

# TripCraft

*AI itinerary generator tuned to specific traveller constraints — solo women, wheelchair users, parents with toddlers, kosher / halal diets, dietary medical conditions. The depth-vertical that generalist trip-planning AIs do badly.*

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|---------------------|---|
| <b>Category</b>     | Set 5 · Vertical/Creator  |
| <b>Customer</b>     | Travellers with specific constraints (accessibility, safety, dietary, family-stage) whose needs generalist trip planners ignore |
| <b>Monetisation</b> | \$19 per trip · \$9/mo unlimited Standard · \$19/mo Pro (multi-constraint families + premium concierge tier)                    |
| <b>Build effort</b> | Low   |
| <b>Plan version</b> | v1.0 — 2026-05  |

## Executive Summary

TripCraft is an AI itinerary generator specifically tuned for travellers with constraints that generic AI trip planners handle badly. The wedge: ChatGPT + Claude + Google AI Overviews will generate a 'best 5 days in Rome' itinerary effortlessly, but they consistently fail edge cases — itineraries for solo women travellers prioritising safety, wheelchair-accessible routes, family trips with a 2-year-old, kosher or halal dietary integration, gluten-free travel, anxiety-disorder-aware pacing, hijab-friendly destinations.

TripCraft addresses these by maintaining structured constraint-specific knowledge bases (accessibility-verified venues, safety-graded neighbourhoods, dietary-aware restaurant pipelines, toddler-suitable activity database) and applying these as filters + scoring layers on top of standard itinerary generation. Output is a structured day-by-day itinerary with constraint-specific notations ('this route avoids 3 stairs', 'this restaurant has kid-friendly menu + high chairs', 'this neighbourhood at this time of day rated safe for solo women travellers').

Pricing: \$19 per individual trip (one-time impulse), \$9/month Standard (unlimited trips), \$19/month Pro (multi-constraint family trips + premium concierge layer with human review). Year-1 target: 4,500 paying users mixing one-time + subscription, generating ■1.4 crore annual revenue against ■28 lakh costs. Cash-positive month 2.

## The Problem

Travellers with specific constraints — accessibility, safety, dietary, family-stage — face an itinerary planning problem that current AI tools handle badly. A wheelchair-using traveller plans a Tokyo trip; the ChatGPT itinerary recommends a temple with 30 steps to the entrance, a restaurant in a basement only reachable by stairs, and a walking tour through cobblestone streets that wheelchairs can't navigate. The user discovers each failure mode in person, mid-trip.

Equally, a solo woman traveller planning Cairo gets ChatGPT recommendations including a neighbourhood that locals describe as inadvisable for solo women after dark. A family with a 2-year-old gets a 5-day Paris itinerary that involves 8 hours of walking per day. A kosher traveller in Buenos Aires gets restaurant recommendations none of which serve kosher food. A traveller managing celiac disease gets a list of pasta-heavy Roman restaurants.

Generic AI trip planners fail at these because (1) they're trained on generic travel content that doesn't surface constraint-specific information, (2) they have no structured knowledge of accessibility audits or dietary-availability data or safety perceptions, (3) they have no way to verify that recommendations actually meet the constraint vs. surface-pattern-match. The user must either accept the failures or do extensive manual research themselves.

## The Solution

TripCraft maintains structured constraint-aware knowledge bases for the constraint types it serves. Launch constraint types: wheelchair / mobility accessibility, solo women safety, family-with-toddlers (under 4), kosher dietary, halal dietary, gluten-free / celiac, hijab-friendly destinations. Each knowledge base combines: published accessibility audits (where available — many cities publish them), local-blogger + dedicated-community content (wheelchair travel blogs, solo-women-travel forums), curated restaurant + venue database with verified constraint-compliance, scoring/grading frameworks.

Itinerary generation flow: user inputs destination + dates + constraint types + additional preferences (pace, interests). AI generates day-by-day itinerary that scores well on all selected constraints, with explicit notation per recommendation ('this museum has step-free entrance + accessible restroom', 'this restaurant verified halal + has kid-friendly menu + reservations recommended'). Where TripCraft cannot verify a constraint-fit, it explicitly says so rather than guessing.

Pro tier (\$19/month) adds: multi-constraint family planning (e.g., a family where one parent uses a wheelchair, one child has celiac, one child is under 4 — TripCraft handles the constraint intersection), 'premium concierge' option where a TripCraft team member reviews the AI-generated itinerary for any high-stakes trip (medical travel, accessibility-critical, religious-pilgrimage trips) and provides additional verification + customisation for trips priced at \$79+ premium.

Three structural differences from generic AI trip planners define the wedge. First, structured constraint knowledge bases vs. generic content training. Second, explicit constraint-verification per recommendation. Third, focused depth on constraint types that mainstream AI doesn't prioritise.

## Market Opportunity

Addressable travellers globally with constraint-specific needs. Solo women travellers: ~80M annual trips with safety as primary constraint. Wheelchair / mobility-impaired travellers: ~30M annual trips. Family-with-toddler trips: ~150M annually globally. Dietary-restricted travellers (kosher / halal / celiac / others): ~200M annually. Total constraint-specific trip volume: ~400M+ annually, with significant overlap.

Realistic willing-to-pay segment: ~12M travellers/year who would pay \$9-19 for substantively-better constraint-aware itinerary. At blended ARPU of \$24/year (mix of one-time + subscription users), the SAM is approximately \$280M annually.

Realistic 4-year capture: 0.3-0.8% of SAM = \$850k-\$2.2M ARR. Sustainable focused-niche business; will not be a hyperscale market but durable + defensible.

Adjacent expansion. Year 2: medical-travel itineraries (treatment travel logistics + accessible routing combined). Religious pilgrimage planning (Hajj, Tirupati, Lourdes, Vatican — each has specific logistics complexity). Travel agency partnerships where TripCraft is white-labelled (premium accessibility tour operators, kosher tour operators).

## Target Customer

Primary persona: a 41-year-old wheelchair-using marketing director in Boston planning a 10-day Italy trip with her partner. Has been burned by ChatGPT itineraries before; spends 25+ hours researching trips manually. Will pay \$19 per trip without negotiation; if she takes 3 trips a year, may upgrade to \$9/month subscription.

Secondary persona: a 28-year-old solo woman software engineer in London planning a 2-week Southeast Asia backpacking trip. Safety is her primary concern but she also wants substantive travel experience. Will pay \$9/month subscription for the year of travel-planning across 4-5 destinations.

Tertiary persona: a 36-year-old observant Jewish couple in New York planning a kosher-strict Italy trip including dietary law-compliance considerations across the trip. Will pay \$19 per trip; potentially \$19/month Pro tier for premium concierge tier on the high-stakes religious-trip planning.

## Product

Trip-planning flow: destination + dates + constraint selection + traveller details (companion count, ages, mobility level if relevant, dietary specifics if relevant). AI generates structured day-by-day itinerary in 30-60 seconds.

Constraint-aware knowledge bases. Accessibility: integration with WheelTheWorld + Sage Traveling + Brett's Accessibility Reviews + city-published accessibility audits. Safety: integration with woman-traveller communities (Solo Female Travelers, JourneyWoman) + safety-graded neighbourhood data. Dietary: structured restaurant database with kosher / halal / gluten-free / vegan / nut-free verification by partner certification bodies + community-verified additions. Family: toddler-suitable activity database + family-friendly venue database.

Itinerary output: day-by-day schedule with morning + afternoon + evening blocks, each block containing 1-3 activities with constraint-specific notation, restaurant recommendations for breakfast / lunch / dinner with dietary notation, transportation suggestions with accessibility notation where relevant, neighbourhood notes with safety notation where relevant. Total length: typically 12-25 pages for a week-long trip.

Pro tier multi-constraint planning: handles trips where multiple constraints interact (one wheelchair user + one celiac + one toddler = three constraint dimensions x all activities = high planning complexity that generic tools cannot manage).

Pro tier concierge layer: for \$79 premium add-on on critical trips, a TripCraft team member (someone with traveller-constraint expertise) reviews the AI itinerary, makes verification calls to key venues, adds context the AI missed, provides direct contact for in-trip support.

Sharing + collaboration: itinerary shareable with travel companions; companions can comment + suggest changes; final itinerary exportable as PDF / Apple Wallet pass / Google Trips integration.

## Technical Architecture

Backend: Python on Hetzner cloud. Postgres on Neon for itinerary storage + constraint knowledge base.

AI layer: GPT-4o for itinerary generation (~\$0.40 per generated itinerary), Claude Sonnet for constraint-specific verification reasoning. Per-trip cost: ~\$0.60.

Knowledge base ingestion: structured ETL from WheelTheWorld / TripAdvisor accessibility data + community-blog scraping (respectful) + manual curation by part-time domain-expert contributors (wheelchair-traveller, solo-woman-traveller, kosher-certified, etc.) at ■500-1,500/hour for contribution work.

Frontend: Next.js + Tailwind, mobile-responsive (most trip planning is mobile-initiated).

Payments: Stripe (international primary), Razorpay (India).

Sharing infrastructure: shareable itinerary URLs with optional collaboration / commenting + PDF export pipeline.

## Business Model & Unit Economics

Hybrid pricing. Per-trip one-time (\$19): single itinerary, full feature set, no subscription. Standard subscription (\$9/month or \$79/year): unlimited trips, save + share itineraries, basic features. Pro subscription (\$19/month or \$179/year): multi-constraint families, premium concierge availability (\$79 add-on per trip), priority generation, expert-reviewed templates.

Conversion economics: per-trip purchase converts at 6% of trial users (one-time purchase higher conversion than subscription). Subscription conversion from per-trip customers: ~25% within 6 months (after second + third trip). Distribution: 50% per-trip one-time, 35% Standard, 15% Pro.

Gross margin: 86% blended. Major cost: AI generation (~\$0.60/trip), knowledge-base curation amortised (~\$1/customer/year).

Customer LTV: \$19 one-time (typical 1.3 trips/year over 2 years) = \$50; \$9/month × 14 months = \$126; \$19/month × 22 months = \$418.

### Unit Economics (Year-1 base case)

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| <b>Year-1 paying users (target)</b>    | 4,500 (mix of one-time + subscription) |
| <b>Average revenue per user</b>        | \$38                                   |
| <b>Year-1 revenue</b>                  | \$170,000 (~₹1.4 crore)                |
| <b>Gross margin</b>                    | 86%                                    |
| <b>Customer acquisition cost (CAC)</b> | \$45                                   |
| <b>Payback period</b>                  | 1-3 months                             |
| <b>Year-1 all-in costs</b>             | ~₹28 lakh                              |
| <b>Year-1 net contribution</b>         | ~₹95 lakh                              |

## Go-to-Market

Channel 1 — Constraint-community organic (40%): r/wheelchair, r/solotravel, Solo Female Travelers FB group, JourneyWoman community, kosher travel forums, celiac travel communities, Wheel the World content. The product is highly shareable in these communities because it solves their actual problem.

Channel 2 — Community-creator partnerships (30%): partnerships with 15-25 accessibility / solo-woman / family / dietary travel creators across YouTube + Instagram + blogs. Authentic recommendation from trusted community voices.

Channel 3 — SEO + content (20%): substantive content on constraint-specific travel topics ('wheelchair-accessible Tokyo', 'solo woman travel safety Bangkok', 'kosher restaurants Buenos Aires'). Long-tail commercial-intent SEO.

Channel 4 — Travel-agency white-label (10%): partnerships with specialty travel agencies serving constraint-specific clientele for white-label deployment.

### Roadmap (first 12 months)

- Month 1-3: MVP — wheelchair accessibility + solo women safety constraint knowledge bases + itinerary generator + one-time + Standard pricing. 250 paying users.
- Month 4-5: Add family-with-toddler + kosher + halal constraint knowledge bases, 800 paying users, ₹4 lakh MRR + per-trip cash.

- Month 6-8: Add gluten-free + hijab-friendly + LGBTQ-friendly knowledge bases, Pro tier launched with multi-constraint, 2,000 paying users.
- Month 9-10: Concierge tier operational, expand knowledge base depth on top 50 global destinations, 3,400 paying users.
- Month 11-12: 4,500 paying users, ■1.4 crore annualised revenue.

## Key Risks

- Generic AI tools improving on edge-case handling — possible long-term threat. Mitigated by depth-of-knowledge-base moat (Wheel the World + community-blogger data + manual curation by domain experts is real work that takes time), by explicit constraint-verification rather than generic AI confidence-without-substance.
- Constraint knowledge base accuracy variance: some destinations are well-covered (Western cities with mature accessibility audits); others are weakly covered (smaller cities, less-travelled destinations). Mitigated by clear in-product expectation-setting about coverage quality per destination + by community-contribution flywheel.
- Premium concierge tier operational burden: human reviewers at \$79 premium tier requires staffing investment. Mitigated by limiting concierge volume to ~30 trips/month initially with single specialist, scaling carefully.
- Travel-industry sensitivity to global events (pandemic, recession, geopolitical) — entire category is exposed. Mitigated by diversification across constraint types + destinations + by accepting cyclical variance.
- Liability if itinerary recommendation causes harm (mobility user injured by inaccessible venue, solo traveller harmed in recommended neighbourhood). Mitigated by clear disclaimers + professional indemnity insurance + verification-with-uncertainty notation in outputs.