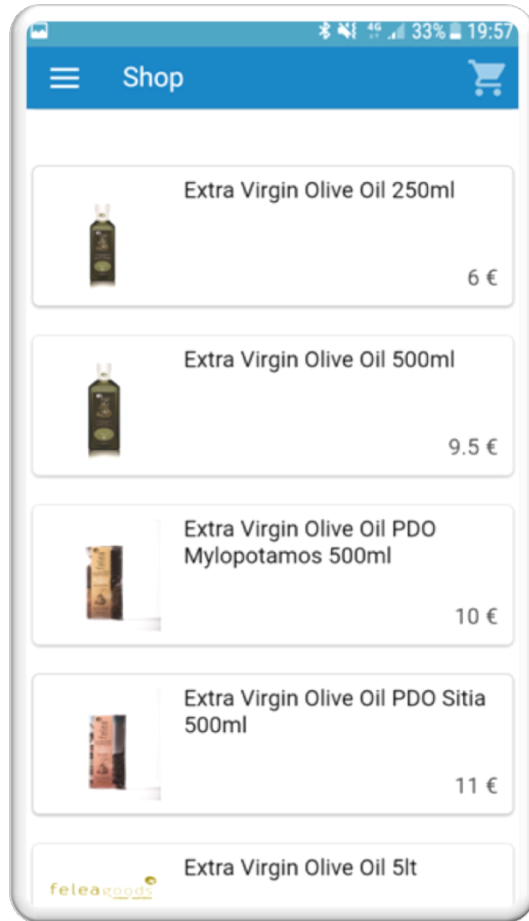
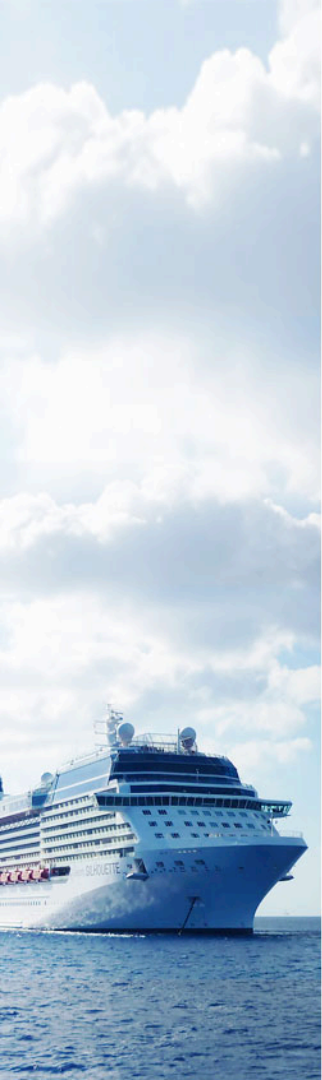


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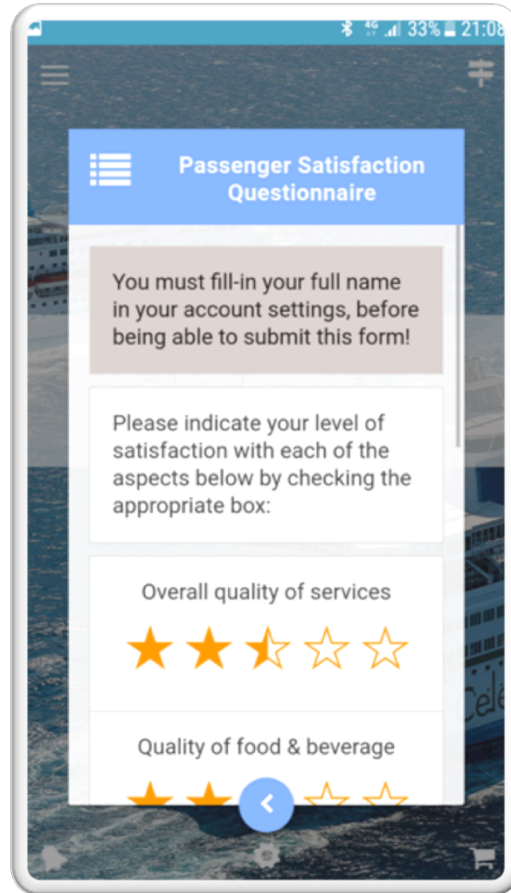
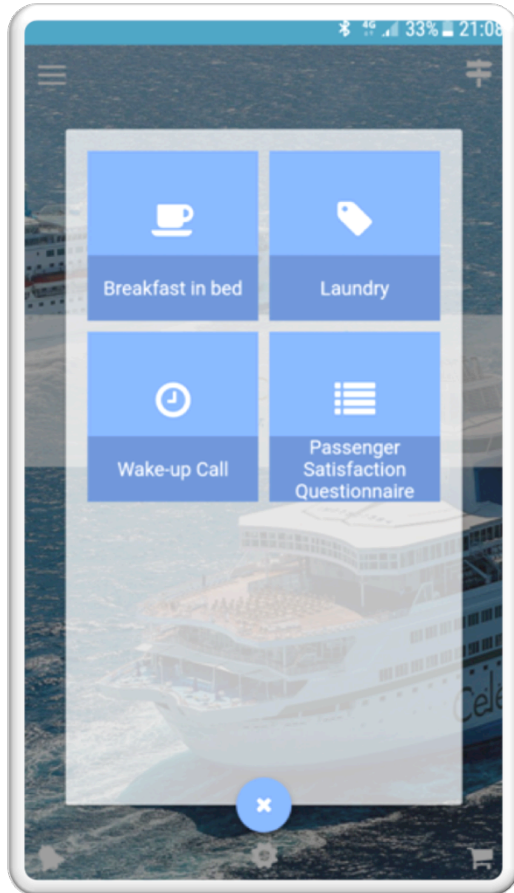




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Thank you!

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