

# ■ AI Student Study Worksheet

Name: \_\_\_\_\_ Date: \_\_\_\_\_

## Lesson Summary

Business Model Development for Startups (SEED Program) No: Y3/C6/KO/20 Startup Name: Walia360 Tour founder Name: Helen Tewodros 1: What is Your Business About? Briefly describe your startup idea Walia360 Tour is a digital tourism platform for Ethiopia that allows travelers to explore destinations using VR/AR previews, create AI-powered personalized itineraries, and securely book hotels, transport, and local guides in one app. The platform ensures trust through verified providers, multilingual support, and integrated digital payments, making travel to Ethiopia seamless and safe.

## Key Concepts

local, tourism, platform, providers, cultural, travel, customer, tour, travelers, hotels, reflect, diaspora

## ■ Practice Quiz

1. Business Model Development for Startups (SEED Program) No: Y3/C6/KO/20 Startup Name: Walia360 Tour founder Name: Helen \_\_\_\_\_ 1: What is Your Business About?

Answer: \_\_\_\_\_

2. Additionally, our multilingual support and marketplace for local artisans provide a \_\_\_\_\_ rich and convenient experience.

Answer: \_\_\_\_\_

3. Unlike global platforms, we \_\_\_\_\_ trust, convenience, and cultural authenticity, enabling travelers to plan confidently and helping local businesses thrive.

Answer: \_\_\_\_\_

4. Reducing uncertainty in planning Ethiopian trips Saving time by consolidating fragmented services into one platform Enhancing trust by vetting providers and offering secure transactions Enabling \_\_\_\_\_ immersion before and during the trip 3.

Answer: \_\_\_\_\_

5. Key \_\_\_\_\_ What must your team do well to deliver value?

Answer: \_\_\_\_\_

6. Key Partnerships Who do you work with \_\_\_\_\_?

Answer: \_\_\_\_\_

7. Lack of \_\_\_\_\_, up-to-date information Difficulty booking verified services online Payment barriers (local vs international methods) Need for personalized itineraries and convenience Language and cultural navigation challenges 2.

Answer: \_\_\_\_\_

8. We reach users via social media, travel forums, diaspora networks, and \_\_\_\_\_ with tourism providers, making it easy for travelers to plan, explore, and book their trips seamlessly.

Answer: \_\_\_\_\_

9. Online travel \_\_\_\_\_ (Booking.com, TripAdvisor – but underrepresented for Ethiopia) Social media for inspiration (Instagram, TikTok) Word-of-mouth from friends, family, and diaspora groups 4.

Answer: \_\_\_\_\_

10. Our primary customers are international \_\_\_\_\_, the Ethiopian diaspora, and local travelers who want authentic, hassle-free travel experiences.

Answer: \_\_\_\_\_

## ■■■ Teacher Answer Key

1. Tewodros
2. culturally
3. provide
4. cultural
5. Activities
6. externally
7. trusted
8. partnerships
9. platforms
10. tourists