

## Twitter Thread by Ryland



**Ryland**  
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Here's Surf Trip List's biz plan. Why will it fail? What would you do differently? ■

Surf tourism biz owners pay to list their biz on STL. They pay based on how much highly-targeted traffic STL sends them:

1-10 unique views = FREE

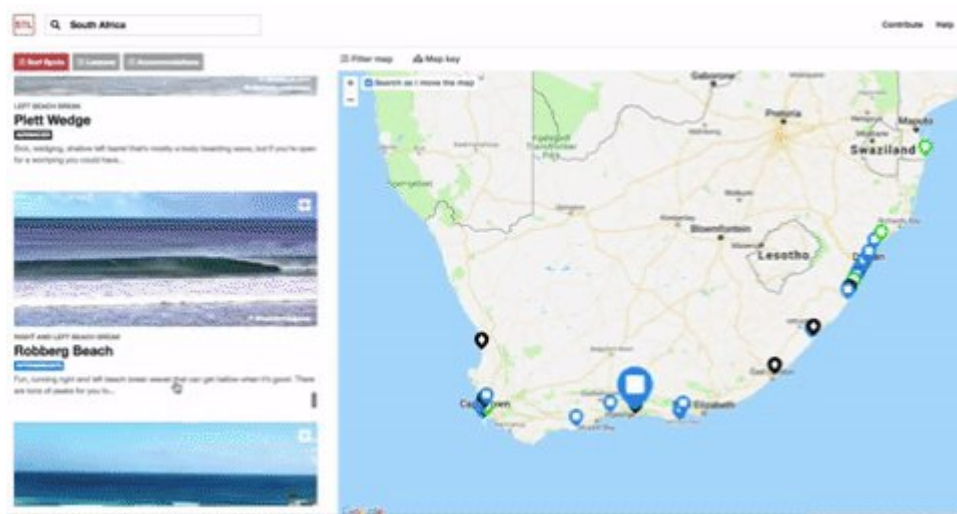
11-25 = \$39/mo

26-50 = \$79/mo

50+ = \$129/mo

■ [@robhope](#), Making a webapp to help people discover and book amazing surf trips Just added ■■ with the help of friends in Muizenburg and Scottburgh

I know you surf + are experienced in the makers scene Would love to hear your thoughts on the pros/cons of the biz plan above ■■



And in case you want to check it out, here's a link: <https://t.co/6OshxGBVpn> ■