

Key partners

What are your key partners to get competitive advantage?

Collab with
government

offers from
local
attractions/
resuraunts

Travel
agencies/
airlines?

Top of the
line AI ML
program

Customer support
who specialize in
multilingual to
have global
coverage

jcc partnership or
other card to have
payment
processing for
premium sevicees

Marketing
and
distrubiution
partners

Technology
providers?(
phones,
management
systems etc.)

Key activities

What are the key steps to move ahead to your customers?

Continuous
improvement
of platform

Data
collection/
management
of tourism
spots

BTB?

Customer
support

Geographic
coverage for all
countries, new
destinations etc

Key propositions

How will you make your customers' life happier?

Make the
tourism
experience
more
personalized

Not have to
deal with
actual tour
guides

Instant local
insights

Translation
capabilities?

Offline travel
for remote
locations

Customer relationships

How often will you interact with your customers?

Ai Chatbot
interaction

Share tours
with each
other via
social media

Customer
support via
email/
chatbot

Channels

How are you going to reach your customers?

Send
notifications
and emails?

On
IOS/Android

Website for
pre-planning?

Partnerships
with local
agencies/
hotels

Social Media
and
Marketing

Customer segments

Who are your customers? Describe your target audience in a couple of words.

those who love
to travel and
need a
traveling
buddy

wealthy
vacation
goers

Extended
trips

Those wanting
to know more
of their
destination

Families who
want child-
friendly
recommendations

Business
Travelperson
s needing
quick insights

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

Initial buildup
may be
expensive

Need to
update map
topology

cost of
maintenance

Marketing
and user
acquisition

Tip tourguides
for pre-
planned tours

Customer
support

Revenue Streams

How much are you planning to earn in a certain period?
Compare your costs and revenues.

Free version-
has ads

Premium
version- has
more features,
no ads

Ads pay

Other
sponsorships
by attractions

Key resources

What resources do you need to make your idea work?

Chat bot
capabilities

GPS System

LARGE
database of
informaton

Information
from experts