The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 🔗

User

Influencers
- Travel Bloggers
- Brand Bloggers

3rd-Party Websites
- Review Sites

Advertisers
Companies who want to advertise their service/products through ads on the website/app

Service Partners

Developers

Key Activities ✔

- Provide a fast and reliable service
- Moderators will provide the platform health
- Marketing
- Improve the application
- Maintenance
- Data security
- Community support
- Customer support
- Innovation
- Engage new users

Key Resources 🏭

- Active Users
- Platform (Application and Website)
- Data (Reviews, Photos, Search History)
- Datacenter (Cloud Systems)
- Employees (Engineers, Business Assistants, Managers)
- Business Partners
- Linkage with other Social Platforms (Share, Login)

Value Propositions 🎁

- Take pictures of the place you have visited

- Share your thought about a place of interest adding a review

- Meet people with the same interests as yours (those who like the same places' categories)

- Entertainment: read other people opinions, see and visit new places

- Let other people know an interesting place and promote tourism just by adding the relevant point of interest in the map.

- Recommendations Points-of-Interests to the User based on other Users reviews and ratings

Based on the people (Other users/Influencers) they follow

Advertisements (Paid promotions):
- Points-of-Interests (e.g. Restaurants, Monuments, Museums) near the user

- Events (Concerts, Exhibitions) near the users

Customer Relationships ❤

How to acquire customers
- Word-of-mouth
- 3rd party websites
- advertisement
- news feed
- social media

How to keep customers
- Liberty of expression
- Social Interactions
- Trends
- Sharing achievements

How to grow customers
- Rewards (Activity badges)
- Discounts
- Verified reviews

Channels 🚚

- Website
- iOS App
- Android App
- App Marketplaces
- Developer Tools and APIs
- Social Networks
- Desktops
- Laptops
- Tablets
- Smartphones
- Internet

Customer Segments 👤

Personas Users
- Internet or Smartphone Users
- Early Adopters
- Travel Enthusiasts
- Sports Enthusiasts

Business Users
- Influencers
- Advertising companies
- Tour Operators
- Small Businesses
- Entertainment Companies

Cost Structure 🏷

- IT Infrastructure
- Software development
- Traffic Acquisition
- Employees/Developers
- Maintenance
- Customer support
- Marketing and promotion
- Cost of the inventory
- Legal and professional services
- Facilities

Revenue Streams 💰

Advertisement

- Paid Promotions (Sponsored Posts, Events, Businesses)

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