



TFMPUS



# Project Idea

---

**TEMPUS** is a digital project based on social media platforms (Facebook, Instagram, and TikTok) that aims to provide diverse content about Egyptian tourism and heritage in an entertaining and educational way. Additionally, it collaborates with local brands and businesses related to heritage and tourism (such as Pharaonic-themed T-shirts, heritage-inspired accessories, and travel agencies) to showcase their products subtly within the content, creating a seamless integration of entertainment and marketing.

The background of the slide features a repeating pattern of overlapping circles in various shades of brown, tan, and cream. In the center, there is a large, solid light beige rectangular area with a subtle, fine-grained texture.

# Vision & Goals

# Vision & Goals

## Vision:

- To become a leading platform in the field of Egyptian tourism and heritage on social media, combining entertainment, knowledge, and smart marketing.
- 

## Business Goals:

- Build an interactive community of followers interested in Egyptian culture and tourism.
- Support business owners and local brands related to tourism by showcasing their products and services.
- Generate revenue through advertising partnerships, affiliate marketing, and selling products via a dedicated website.
- Contribute to promoting Egyptian tourism locally and globally in a modern and appealing way.

# Services Offered



# Services Offered

---

- Creating and publishing entertaining and educational content about Egyptian heritage and tourism.
- Collaborating with tourism/heritage brands and products for subtle marketing through videos and posts.
- Providing a platform on social media to showcase TEMPUS partners' products and services.
- Selling tourism and heritage-related products through a dedicated online store.



Unique  
Selling Point

# Unmistakable Identity

---

**TEMPUS is not just a tourist content page;**

**It is a platform that combines:**

- Entertainment and knowledge through engaging content about Egyptian heritage.
- Smart marketing by integrating tourism products and services naturally and subtly within the content.
- Multiple channels (Facebook, Instagram, TikTok, and website) to reach a wide local and global audience.
- A distinctive identity inspired by Egyptian civilization, making **TEMPUS** stand out from other platforms.