

Business Model Canvas

1. Value Proposition

Offer tourists and digital nomads a simple, authentic way to give back to the local community during their stay in Porto.

Enable NGOs and local projects to receive flexible volunteer support without the need for long-term commitments.

Create transformative experiences that connect visitors and residents, improving the image of tourism in the city.

Position Porto as a reference for responsible and meaningful tourism.

2. Customer Segments

Individual tourists and small groups seeking purposeful local experiences.

Digital nomads who stay for weeks or months and want to integrate into the community.

Local NGOs in need of short-term or ad hoc help.

Hotels, hostels, and local accommodations wishing to offer added-value experiences to their guests.

Companies and factories in Northern Portugal interested in CSR (corporate social responsibility) actions.

3. Channels

Kind Visit digital platform (website and app).

Partnerships with hotels, hostels, and accommodation platforms (Airbnb, Booking).

Social media (Instagram, LinkedIn, TikTok, Facebook).

Physical contact point during the pilot (e.g., shared space with NGOs or partners).

Tourism and sustainability fairs or events.

4. Customer Relationships

Simple and friendly communication through the app and social media.

Personalized follow-up before and after each experience (“Kind Visit Story”).

Review and certification system for participants.

Loyalty program (“Kind Ambassador”) encouraging repeat visits or referrals.

5. Revenue Streams

Commission per booking (e.g., 10–20%).

Partnerships or subscription plans for hotels and accommodations to promote activities.

Corporate volunteering packages.

Social-impact merchandising (e.g., T-shirts, tote bags, eco-souvenirs).

Public grants and social innovation funds during the early stages.

6. Key Resources

Functional digital platform (website + app).

Core team managing and curating experiences (Miguel + partners).

Network of NGOs and local initiatives.

Strong branding and communication (logo, colors, storytelling).

Secure reservation and payment management system.

7. Key Activities

Select and validate activities with NGOs and partners.

Ensure safety, logistics, and quality of the experiences.

Promote the project among tourists, hotels, and local stakeholders.

Measure and communicate the social impact of the activities.

Manage partner and volunteer relationships.

8. Key Partners

Local NGOs (e.g., elderly care, urban cleanups, animal shelters, community gardens).

City councils and parish administrations.

Hotels, hostels, Airbnb hosts, and travel agencies.

Universities and digital nomad hubs.

Companies with corporate volunteering programs.

Designers and sustainable merchandise suppliers.

9. Cost Structure

Platform development and maintenance.

Team salaries (coordination, communication, partner support).

Digital marketing and content production.

Insurance and legal compliance.

Promotional materials and merchandising.

Operational costs (transportation, events, local partnerships).