5.1

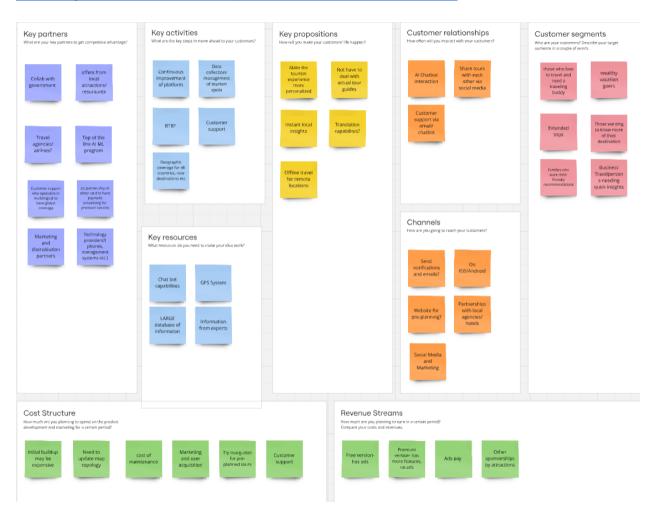**Mission Statement:** To develop an AI-powered tour guide that delivers personalized and real-time insights to help tourists navigate new places with ease and accessibility, as well as interact with them via voice to be an essential travel companion.

We didn't see a real reason to adjust our mission statement, considering it addresses all the big questions needed while being short yet specific.

5.2

https://miro.com/welcomeonboard/QmJManFwZXE5alVBd3ZaNjRFUHMxa3BDZmJJRkhpY0RT
UTA1YWU2V0ZCYXUxdWxEVnpKNWZ4c2JIQlVNSm96U2tZWFk1eDkyYkpoNDRRNUlZSjlWZ
khOSzNhZ2hYSk5vT3BoTmlYaGFPOEtnLzg1ZWIxMXU3bWJmNnN3eVc3Q09zVXVvMm53M
W9OWFg5bkJoVXZxdFhRPT0hdjE=?share_link_id=288532266796

There are a handful of key takeaways that we discovered from designing the Business Canvas Model together. The biggest insights came from our focus on partnerships, customer engagement, and monetization strategies.

We realized that we heavily rely on collaborations with partners, which could range from government agencies to local attractions to ensure we have the best surveying system for the locations we tour. Not to mention, we would have to need partnerships with airlines, hotel services, or other technology providers to build the robust travel ecosystem we need to sustain the app. Having these partnerships with marketing and distribution channels, as well as travel agencies, would help in expanding both our reach and accessibility. Not to mention computational resources like databases and ML models are needed to ensure user personalization and keep the system scalable.

We also pondered on how to have the best way to interact with our customers, especially since our app is one that is likely not used constantly. We first wanted to have customers have a way to reach out to us, so they could use an AI chatbot for any initial questions or concerns, as well as allowing them to email us directly. As far as maintaining interaction, social media will be our best route in showing customers different tours, as well as allowing customers to interact with each other..

The last thing we needed to really hash out was considering which revenue model to use. We decided to go with a freemium approach, where a free version with ads is offered alongside a premium ad-free version with enhanced features. Additionally, we wanted to supplement our revenues with advertisements, and sponsorships from attractions. On the cost side, initial development, maintenance, and marketing are our most significant expenditures, but the model is structured for long-term sustainability through diversified income sources.