

BUSINESS MODEL CANVAS

KEY PARTNERS

Hawaiian Tourism Authority

Software Development Agency

Natives run shops

Community organizations

Social media experts/ambassadors

KEY ACTIVITIES

App development

hotels, shops and activities partnerships

KEY RESOURCES

Hawaiian Tourism Authority website

Software engineers

Social media experts

VALUE PROPOSITIONS

Connect directly with local communities

Opportunity for a mutual benefits for both tourists and locals

Community based tourism gamification

CUSTOMER RELATIONSHIP

Personalized recommendations

Local community stories

CHANNEL

Hawaiian Tourism Authority Offices

Social Media platforms (Instagram, Facebook, Tiktok, Youtube)

CUSTOMER SEGMENTS

Gen Z/millennials:

Adventurous travelers

Eco-friendly tourists

Tech-savvy tourists

COST STRUCTURE

Advertisement

Software engineers

REVENUE STREAM

Referral fees from shops and hotels

Bidding Hawaian Government Funds

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