





# Ministry of Tourism Cambodia

According to the Ministry of Tourism of Cambodia, the tourism sector earnings reached \$1.41 billion in 2022 and contributed 3.6% of total GDP.



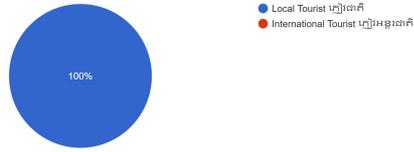
seeds  
for the  
future



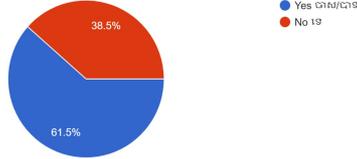
TECHNOVATOR



Are you a local or international tourist in Cambodia? តើអ្នកគឺជាភ្ញៀវដើម្បីទេសចរណ៍នៅប្រទេសកម្ពុជា?  
13 responses



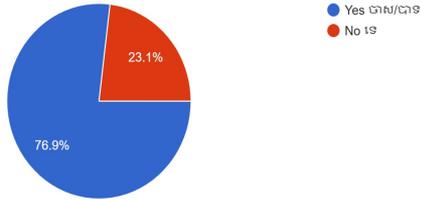
Have you ever faced difficulties in finding a tour guide during your tourist experiences? តើអ្នកធ្លាប់មានធនលំបាកក្នុងការស្វែងរកអ្នកមគ្គុទេសក៍ទេសចរណ៍ដែរឬទេ?  
13 responses



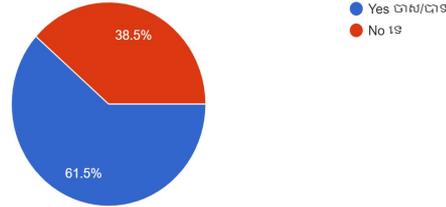
Were there any logistical challenges you had to deal with during your trip, such as transportation or accommodation and Food? តើមានបញ្ហាការធ្វើដំណើរប្រញាក់ន្លែងស្នាក់នៅ និងម្ហូបអាហារ ដែរឬទេ?  
13 responses



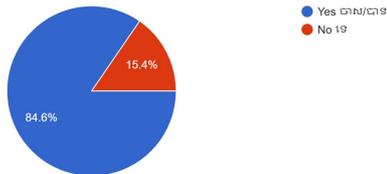
Have you ever experienced any difficulties in finding reliable information about the tourist destination? តើអ្នកធ្លាប់ជួបការលំបាកណាមួយក្នុងការស្វែងរកព័ត៌មានដែលអាចទុកចិត្តបានអំពីកន្លែងទេសចរណ៍ដែរឬទេ?  
13 responses



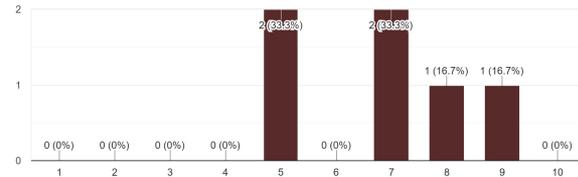
Have you ever felt lost or disoriented during your trip? តើអ្នកធ្លាប់រង្វេងពេលធ្វើដំណើរដែរឬទេ?  
13 responses



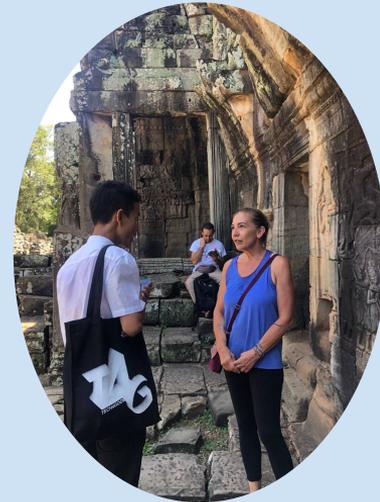
Would you prefer a digital tour guide app that utilizes augmented reality (AR) to provide a more immersive experience? តើអ្នកចូលចិត្តកម្មវិធីមគ្គុទេសក៍...lity (AR) ដើម្បីផ្តល់នូវបទពិសោធន៍ដ៏អស្ចារ្យដែរឬទេ?  
13 responses



On a scale 1 to 10, how important it is you think to have a good tourism assistance for (tour guide, accommodation, food, and transportation) នៅលើម...កទេសចរណ៍ ការស្នាក់នៅ អាហារ និងការដឹកជញ្ជូន  
6 responses



# INTERVIEWS



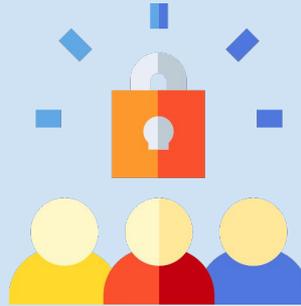
Problem



## Difficult Experience



Language Barriers



Lack of Familiarity



Lack of Information



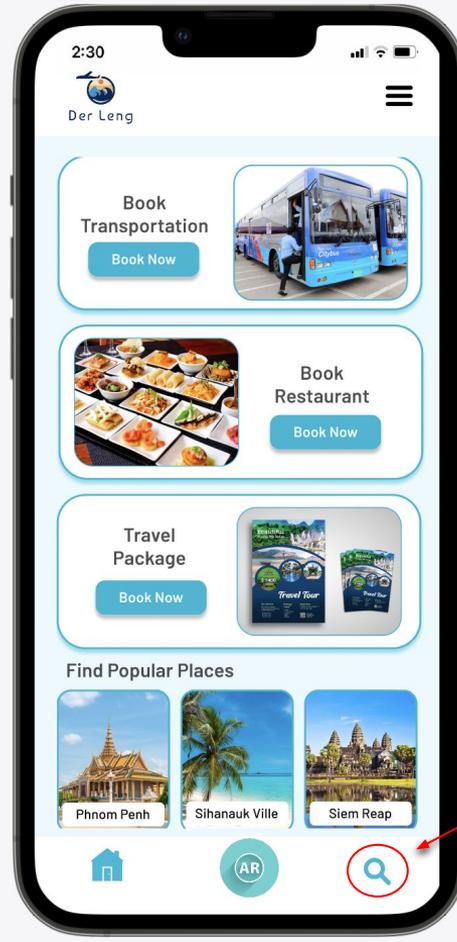
# Der Leng

*Your passport to the Virtual Adventures*

1



2



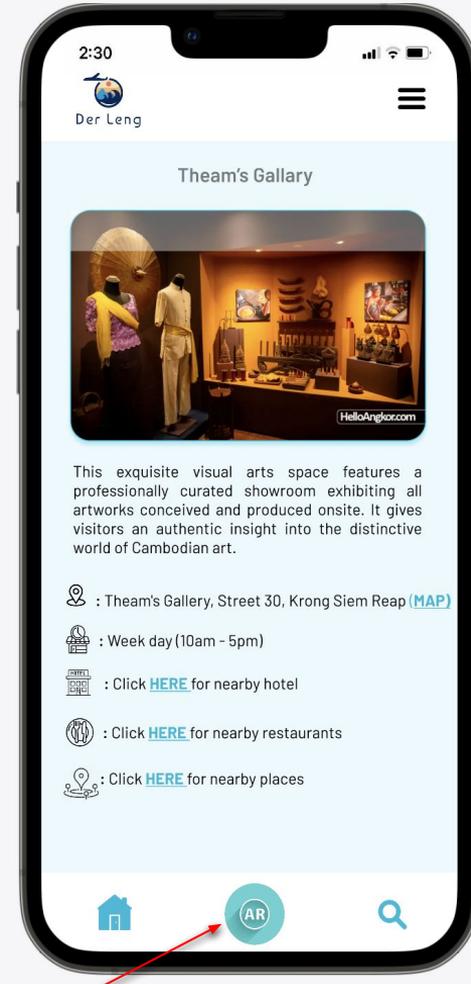
3



4



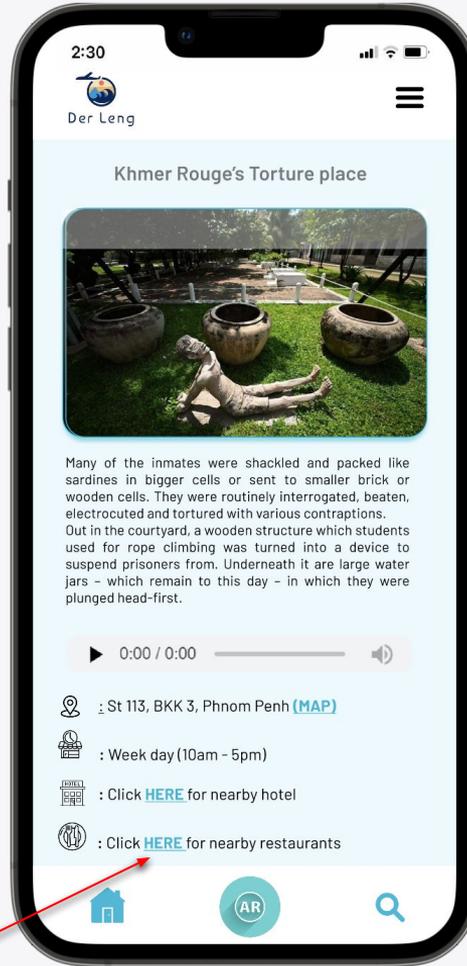
5



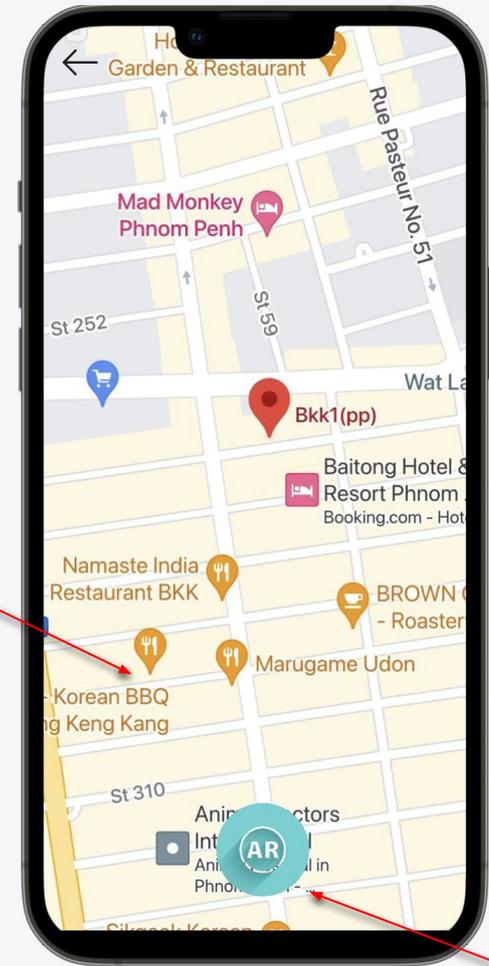
6



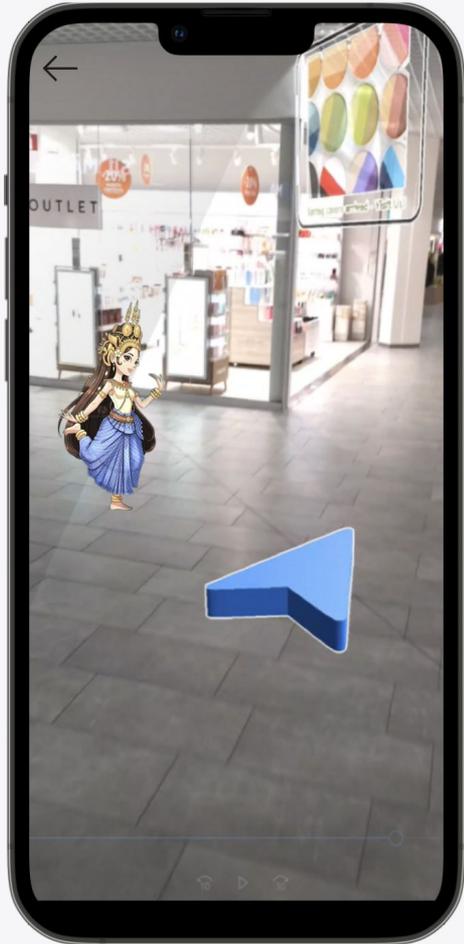
7



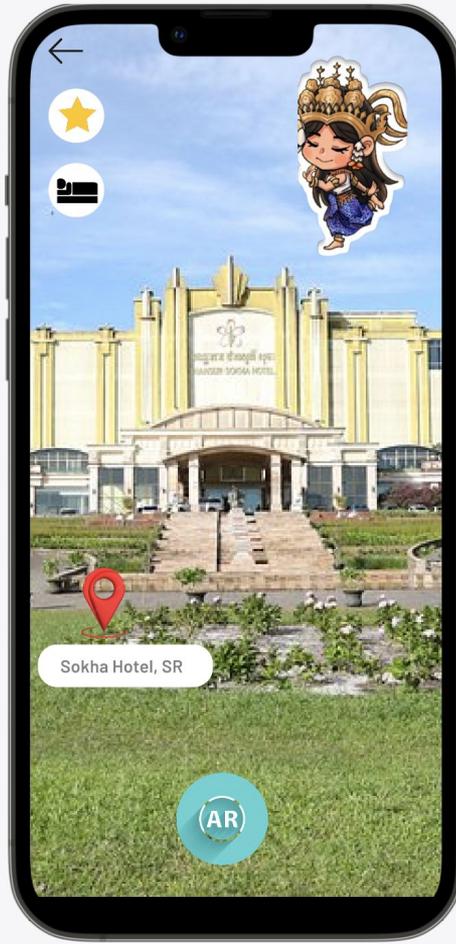
8



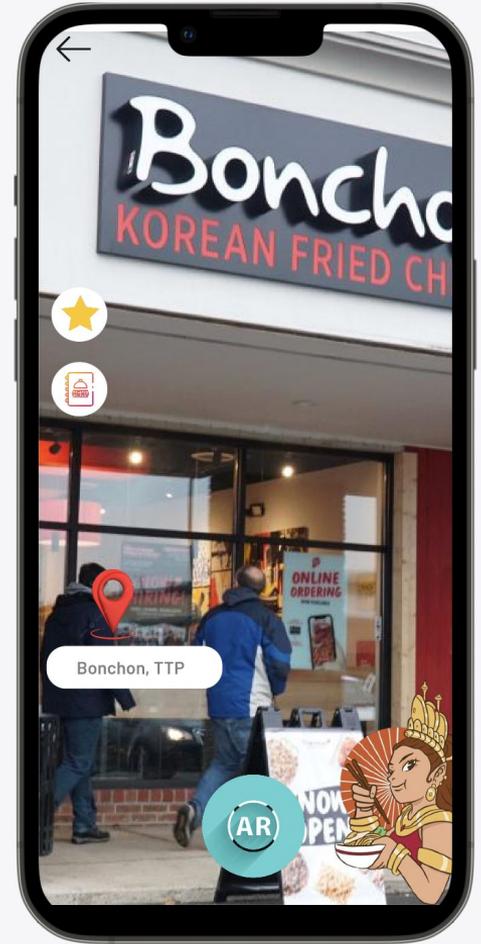
9



10



11



# SOURCE OF FUNDING



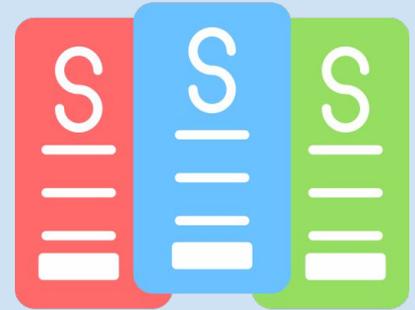
Packages



Booking Fee



Advertisements



Subscription

# Potential PARTNERSHIP



## Transportation companies



## Hotel



## Government



# MARKETING



Social Medias



Physical campaigns



Coupons/Vouchers

# Why Der Leng?



	Der Leng	vs	Agoda
★ Visual Exploration	✓		✗
★ Immersive experience	✓		✗
★ Promotion environment protection action	✓		✗
★ Personal E-guide	✓		✗

# Road Map



Prototype  
2023



Launching  
2024



Market fit  
2025



Country scale  
2026



Regional scale  
2027

## Preparation



Reach out



Developing

## Pilot product to the market



Marketing



Debugging

## Rapid expansion in Cambodia



70,000+  
Active Users



Expand Partnerships  
By 50%

## Rapid expansion in Regional



1,000,000+  
Active Users



Expand Partnerships  
By 300%



3+ countries  
Thailand, Vietnam & Laos

## Our team



Phanhatap EM



Socheata SRIM



Kunthea MAK



Ensophea TOCH



Sok Sreng CHAN



Meanhor KEA



Kimsongyeon THY



# Der Leng

*Your passport to the Virtual Adventures*

Thank you



Scan here to visit our slide