



Dear Journalists,

Thank you for downloading our Press Kit. It contains all the information about the Cariboo start-up and its founders. Cariboo was born from a need felt by each of its founders, during their respective touristic and expatriation experiences: the need of interaction with what makes the life of a city: the locals.

Cariboo defines itself as an accelerator and facilitator in the process of meeting a local during a trip. Our guides' profiles are screened in order to guarantee a positive experience to our users. The guides' ratings – essential in a sharing economy model company – enhances trust over the platform and the guides. Cariboo focuses its guides' information on the visit description and features: this is made to give users a clear and objective information.

Our idea seems to be anchored in a very noticeable tendency of the last years, led by companies like Blablacar, Uber or even Airbnb. We are discovering more and more competitors, but we like recalling our competitive advantages: the quality of our guides and the visit content, the community spirit between our local guides & us, founders; and the tailored aspect of each visit.

We hope that we answered all of your questions and provided you with the materials expected in order to let you create a paper about our start-up company. Please feel free to contact us by email at boo@cariboo.co for further and more detailed information.

Best regards,

Jean-Régis, CEO @ Cariboo