

Economic & Tourism Services Government



Prepared by FreeGuides

2023

PRESENTED BY

Daniel Wasilewsky, CEO



Hello From Daniel Wasilewsky

FreeGuides is a comprehensive solution for **boosting local economies** and **promoting tourism**, designed for both **locals** and government **staff**. Our platform empowers the creation of self-guided walking tours, providing a unique opportunity for both groups to showcase their communities and **increase foot traffic** to local businesses. With a focus on customer satisfaction, our team leverages data and research to offer **customised tours** that highlight the best of each area. Whether you're a local resident or a government staff member, we're here to help guide you through the tour creation process and spread the word about the amazing sights and experiences that your community has to offer. As a company, we believe in building long-lasting client partnerships. Putting a smile on a customer's face is everything to us. Satisfied clients of FreeGuides include:

- UTS
- Investment NSW (Tech Central)
- Oberon Council
- Campbelltown City Council
- Bridgetown-Greenbushes
- YHA Australia
- Newy Rides
- Mad Mokey



Daniel Wasilewsky

Founder & CEO



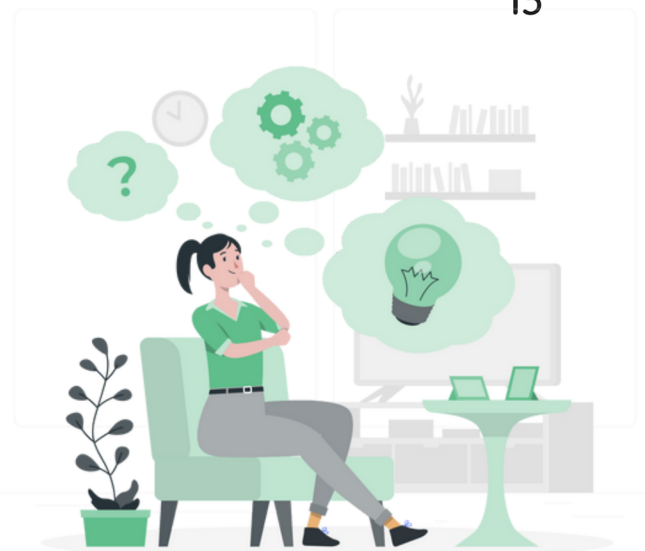
UTS

UNIVERSITY
OF TECHNOLOGY
SYDNEY



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About The Company

At FreeGuides, we're driven by a **passion** to help our clients succeed. Our team of **experts**, led by founders Daniel and Cameron Wasilewsky, is dedicated to using their extensive technical knowledge and global travel experience to develop **impactful solutions** that **boost tourism and drive economic growth**. With Cameron's background in machine learning and Daniel's deep roots in the startup community, we're well-equipped to deliver **data-driven** results that meet the unique needs and goals of each of our clients. But most importantly, we understand that our client's success is our top priority, and we approach each project as a partnership, striving to make our clients feel like part of the FreeGuides family.

About Our Team



Daniel Wasilewsky
Founder and CEO



Cameron Wasilewsky
Co-Founder



Jairaj Sharma
CTO



Mrinaank Sinha
Data Scientist



Angus Bourne
Content Coordinator



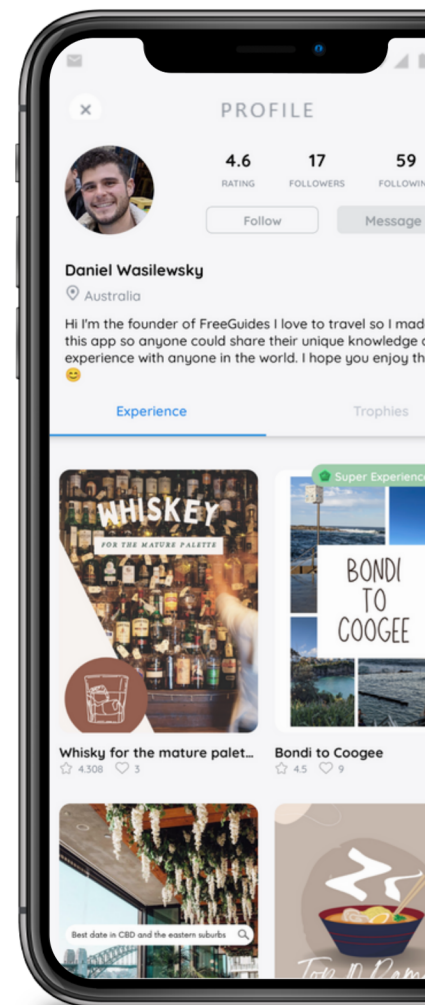
Zain Abideen
Senior Developer



Liam Kelly
Content Coordinator



Dejnilson Vrenoz
International Sales



Proposal

We understand the importance of supporting local businesses and increasing tourism in your area. That's why we've developed a solution that delivers on both fronts. Our platform enables the creation of self-guided walking tours that are both engaging for visitors and supportive of local businesses.

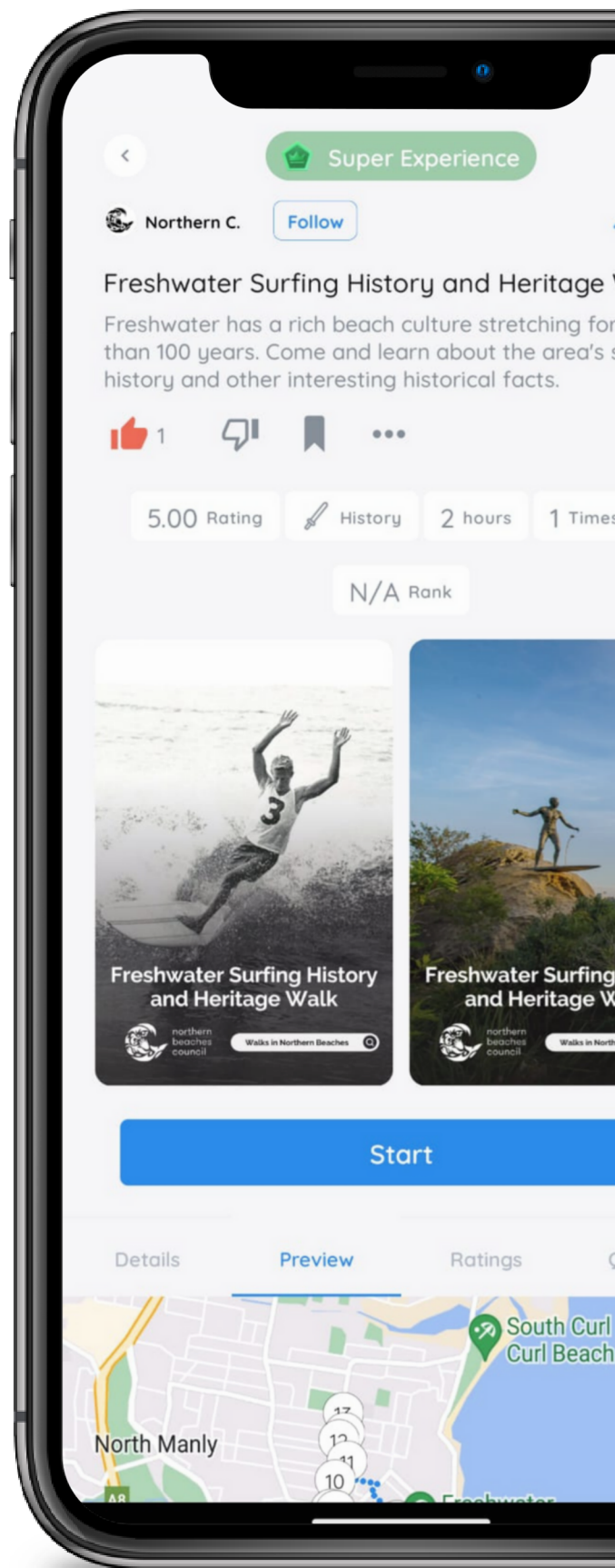
Through close collaboration with your team, we will tailor the platform to your specific needs and goals. Our platform offers a cost-effective solution for councils by:

- Eliminates the need to build a separate app as all 2000+ tours are on one app, which we maintain
- Provide personalised tours for visitors based on interests, demographics and language
- Easy-to-use interface with the ability for any team member to update content

We ensure success by offering:

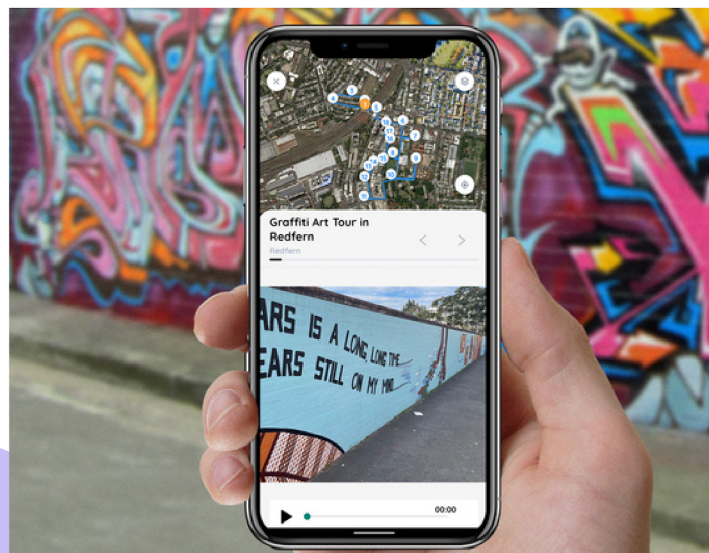
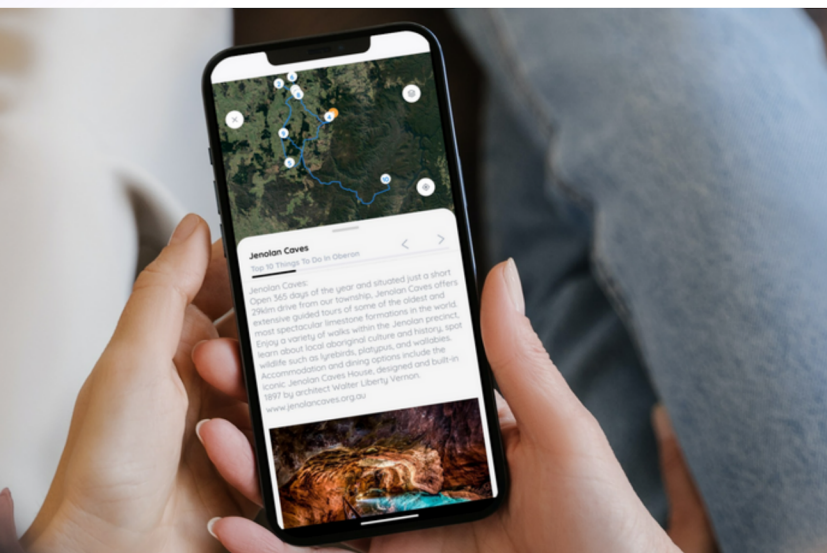
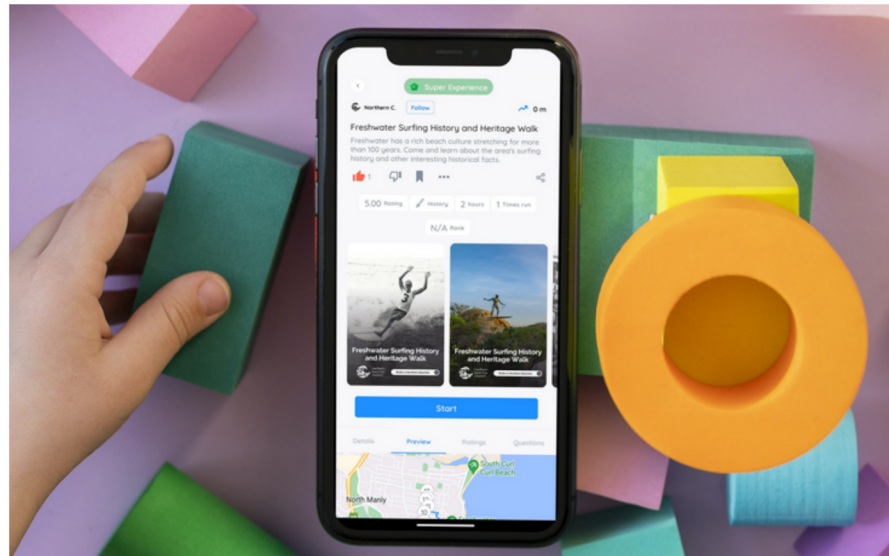
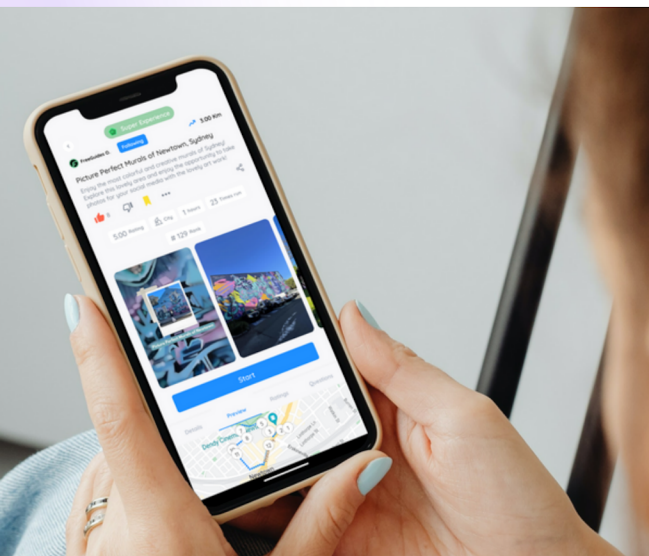
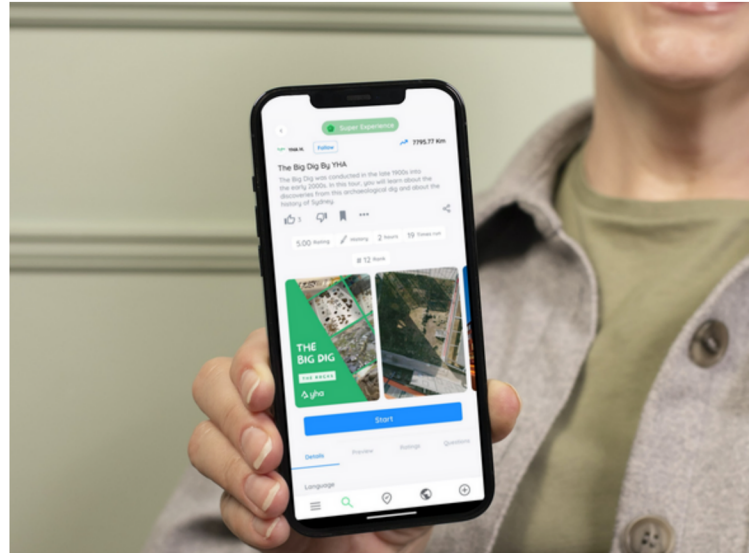
- Extensive training to your staff and locals to empower them to create and maintain tours independently
- We leverage paid advertising such as Google and Facebook
- Increased visibility of your tours within the platform
- Supply extensive physical promotion

In conclusion, our aim is to provide personalised, tours that increase revenue for local businesses and increase tourism to your area. With the ability to be updated by anyone in your organisation and the support of our dedicated team, we believe that we have the potential to become the go-to platform for visitors looking to explore and support local businesses in your area.

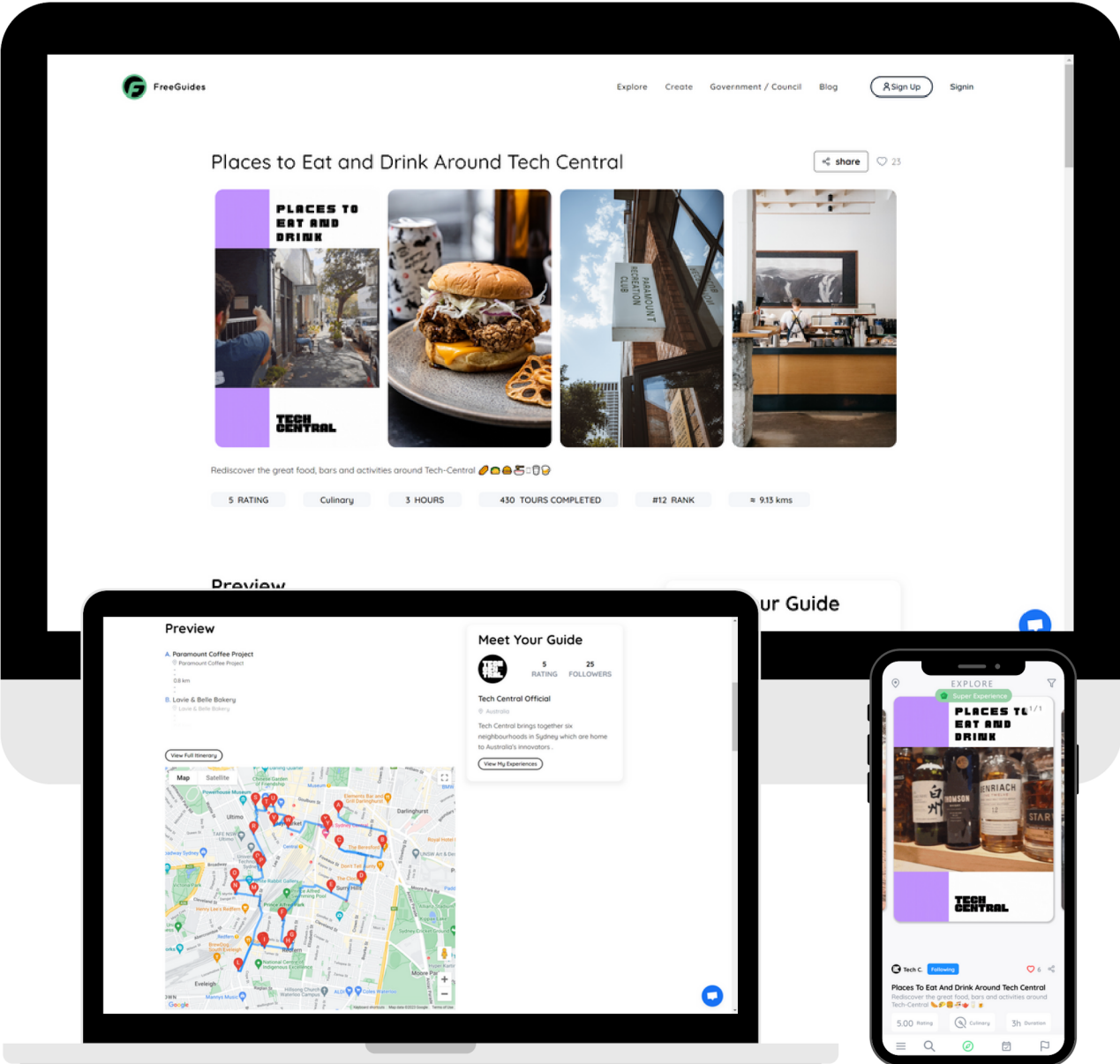


Examples of a tour

A tour is a collection of stops with media attached



Tech Central Case Study



What You Will Get

Our Services

Think of FreeGuides as your one-stop shop for tourism. Our platform is designed to empower employees and locals to produce tours that highlight the best places around the area. This approach of empowering both the employees and locals creates a large number of tours to delight and entice visitors. It shows the best things to do and see, whether it's an outdoor art gallery or a bush walk led by locals.



Tour Creation

FreeGuides team will produce one free tour and convert your existing content into tours.



New visitors

Our platform recommends tours to new explorers based on their interests



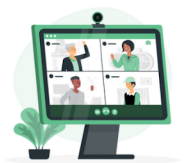
Staff Training

In person or virtual training showing all levels of your organisation how to produce tours



DIY tour creation

Free use to create as many tours as your organisation requires



Local Training

Creation of tours is free for locals. We will run training to facilitate the ease of which it can be used



Unlimited Hosting

Both on our IOS/Android app and on a dedicated website



Increased exposure

Our algorithm will show your tours to more visitors, and will be highlighted to attract attention



Promotional material

Supply digital and physical promotional material to support sharing your tours: QR codes, posters and social posts



ATDW and Google

Automatic listings to Australian Tourism Data Warehouse and Google maps



Personalised reports

Monthly reports on the number of people that go on the tours and any improvements needed



Social media ads

Monthly paid ads to promote your tours online

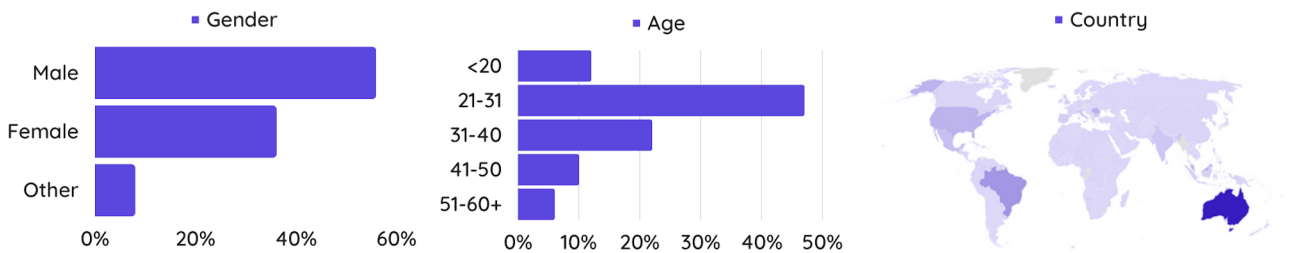


Verified account

Stand out from the other accounts on FreeGuides with a special badge of verification and trustworthiness

Impact

FreeGuides was launched in Sydney on April 2021 and internationally in September 2021. We currently have 900+ guides and 2000+ live tours in 20+ countries and 5 languages.



"For Tech Central to realise its potential, the activation of our community is critical, giving great reasons for startups, scaleups, students, researchers and all part of the innovation ecosystem to reconnect and be a part of this amazing Innovation District. This will be a critical part of the revitalisation of this part of our amazing city"

Investment NSW (Tech Central)



"We're really excited to be working with FreeGuides to provide value and enjoyment to our guests in a new-age way by giving them access to free digital walking tours. Off the back of our first experience released in partnership with the team at FreeGuides, we plan to create our own tours nationally by training our staff and allowing each hostel the opportunity to use their local knowledge to produce relevant tours for our guests"

YHA Australia



"FreeGuides has helped us increase our visibility to new markets and provided a new way to engage with our audience. We have enjoyed using the platform because it's user-friendly, and allows us to reach a larger audience"

Oberon Council



"FreeGuides allowed me to give something away for free to customers that weren't able to ride alongside my regular tours"

Newy Rides



Scope and Approach



Phase 1

Agree to proposal

Phase 2

Organise stakeholder meeting to define goals and objectives

Phase 3

FreeGuides creates first tours and waits for the publishing by council

Phase 4

Training of staff and locals

Phase 5

Monthly reporting, feedback and marketing of tours

Engagement with FreeGuides comprises the following stages

1. Setup
2. Tour creation
3. Training
4. Monthly support and hosting

Our goal is to get your council launched by making one or more tours. We then give council stakeholders and locals the tools to create their own tours. Supplying ongoing support through feedback, hosting and marketing services to properly promote these tours to locals and visitors.

Budget

EaaS (Experiences as a Service)
Paid monthly or yearly

Includes tour creation, training, hosting and promotion. Pricing dependant on needs

\$50-1,900 OR **\$500-19,000**
PER MONTH YEARLY

2 months free

Free Trial

CONTACT US FOR FREE TRIAL OR CUSTOM SERVICES



Examples of physical posters

We help explorers find your tours



Examples of physical QR codes

We help explorers find your tours

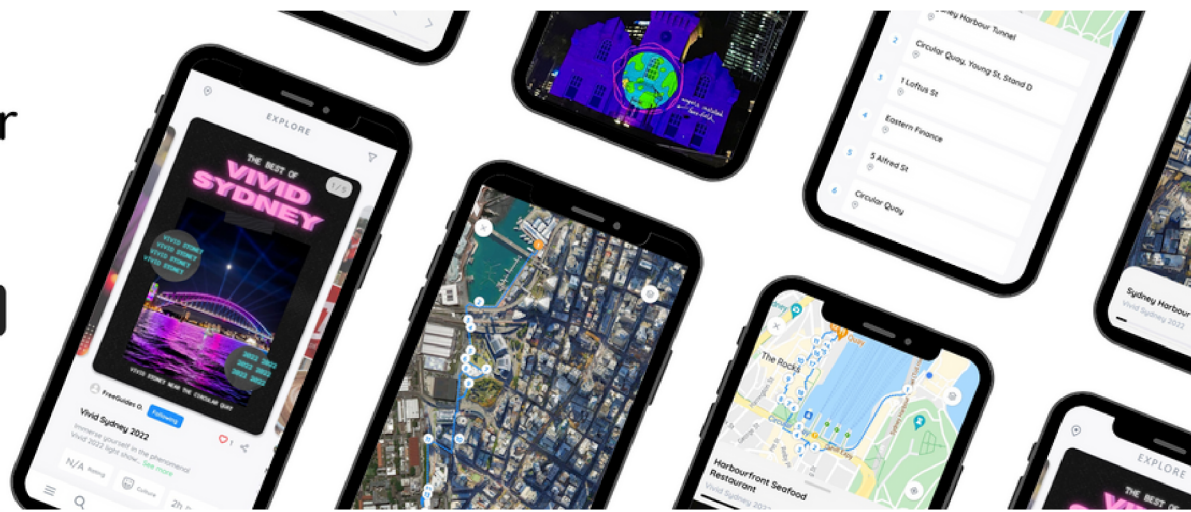


Examples of digital promotion

We help explorers find your tours

Go on this tour
in real life

DOWNLOAD



Explore Create Government / Council Blog [Sign in](#) [Sign up](#)

Bondi to Coogee



This 3 hour walk will show you some of the most beautiful beaches Sydney has but also hidden spots along the way including aboriginal rock art, lookouts and much more.

4.6 RATING Nature 3 HOURS #14 TOURS COMPLETED #9 RANK + 0 kms

Preview

A. Bondi to Coogee (Self-Guided walking tour) by FreeGuides.com

B. 18 Norths Ave

View Full Itinerary

Meet Your Guide

4.6 RATING 189 FOLLOWERS

FreeGuides Official

Australia

This is the official account for FreeGuides!

We are based in Sydney, Australia.

Creating unique experiences for our valuable users!

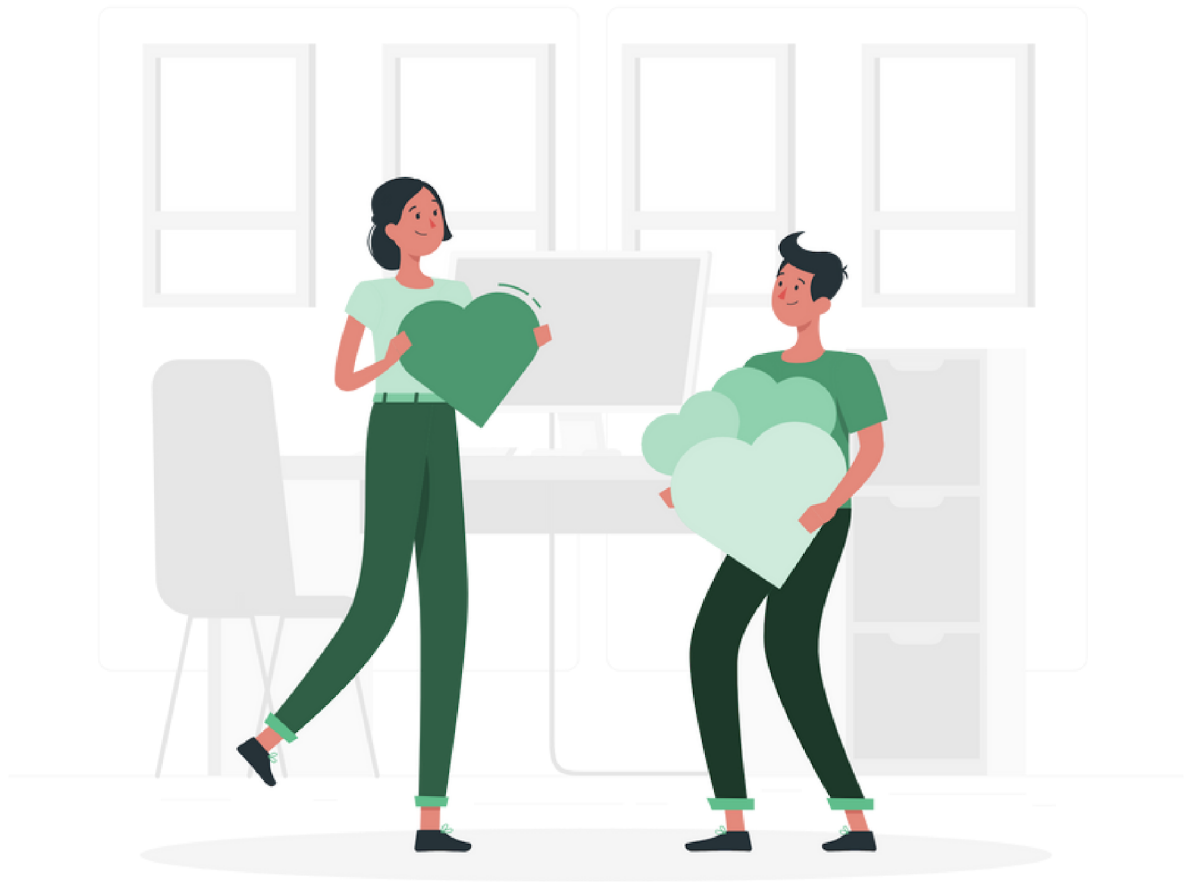
Try my new tour

HISTORICAL TOUR OF THE ROCKS

Link in bio



Thank you and please reachout



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