The Business Model Canvas

Designed for: **Digitopia**

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Key Partnerships

- Travel Agencies
- Content Creators
- Videographers
- Major Shopping Malls
- Train Stations
- International expos & Fairs
- Airports
- Sales Representatives

Key Activities

- App developement & Maintenance
- Partnerships with travel agencies
- Digital worldwide campaigns through social media
- Customer Support
- Offline Marketing Campaigns (App booths , VR Experience …)

Key Resources

- Skilled development team
- Mobile Application
- Reaching Trusted Travel agency
- Marketing & Sales team
- Financial Resources for operations and Promotion

Value Propositions

- Easy and secure booking of travel trips inside Egypt from A- Z
- Compare offers from multiple agencies in one place.
- 24/7 customer support
- Digital platform to promote services to a larger audience.
- Increase bookings through a user-friendly mobile app.

Customer Relationships

- Self-service: Easy-to-use app with clear booking Options
- On going Communication through social media platforms (Facebook , Instagram , Tiktok snapchat via customer service
- Dedicated account management for Travel agencies.

Channels

- Sales Representatives
- Mobile Application
- Social Media Platforms
- Facebook - Instagram - Snapchat - tiktok
- Offline Presence (Events - Booths Malls - Airports)

Customer Segments

- Egyptian Travel Agencies
- Companies aimimg to promote their services . reach more customers , and Increase bookings through app

- Tourists
  - 20-45 years old
  - Middle Eastern Tourists
  - European tourists (Germany
  - UK- France…
  - Asian Tourists

Cost Structure

- Salaries for sales , Marketing , development and customer support teams.
- Marketing campaings (Offline & Online)
- Adminstrative And operational expenses (Licenses , Legal , Offline costs)

Revenue Streams

- Subscription Plans for travel Agencies to promote their services.
- Advertising from tourism-related businesses (e.g , Hotels - Airlines - Resorts ..)

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