Tourism Startups in Iran

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- ❑ History of Startups in Iran
- ❑ Tourism Startups

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INTRODUCTION

Let’s start with the history of startups in Iran

HELLO!

I am Ashkan Borouj

- Organizer of the 1st Tourism Startup Weekend in Iran-2015
- Jury & Mentor of 10 SWs in Iran
- Tourism & Hospitality Startups consultant
- E-tourism university lecturer & advisor

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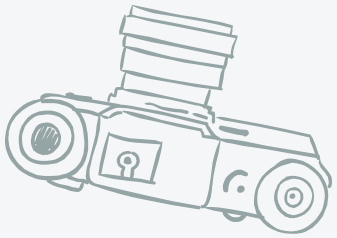

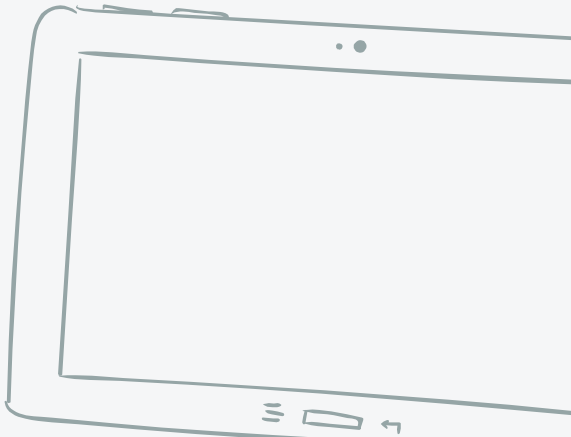

- *Economic sanctions are often placed on countries with the intention of crippling economies and businesses.*
- *One area where sanctions have had unintended effects in Iran is the tech industry, which has boomed in recent years.*
- *It is now one of the region's fastest growing.*

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History of startups in Iran

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History of Startups

- It was born in 2002 but long way to maturity
- First Successful Startups: 2011
- First startup events: 2012
- 2012 to 2015 : very slow growing
  Less than 100 events – 1 Accelerator

- From 2015 to 2017:

  - ✓ 1520 events in 30 states
  - ✓ 35 Accelerator in 10 city

Source: ICT Startups Empowerment and Facilitation Center (ISEFC)

Startups events in Iran & international level

Source: ICT Startups Empowerment and Facilitation Center (ISEFC)

Q1 2017 Iran's World ranking for startup development

23

- In the same level with China & Australia
- Iran is Stand in the Middle level with growing intend

Source: ICT Startups Empowerment and Facilitation Center (ISEFC)

2017

1451 Startups

That’s registred in the ictstartups.ir

2500 unit

Related business unit made by them

30%

Raising occupation!

130k Job oppurtunities

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BIG IMPACT
Reverse Immigration

Tourism Startups

History of Tourism Startups in Iran

History of E-Tourism

- Tourism startups emerge in 2009
- First Successful Tourism Startup:

  2011 :Market Place for LAST MINUTE tours and charters

  2012: Hotel Reservation

Averagely **1 Idea** in each SWs

- E-tourism get serious in 2013
- First Tourism startup Weekend: 2015

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Tourism Startups
2015-2017

11 + 2
Tourism Startup Weekends in 9 City

1420
Persian Travel Android App

3.5 Million
install

7%
Tourism Startups Market

23 of 350
Accepted startups in ELECOMSTARS

cafebazaar.ir

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700 Iranian Travel Websites

2017

6-9 Month

MVP Making and Entrance the Market

1-4 Year

Growing to Maturity and Development

Avg 7 Person

Team players in each developing startups

Source: ICT Startups Empowerment and Facilitation Center (ISEFC)

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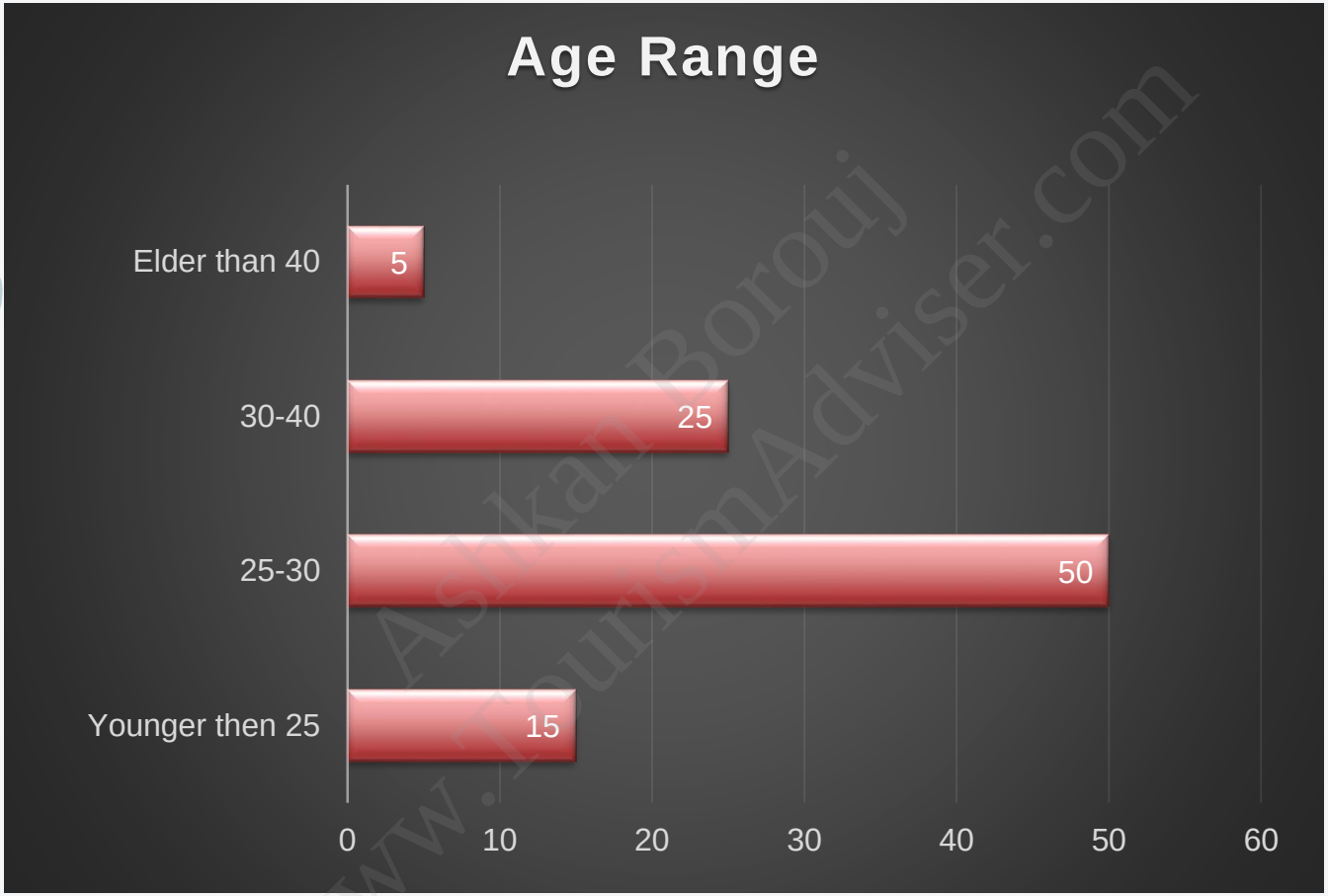

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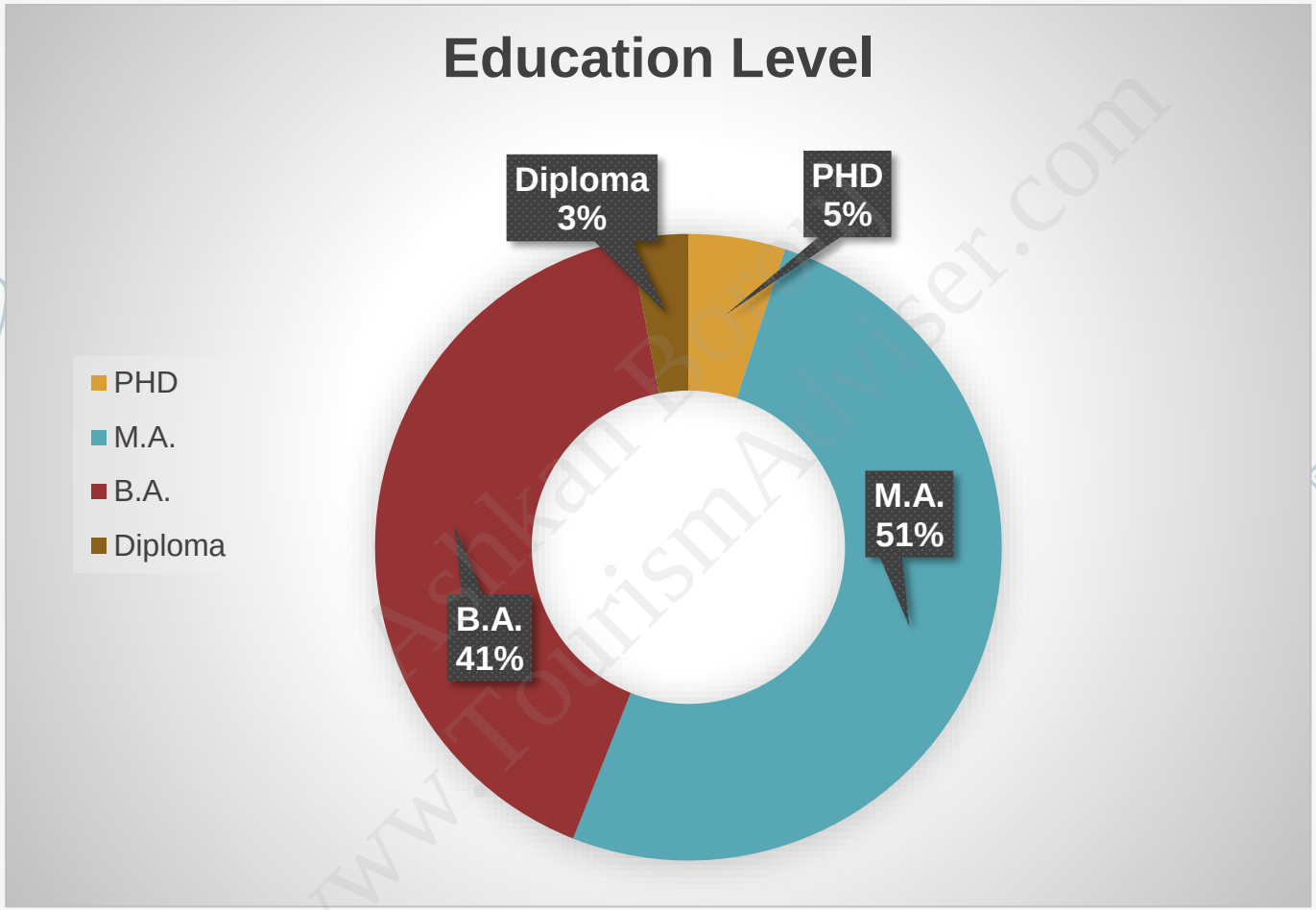
Source: ICT Startups Empowerment and Facilitation Center (ISEFC)



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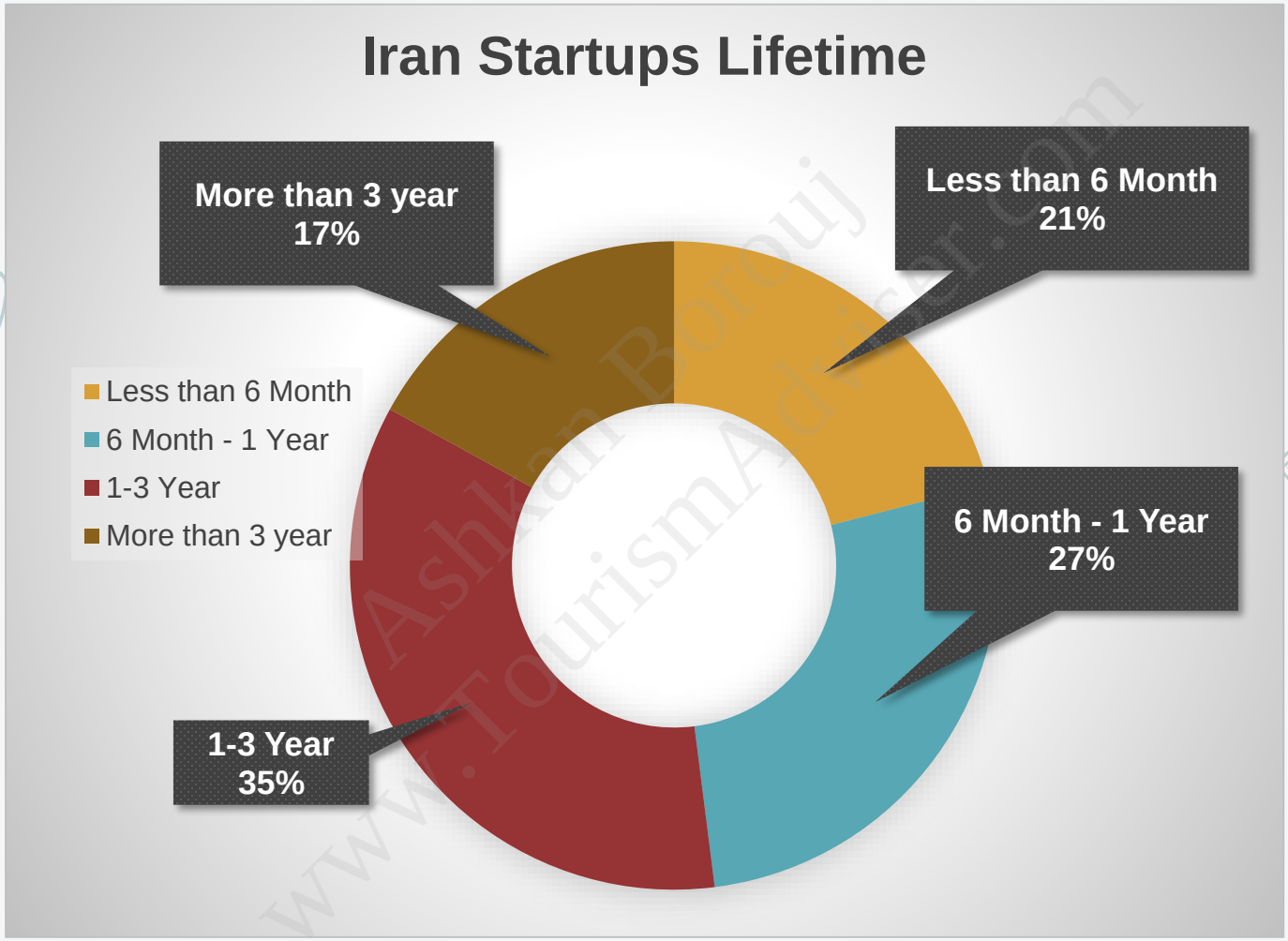

Source: ICT Startups Empowerment and Facilitation Center (ISEFC)

4
OF
TOP 10
alibaba.ir
lastsecond.ir
The Best Iranian Startups
are in
Tourism & Travel

Challenges

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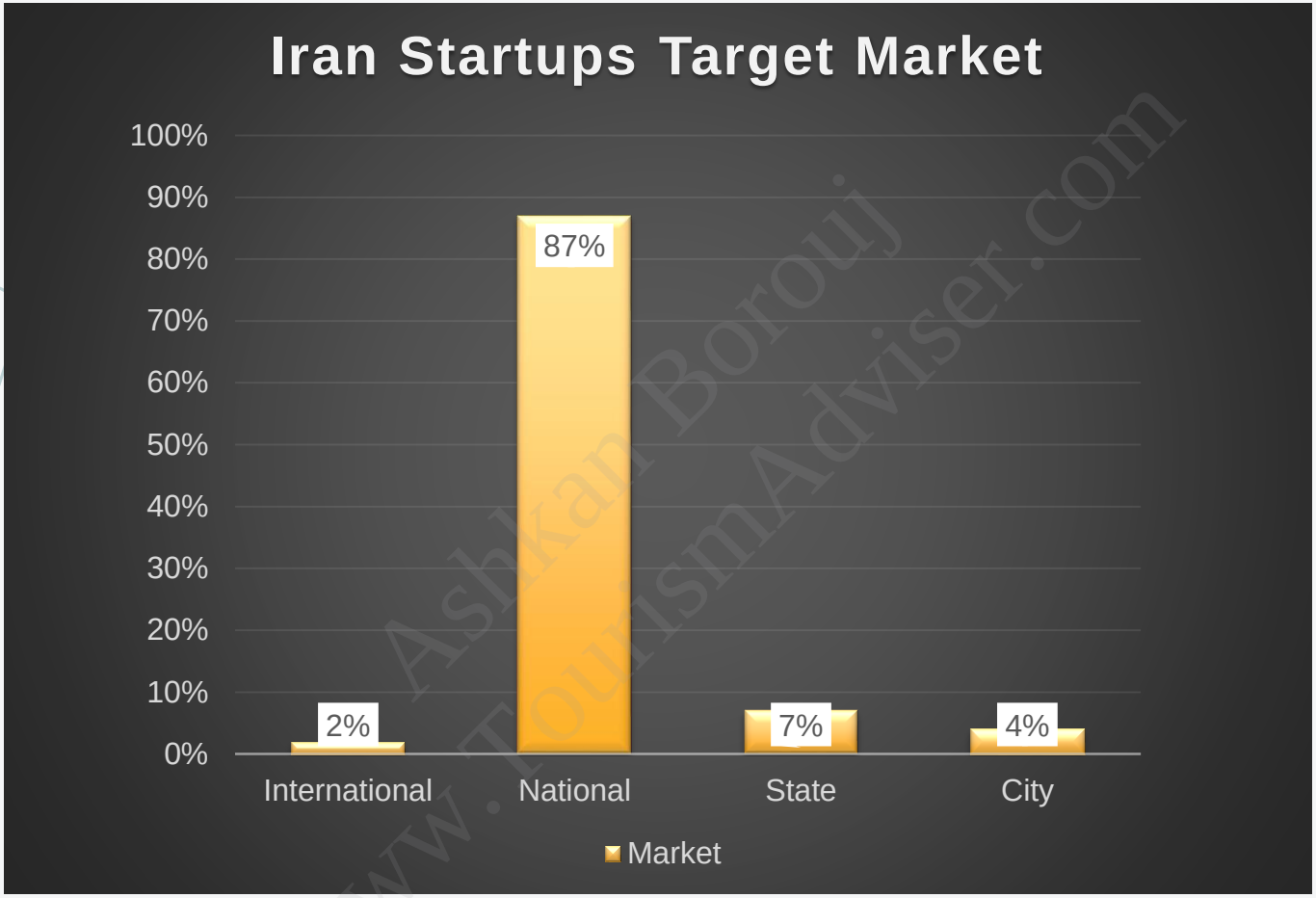

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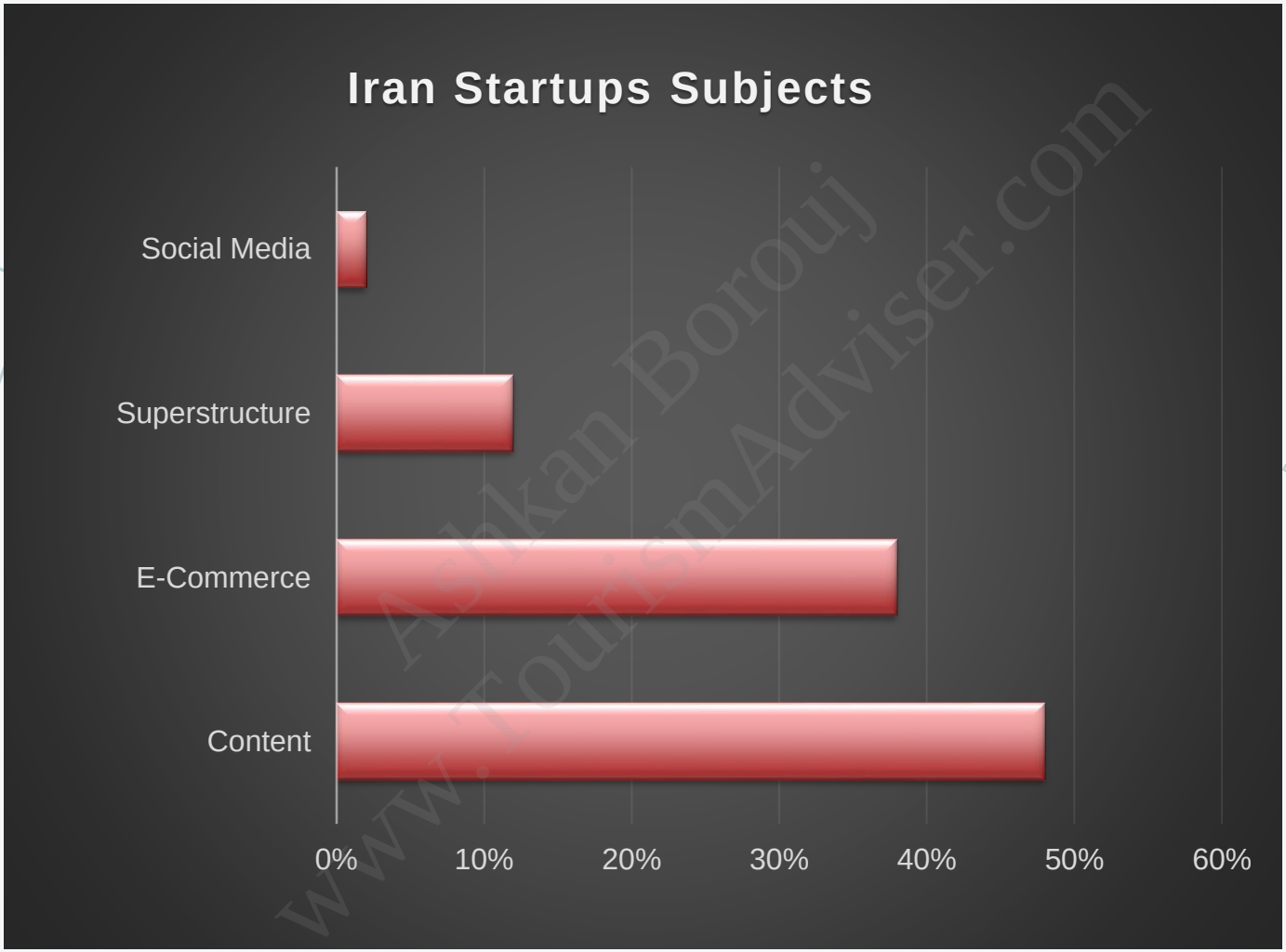
Source: ICT Startups Empowerment and Facilitation Center (ISEFC)



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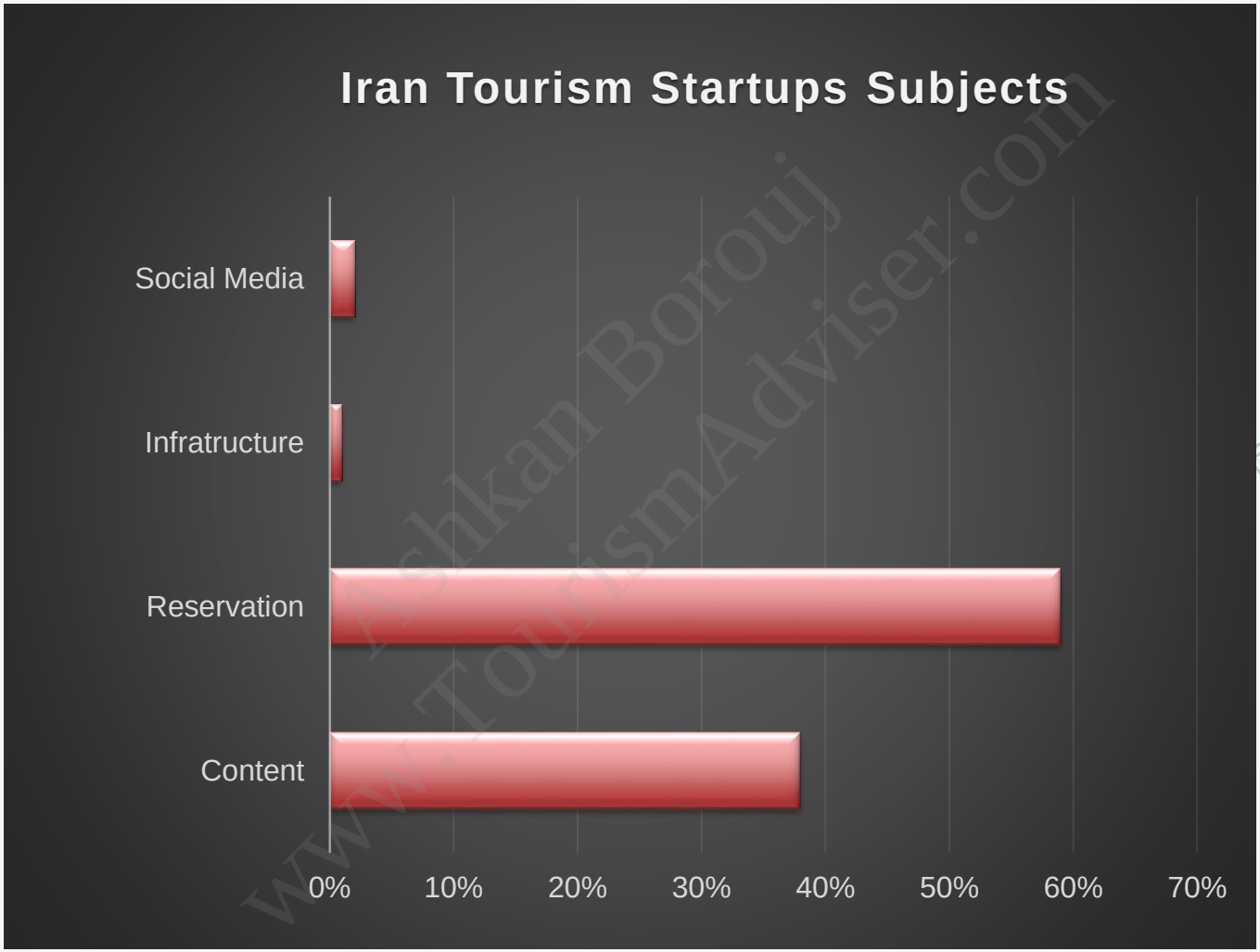

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Iran Startups Obstacels

Source: ICT Startups Empowerment and Facilitation Center (ISEFC)

T Sign

ICHTO certificate for E-Travel & Tourism

سازمان میراث فرهنگی صنایع دستی و گردشگری

گواهینامه ارائه خدمات گردشگری در فضای مجازی

(عرضه و فروش)

نام واحد: علی بابا

نام مدیر / مدیرعامل: مجید حسینی نژاد

شناسه فعالیت: ۱۴۲۶۰۶۳۳۶

تاریخ صدور: ۱۳۹۵/۱۱/۲۱

با استناد به تبصره ۲ ماده ۷ قانون توسعه صنعت ایرانگردی و جهانگردی مصوب ۱۳۷۰/۷/۷ و اصلاحات بعدی و دستورالعمل نظارت بر فعالیت و کسب و کارهای اینترنتی مصوب ۱۳۹۲/۵/۲۲ کمیته نظارت بر کسب و کارهای اینترنتی مرکز توسعه تجارت الکترونیکی، بدینوسیله با فعالیت آن شرکت در چارچوب دستورالعمل ارائه خدمات مسافرتی و گردشگری در فضای مجازی و شیوه نامه الحاقی آن برای مدت یکسال از تاریخ صدور موافقت می گردد.

نشانی مکان فعالیت: تهران، فرمانیه شرقی، خیابان عسگریان، خیابان یاس، برج یاس، طبقه اول

مدیر کل میراث فرهنگی، صنایع دستی و گردشگری استان تهران

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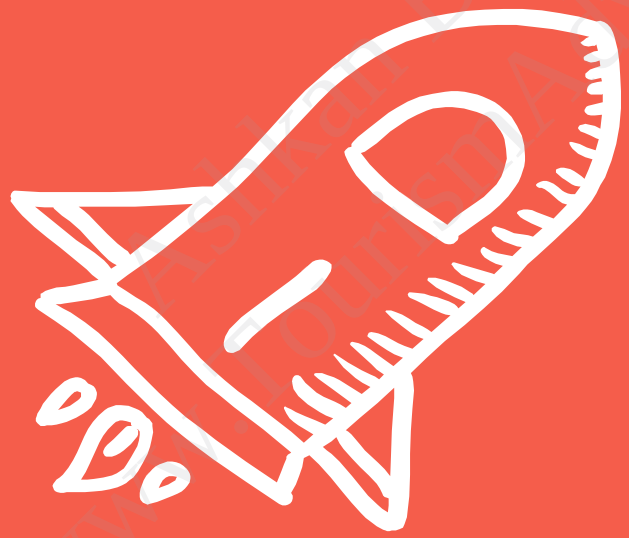
Conclusion



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Thank You!

Any questions?

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