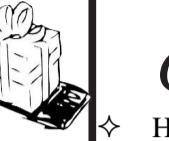
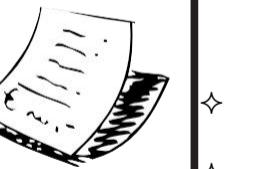
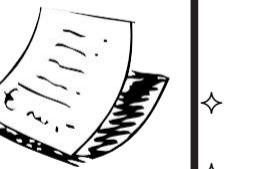
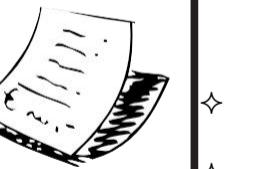


The Business Model Canvas

Designed for: Walia360 Tour

Designed by: Helen Tewodros

<p>Key Partners</p>  <ul style="list-style-type: none">Who do you work with externally?Local hotels, tour operators, transport services, and licensed guidesEthiopian Airlines and other carriers bringing international travelersGovernment tourism boards (Ministry of Tourism, Ethiopian Investment Commission)Payment gateway providers (local & international)Tech partners (cloud providers, AI/VR/AR platforms)Diaspora organizations and embassies for outreachLocal artisans & cultural businesses (for marketplace)	<p>Key Activities</p>  <ul style="list-style-type: none">What must your team do well to deliver value?Develop, update, and maintain the digital platform (mobile + web)Curate, onboard, and verify tourism service providersBuild and improve AI/VR/AR features for personalization & immersionMarketing and customer acquisition (social media, diaspora networks, travel fairs)Customer support & multilingual assistanceSecure digital payment processing	<p>Value Propositions\</p>  <ol style="list-style-type: none">What unique value do you provide?AI-powered personalized travel itinerariesVR/AR previews of destinations and cultural experiencesOne-stop booking for hotels, transport, and guidesSecure digital payments and verified providersMultilingual travel assistance	<p>Customer Relationships</p>  <ul style="list-style-type: none">How do you interact with them?Self-service platform (AI & app-based interactions)24/7 multilingual chat support (AI + human hybrid)Personalized recommendations & loyalty rewardCommunity features (reviews, shared experiences, cultural insights)	<p>Customer Segments</p>  <ul style="list-style-type: none">Who are your most important users or customers?International tourists visiting EthiopiaEthiopian diaspora travelers returning for cultural and family visitsLocal travelers seeking curated experiencesSmall & medium tourism service providers (hotels, guides, transport, artisans)
<p>Key Resources</p>  <ul style="list-style-type: none">What physical, financial, or intellectual assets do you need?Mobile app & website platform (tech infrastructure)AI/VR/AR technology & software toolsSkilled development team (software engineers, UX/UI designers, AI/VR specialists)Tourism content database (verified providers, destinations, cultural experiences)Brand and intellectual property (Walia360 name, logo, platform design)Seed funding or investment capital	<p>Channels</p>  <ul style="list-style-type: none">How do you reach your customers?Mobile app & websiteSocial media campaigns (Instagram, TikTok, YouTube – visual travel content)Partnerships with airlines, hotels, embassies, and diaspora organizationsTravel expos, tourism boards, and influencer collaborations	<p>Cost Structure</p>  <ul style="list-style-type: none">What are your major costs?Technology development (software engineers, VR/AR tools, hosting servers)Marketing and customer acquisition (ads, influencers, tourism fairs)Staff salaries (developers, support, operations)Payment processing and platform transaction costsContent creation (VR/AR tours, photography, cultural media)Partnership & compliance costs (licenses, permits, legal)	<p>Revenue Streams</p>  <ul style="list-style-type: none">How do you make money?Commission fees on bookings (hotels, tours, guides, transport)Premium subscriptions for enhanced features (personalized AI itineraries, VR/AR extras)Advertising & partnerships with local businessesMarketplace sales (local artisans, cultural products)	