



Venture - Red Kite
Travel

Institution - University of Glasgow

**Social science
discipline** - Business & Management Studies,
Leisure & Tourism

Sector - Leisure & Tourism

Route-to-market - Start-Up
Research Collaboration

**Making
sustainable
travel
accessible to all**



Amr Shereen Moustafa

Role - Co-Founder, CEO

Degree - Amr graduated from the University of Glasgow with an MBA in 2019 majoring in entrepreneurship with his research focusing on entrepreneurial ecosystems.

Amr was educated as an engineer and trained as a marketer and business strategist. He went on to accrue more than 20 years' experience as a serial entrepreneur in fields as diverse as retail, construction, advertising, marketing and e-commerce. He is also a certified yoga teacher and a hypnotherapist, disciplines which he says are an asset to social entrepreneurship, in helping develop a better understanding of the human mind and behaviour.

Contact - jaamr@redkite.travel



Dinara Izmaylova

Role - Co-Founder, COO

Degree - Dinara graduated from the University of Glasgow's Adam Smith Business School & School of Interdisciplinary Studies in 2019 with a Master of Science in Management and Sustainable Tourism. Her research addressed the opportunities and constraints for applications of AI in destination management, based on evaluation of the current AI applications by travel businesses.

Dinara has been passionate about travel and discovery for many years. Before co-founding Red Kite, she studied languages and literature and worked in the travel industry, becoming a destination expert on her home country of Azerbaijan.

Contact - dinara@redkite.travel

Websites - <http://redkite.travel/>
see also <https://www.gla.ac.uk/>



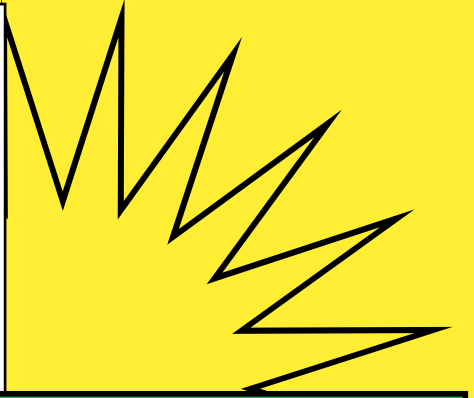
**A next generation
online travel
booking platform
driven by
sustainability and
powered by
innovation**



Few people today remain unaware of the impact of travel. Whether the effect of air travel, one of the most greenhouse-gas rich modes of travel possible, or the footprint left by visitors as they arrive at destinations pristine or populous, there is no doubt that travel can detrimentally affect our world. Against this, travel is a deep-rooted human urge. It expands our horizons and reveals the commonality among all of us, and, on an individual level, provides a psychological reset.



Travel's inherent paradox preoccupied Dinara Izmaylova and Amr Shereen Moustafa, who met while studying at the University of Glasgow. Given that people will always want – perhaps even need – to travel, how could they help influence traveller behaviour so that sustainable travel becomes more widely available?



The answer is Red Kite, a one-stop shop of global travel products that put sustainability first. Set up by Dinara and Amr in March 2020, Red Kite's online travel booking platform aims to bring sustainable travel to the mainstream, helping both consumers and service providers alike. Using Artificial Intelligence (AI)-powered meta search technology with smart meta-tag recognition, Red Kite aggregates sustainable travel products, creating a large, easy to search database. The carbon footprint for each product is calculated and labelled, according to internationally recognised criteria. The platform features a multi-destination search for tourism services (focusing on accommodation, transportation and ground services), and aims to give back to places visited: Red Kite collaborates with local and international NGOs in a given region, supporting them financially by remitting a percentage of the revenue generated by each transaction.

Better yet, Red Kite is fun. Its platform offers a fast and efficient user-friendly interface, so that booking a trip can be a social experience. Travellers can invite friends to the trip booking, and Red Kite encourages group bookings so that users can share expenses. AI-generated smart recommendations, based on users' browsing history and 'favourites' selections, will also provide recommendations for new destinations and experiences.

Red Kite also helps service providers, offering a unique tool for them to manage pricing depending on the demand and season, as well as an opportunity to be proactive in acquiring customers by providing tailored quotations and pricing for group requests.

THE I M P A C T

Red Kite raises awareness of the impact the travellers make in a user-friendly and easy to understand manner.



The platform provides recommendations on more sustainable travel options, making them easy to find, access and book.



Red Kite will have a tangible financial impact on the ground, remitting a percentage of its revenue to NGOs fighting deforestation and other environmental issues in destinations visited by people using its featured service providers.



By calculating the CO2 emissions of each service and individual trip separately Red Kite can use this data as a motivating tool towards more sustainable options. Travellers can see in their profile the total balance of their CO2 emissions, the amount they were able to save while opting for more sustainable options and the amount of carbon offset after different trips.



Red Kite is also closely aligned with Sustainable Development Goals (SDG), in particular SDG 12 (Responsible Consumption and Production), given that promoting the sustainable use of destination resources is fundamental to its offering. The platform also meets SDG 13 (Climate Action, in raising awareness of core issues) and SDG 15 (Life on Land, in contributing finance to local conservation and sustainability initiatives).

The start-up journey

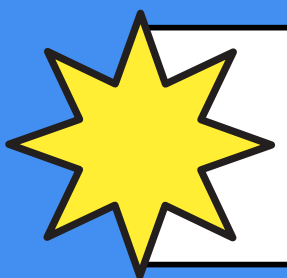
Dinara and Amr pay tribute to the University of Glasgow, not only because it's where they met, cultivated their entrepreneurial enthusiasm and exchanged ideas – leading to the birth of Red Kite - but because the university's Student Enterprise service “believed in our vision and capability to achieve our ambitious goal, providing us with an opportunity to pitch our idea for the start-up visa.”

“**We want to bring sustainable travel to the mainstream and make a positive social and environmental impact while providing a technologically advanced holistic user experience.**”

Dinara Izmaylova &
Amr Shereen Moustafa

Key Learnings :-

- ◆ Resilience. The travel industry all but shut down during the COVID-19 pandemic. People stopped travelling for leisure in most countries, putting a significant burden on the destinations where tourism was the major source of income. Dinara and Amr's plans had to be postponed, but they used the time to hone Red Kite and fine-tune many aspects of the business.
- ◆ Look to broaden your horizons. For Dinara and Amr, being part of the Aspect accelerator programme has proved invaluable. “We really enjoyed our cohort,” says the pair. “The start-ups that were chosen were from different industries which made for an interesting exchange of ideas. It was also great for synergies and potential future collaboration. We found the content of the sessions very valuable and received access to helpful resources, both online and offline. The opportunity to network with contacts with various start-up founders and potential mentors and advisors was great, too.”
- ◆ Building a start-up with the right co-founder and partner is the key element in the success of a start-up. Make sure partners complement each-other in terms of skills and experience.



What's next for Red Kite?

Red Kite is presently continuing its development and fine-tuning its service, with a view to formal launch of the business by the end of 2021.



Amr and Dinara first approached me with their proposal for Red Kite, a sustainable tourism business, while completing their studies at the University of Glasgow. I was really impressed with their passion and determination to make this business a reality and all of the hard work they put in to get their endorsements for the StartUp Visa in order to take it forward. Being part of the Aspect Accelerator has really helped them develop their offering and they have shown that they have the skills and expertise to make this business thrive, especially once we are all able to travel again. I for one am look forward to being able to use Red Kite to ensure that I travel more sustainably in the future.



**Marion Anderson, Student Enterprise Manager,
University of Glasgow**