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|  |  | Designed for: | | | | | Designed by: | | Date: | | Version: |
| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
| 1. Ljudi sa dobrim idejama I znanjem o turistickim destincijama nemaju nacin da dopru do velikog broja ljudi.  2. Turisti gube previse vremena pri organizovanju obilazenja turisticke destinacije  3. Turisti nisu upoznati sa atraktivnim lokacijama za svoje sledece putovanje | 1. Daje mogucnost ljudima bez sredstava da kreiraju svoje ture.  2. Pruza turistima olaksanje u planiranju obilazenja turistickih destinacija  3. Daje predloge za ture u odnosu na popularnost | |  | | | |  | | Turista #musterija  Autor tura #korisnik | | |
| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
|  | The world is made of stories. Hear them | |  | | | |  | |  | | |
| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
|  | | | | Reklame  Procenat na svaku kupljenu turu  Godisnji/mesecni paketi | | | | | | | |
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| **Lean Canvas** | |  | | |  | |  |  |  |  |  |
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| **Problem** | **Solution** | | **Unique Value Proposition** | | | **Unfair Advantage** | | | **Customer Segments** | | |
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| **Existing Alternatives** | **Key Metrics** | | **High-Level Concept** | | | | **Channels** | | **Early Adopters** | | |
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| **Cost Structure** | | | | **Revenue Structure** | | | | | | | |
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