

Business Model Canvas

Designed for:

TripBook

Designed by:

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Version:

1.0

Key Partners

Facebook
Hotels
Museums
Restaurants

Key Activities

- Location Identification system using advanced Image recognition AI.
- Recommendation system for travel destinations with alternatives for people on a budget.
- Cashless payment.

Key Resources

- Facebook Libra API
- Datasets for location reviews
- Servers

Value Propositions

- Travel cost Reduction using our alternative recommendation system
- Anti-theft and risk Reduction
- Accessibility

Customer Relationships

- 24/7 techsupport to help our clients exploit the plugin
- Facebook support messages

Channels

Facebook Application/website

Customer Segments

Facebook Users

Cost Structure

- Ads
- Salaries

Revenue Streams

- The Facebook partnership will be under negotiations so it will be dynamic pricing depending on real-time-Market with a fixed base percentage