

MedinaGo: AI-Powered Cultural Exploration

Unlocking Morocco's rich heritage with intelligent, immersive guiding.



Made with GAMMA

Challenge

Imagine entering Morocco's ancient medinas—twisting alleys, colorful souks, centuries-old architecture—yet much of their story stays hidden without a guide. **MedinaGo** changes that: point your phone at a landmark and hear instant audio tales of history, art and tradition.

Challenges Faced by Travelers:

1. Getting Lost

Labyrinthine streets in Fez & Marrakech defeat even GPS.

- **Aggressive Vendors & Scams**

Unlicensed guides and pushy sellers can mislead or pressure visitors.

- **Language Gaps**

Limited English leads to miscommunication and frustration.

- **Cultural Missteps**

Ignorance of local customs can cause awkward or offensive interactions.

- **Safety Risks**

Crowds, narrow lanes, pickpockets and unregulated traffic create hazards.

Project Overview: MedinaGo's Core Features



Real-Time Audio

Instant, hands-free cultural insights from camera input.



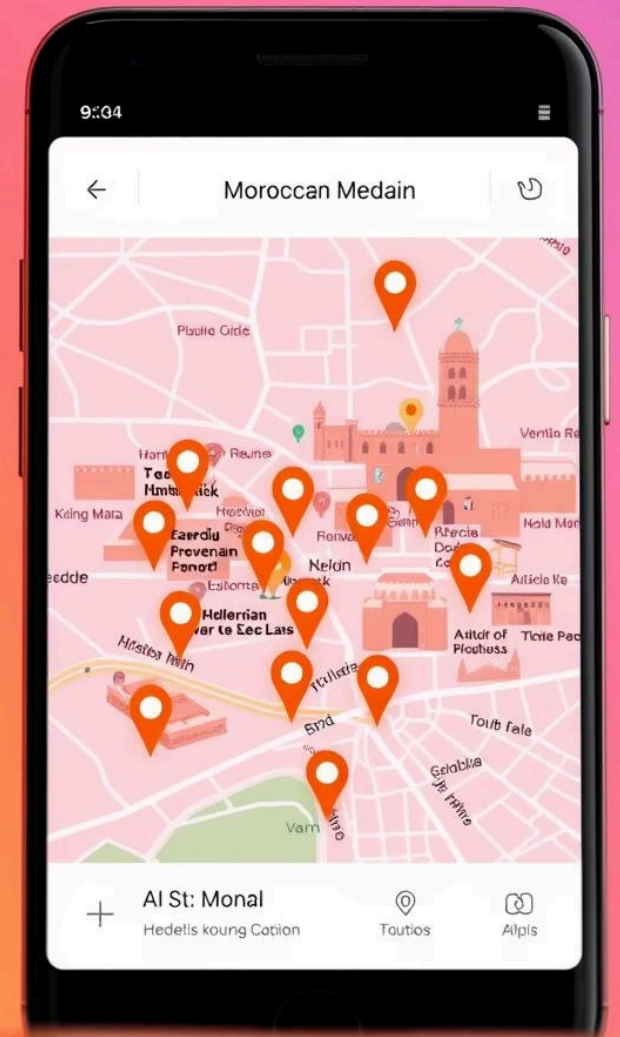
Smart Navigation

Personalized walking tours highlighting cultural landmarks.



Curated Content

Rich narratives from Moroccan heritage databases.



Market Opportunity: A Growing Cultural Tourism Sector



Cultural Tourism Market

USD 17.58 Billion Market Size in 2024, projected to grow.



13.9% CAGR Growth

Projected compound annual growth rate by 2033.



Moroccan GDP Contribution

Over 7% of national GDP attributed to tourism.



14.5 Million Tourists

International arrivals to Morocco in 2024, up 20%.

The global cultural tourism market is booming, and Morocco is at its heart. Travelers seek authentic, immersive experiences, driving significant growth in this vital sector. ([Business Research Insights](#), [Reuters](#), [oag.com](#))

Business Model: Value, Revenue, Costs, Channels, Customers

Value Proposition

- Immersive AI-driven cultural guide
- Enhances exploration, promotes heritage

Revenue Streams

- Freemium model with premium subscription
- Affiliate partnerships with local businesses
- Sponsored content from cultural institutions

Cost Structure

- AI model training and API usage
- App design, development, maintenance
- Marketing and partnership investments

Channels

- iOS and Android app stores
- Tourism agency partnerships
- Targeted digital marketing campaigns

Customer Segments

- International cultural tourists
- History and heritage enthusiasts
- Educational institutions and programs

MedinaGo's comprehensive model focuses on delivering unparalleled value to travelers while ensuring sustainable growth.



Vision: Bridging Tradition and Technology



Connect to Heritage

Deeper understanding of Morocco's culture.



Enhance Experience

AI-driven insights for visitors.



Preserve Culture

Support local preservation efforts.

MedinaGo is dedicated to fostering a deeper connection between travelers and Morocco's rich cultural tapestry, leveraging AI for an enhanced and sustainable visitor experience.



Thank You

Thank you for your time and interest in MedinaGo.

We look forward to discussing how we can revolutionize cultural tourism together.