**Location-based storytelling platform**

A geo-referencing platform to geotag articles from online travel magazines and content creators (NatGeo, Lonely Planet and travel blogs, for instance) and make them available to other travelers through a location-based search engine. The paying customer are the publishers and the added value for them is the possibility to efforcely create a more immersive experience to their readers and reach more travelers that are looking for experiences to enrich their trip.

Chanlenges:

1. Build traction among publishers and readers: Without readers there is no value to the publisher and without publishers, readers don’t use the platform.
2. What is the BM: who are the customers. The publishers have a different added value that the readers, which may also see value by getting a better experience when travelling. So it is not clear which is the customer.