Designed for:

Designed by:

Date:

Version:

Key Partners

- Travel Bloggers

- Brand Bloggers

- Review Sites

Advertisers

the website/app

Service Partners

3rd-Party Websites

User

Influencers



Key Activities

- Marketing

- Maintenance

- Data security

Innovation



Value Propositions

have visited

- Take pictures of the place you

of interest adding a review

- Meet people with the same

the same places' categories)

- Let other people know an

point of interest in the map.

- Recommendations

Influencers) they follow

ratings

interesting place and promote tourism just by adding the relevant

Points-of-Interests to the User

based on other Users reviews and

Based on the people (Other users/

- Share your thought about a place

interests as yours (those who like

- Entertainment: read other people

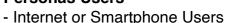
opinions, see and visit new places



Customer Relationships



Personas Users



Customer Segments

- Early Adopters

- Travel Enthusiasts

- Sports Enthusiasts

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

Business Users

- Influencers
- Advertising companies
- Small Businesses - Entertainment Companies

Companies who want to advertise

their service/products through ads on



Key Resources

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





- Provide a fast and reliable service

- Improve the application

- Community support

- Customer support

- Engage new users

- Moderators will provide the platform

- Datacenter (Cloud Systems)
 - Advertisements (Paid promotions): - Points-of-Interests (e.g. Restaurants. Monuments. Museums) near the user
 - Events (Concerts, Exhibitions) near the users

Channels



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

- Tour Operators

- **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





Advertisement

- Paid Promotions (Sponsored Posts, Events, Businesses)















The makers of Business Model Generation and Strategyzer