Kind Visit: Value Proposition Canvas

1. Who we help

- **Travelers in Porto** (couples/small groups, 2-3 days):
  "I want to help but don't know where to start. I'm here short-term and scared of sketchy 'voluntourism'."
- **Digital Nomads** (staying weeks/months):
  "I want to connect locally but can't commit long-term. Language barriers make it hard."
- **Local NGOs/Community Projects**:
  "We need help today but can't manage volunteers. No time to find people or translate things."
- **Hotels/Travel Agencies** (secondary):
  "We want to offer real community experiences but don't know how."

2. What's hard for them

- **Travelers/Nomads struggle with**:
  • Not knowing safe places to volunteer
  • Only having 2-4 hours to give
  • Distrusting random NGO offers
  • Worrying their time won't *actually* help
- **NGOs struggle with**:
  • Finding reliable short-term helpers
  • Zero visibility with tourists
  • No budget for marketing/translation

3. What they really want

- **Travelers/Nomads want**:
  ✅ To feel good *without* losing travel flexibility
  ✅ To discover Porto's authentic side (not just tourist spots)
  ✅ Easy booking + proof of impact (like a certificate)
- **NGOs want**:
  ✅ Occasional reliable help that moves the needle
  ✅ To be seen by international visitors
  ✅ Partnerships with tourism businesses

4. How Kind Visit solves this

- **What we do**:
  • A simple app/website matching people to 2-4 hour volunteer gigs (e.g., helping at a food bank, painting a community space)
  • All NGOs are vetted + activities are pre-arranged
  • Everything in multiple languages (no translation stress)
  • Travelers get a certificate + shareable impact story

- **Why it works**:
  - **For travelers**: No guilt, no time commitment, no guessing — just show up and help.
  - **For NGOs**: We bring them ready-to-help people + free visibility.
  - **For hotels**: A turnkey way to offer guests a meaningful experience.

5. The bottom line

Kind Visit connects travelers with quick, real volunteer moments — so tourism *actually* helps Porto (and feels amazing for everyone involved).