

COMMERCIAL PROPOSAL · PROPOSED AI TRAVEL PARTNER · 2026

RoamWise × E-Cell NMIMS Mumbai

500 lifetime Pro passes for NMIMS students and organisers — the opportunity, the numbers, and how the campaign runs.

This is a proposed partnership, pending confirmation by NMIMS / E-Cell

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SECTION 01

The Opportunity

NMIMS students travel constantly — long weekends, term breaks, post-exam trips, and the kind of spontaneous plans that get made in a hostel common room at 11pm. What they don't have is a fast, reliable way to plan those trips: generic blog advice, opaque agency pricing, and Instagram spots that turn out overcrowded the moment they arrive.

RoamWise was built to fix exactly that gap — AI itineraries with real transport and real costs, crowd calendars that show when a destination is actually worth visiting, and local pricing instead of tourist markup. A campus partnership with E-Cell NMIMS is a natural fit: real reach among the exact audience RoamWise is built for, and a meaningful, no-cost benefit for NMIMS's own community in return.

The proposal is straightforward: RoamWise funds **500 lifetime Pro passes** for NMIMS students and organisers, and in exchange asks for campaign visibility during the fest window — nothing more. No cash changes hands in either direction for the pass programme itself.

SECTION 02

What RoamWise Offers NMIMS Students

Every claimed pass includes full lifetime RoamWise Pro, not a trial or a discount code:

- **AI Itinerary Builder** — full day-by-day plans with real transport, real costs, real timings, not generic suggestions.
- **Ailon Tusk** — RoamWise's built-in travel copilot, answering trip questions from real guides, weather and cost data on demand.
- **Trip Chat** — plan and coordinate a trip with a group in one shared place instead of scattered WhatsApp threads.
- **Crowd Calendars** — month-by-month crowd intensity for 195+ destinations, so students know when to go before everyone else does.
- **Real Local Prices** — what locals and savvy travellers actually pay, not what tourist aggregators quote.
- **Group Budget Splitter** — split trip costs across a group without a spreadsheet or a WhatsApp argument about rounding.
- **Offline Maps** — full access after one sync; works with zero signal, as it should.
- **Trip Ratings** — rate and browse real trip experiences from other travellers, not just star ratings on a listing.
- **Journey Passport** — a verified digital record of every trip, permanent and shareable.

How the 500 passes are split

Pool	Passes	Who / How
Organiser passes	50	Reserved for E-Cell core team and fest organisers. Distributed directly by E-Cell leadership.
Student passes	450	Claimed via co-branded QR / the campaign page, while passes last, during a 30-day claim window after the event.

SECTION 03

The Value Math

We'd rather show the real numbers than a rounded-up “worth ₹X” headline. Here's how the value actually stacks up, and why the cost to NMIMS lands at zero:

Reference value (₹299/account retail Pro price × 500 passes)	₹1,49,500
Value at RoamWise's founder-offer price (₹100/account × 500)	₹50,000
Actual cost to NMIMS / E-Cell	₹0

RoamWise absorbs the founder-offer cost itself. We're doing this because campus reach and word-of-mouth among exactly the audience we're building for is worth more to us right now than the cash — not because there's a hidden catch elsewhere in this proposal.

SECTION 04

What Each Side Brings

Deliverables, matched on both sides:

RoamWise delivers	E-Cell NMIMS delivers
✓ 500 lifetime Pro accounts (50 + 450 split) ✓ Unique claim QR + referral code ✓ Traveler DNA quiz + creative assets ✓ Campaign copy and social prompts ✓ Post-campaign analytics report	✓ “Official AI Travel Partner” designation ✓ Featured as NMIMS's one AI travel partner for the campaign (no other AI travel app promoted alongside) ✓ 2 collaborative reels + 4 stories ✓ 1 LinkedIn post + 2 community pushes ✓ Stage mention + QR activation point ✓ 1 quiz/challenge promoted to participants

These are the same deliverables listed on the public campaign page at roamwise.co.in/nmims — nothing here is different from what students and organisers see.

SECTION 05

Campaign Timeline

Phase	Window	Focus	What happens
1 · Tease	T–14 to T–7	Awareness	Collaborative reel: “500 lifetime travel passes are coming to NMIMS.” Claim waitlist opens.
2 · Engage	T–6 to event day	Participation	Traveler DNA quiz goes live. Students get their persona, unlock the claim path, registrations tracked.
3 · Convert	Event day to T+7	Claims	QR stands on-ground, stage callout, UGC challenge, recap reel, reminder stories. 30-day claim window.
4 · Report	Within 14 days post-event	Review	Joint review: reach, funnel, claims, activations, opted-in leads. Decide on repeat or expansion.

SECTION 06

The UGC Reel Challenge

The campaign prompt is simple: **“Where would you disappear for 3 days?”** — a 20–30 second Reel or Story showing a chosen destination, why it fits the student's travel personality, and one crowd-avoidance trick. Tag @ecellnmims and @mohucool, use the fest hashtag, and it counts. Top 3 entries get featured on RoamWise's social channels plus bonus gifts.

Students who want to go further than a straight-to-camera Reel can express the same idea through whichever creative form suits them — same tags, same shot at getting featured:

Category	What it looks like
Comedy / stand-up	A short bit riffing on a dream trip or travel personality.
Art or dance	Paint it, sketch it, dance it — however they'd show the destination.
Music	An original verse, cover, or beat built around their pick.
Acting / skit	A tiny scene — a student and a friend, playing it out.

SECTION 07

Referral & Commission Mechanics

Separate from the 500 free lifetime passes, NMIMS has its own referral code, **NMIMS2026**, live in RoamWise's referral system at the standard flat **30% commission** — the same rate every RoamWise referrer is on. Anyone who signs up for a paid RoamWise plan via roamwise.co.in/nmims/?ref=NMIMS2026 or a shared link counts toward this. These figures are not projections invented for this proposal — they are the same numbers worked through in RoamWise's internal pricing/referral reference document, using the formula signups × price × 30%.

Paid signups	Commission due — Pro yearly (₹2,499)	Commission due — Pro lifetime (₹14,999)
250	₹1,87,425	₹11,24,925
500	₹3,74,850	₹22,49,850
1,000	₹7,49,700	₹44,99,700
2,000	₹14,99,400	₹89,99,400

Live standing (paid conversions attributed to NMIMS2026 and commission accrued so far) is tracked in RoamWise's admin view, and can be shared with NMIMS/E-Cell on request once the campaign is live.

SECTION 08

Partnership Status

The public campaign page at roamwise.co.in/nmims shows **“Proposed AI Travel Partner · 2026”** in its header, and will only change to **“Official AI Travel Partner”** once an authorised RoamWise admin confirms the partnership is signed off — that change cannot be triggered by anyone claiming a pass, and is not something this document or the campaign page can pre-empt on its own. This proposal, and the accompanying MOU / Annexure, exist to give NMIMS/E-Cell everything needed to review and confirm the partnership on that basis.

Next steps

If this looks like a good fit, the next step is reviewing the accompanying MOU / Annexure — a short, formal document covering obligations, term, exclusivity scope, data handling and sign-off — and confirming the partnership in writing.

Contact: founder@roamwise.co.in · roamwise.co.in/nmims/mou.html