Storytelling:

Every year, millions of people visit Porto.

They fall in love with the city, its streets, its food, its light.

But many leave feeling something's missing: a real connection with the people behind the place.

At the same time, local NGOs need help - not for weeks, but for just a few hours of someone's time and goodwill.

Kind Visit builds that bridge.

A simple platform that turns part of a trip into short, meaningful volunteer experiences from serving food to playing board games with seniors or cleaning a beach.

Each visit becomes a chance to do good.

Each gesture leaves a positive mark.

Kind Visit, because traveling kindly can change the places we love.

Vision:

Why does the world need Kind Visit?

Because tourism can do more than entertain, it can connect and give back.

What change to see in 5–10 years?

A world where every trip includes an act of kindness.

How will Kind Visit lead that change?

By making it effortless for travelers to engage in short, verified volunteer experiences in every destination.

We don't just want to change how people travel in Porto, we want to inspire a new way of traveling across the world. A world where every visit leaves a positive trace.

6 Month Roadmap

Month	Focus Area	Key Actions	Main Deliverable / KPI
January 2026	**Beta Platform Launch**	– Publish website / app beta with 10–15 activities– Enable booking + feedback forms– Collect first user sign-ups	MVP operational & 1st 10 bookings
February 2026	**Setup & Partner Onboarding**	– Finalize collaboration agreements with 5 NGOs (e.g., Re-Food, CASA)– Confirm 3 hotel/hostel partnerships– Recruit 1 part-time Community Manager	Partner database live & onboarding checklist completed
March 2026	**Marketing & Visibility**	– Launch Instagram + LinkedIn content plan– Publish 3 impact stories– Run small paid ad test (€200)	500 followers / 10 inbound leads
April 2026	**User & NGO Feedback Loop**	– Conduct 10 post-activity surveys– Hold partner review workshop– Improve platform UX + booking flow	Satisfaction ≥ 4.5 / 5 + refined UX
May 2026	**Impact & Data Tracking**	– Implement IOOI metrics dashboard– Start calculating volunteer hours + SROI pilot– Prepare 1st quarterly Impact Report	Dashboard online + report drafted
June 2026	**Scaling Prep & Funding Outreach**	– Present results to Turismo do Porto e Norte associates– Identify 2 new cities (Aveiro, Guimarães) for next pilot– Prepare light investor deck v2	1 institutional presentation + expansion plan ready

6-Month Roadmap

Month	Key Actions
January 2026	- Publish beta website/app with 10–15 activities - Enable booking + feedback forms - Collect first user signups - Recruit 1 part-time Community Manager
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