

■ AI Student Study Worksheet

Name: _____ Date: _____

Lesson Summary

Designed by: The Business Model Canvas Designed for: Key Partners Key Activities Value Propositions\
Customer Relationships Customer Segments ■ What must your team do well to deliver value? ■
How do you interact with them? 1) What unique value do you provide?

Key Concepts

key, transport, guides, hotels, designed, customer, marketing and customer acquisition, local artisans, mobile app,
software engineers, business, model

■ Practice Quiz

1. _____ by: The Business Model Canvas _____ for: Key Partners Key Activities Value Propositions\ Customer Relationships Customer Segments ■ What must your team do well to deliver value?

Answer: _____

2. ■ AI/VR/AR technology & software tools; ■ Mobile app & website; ■ Skilled development team (software engineers, UX/UI ■ Social media campaigns (Instagram, TikTok, YouTube—designers, AI/VR specialists) visual travel content) ■ Tourism content database (verified providers, _____, ■ Partnerships with airlines, hotels, embassies, and diaspora cultural experiences) ■ Brand and intellectual property (Walia360 name, logo, organizations platform design) ■ Travel expos, tourism boards, and influencer collaborations ■ Seed funding or investment capital ■ ■ Cost Structure Revenue Streams ■ What are your major costs?

Answer: _____

3. ■ Develop, update, and maintain the digital platform (mobile+ ■ Self-service platform (AI & app-based interactions); ■ _____ web) 2) AI-powered personalized travel itineraries ■ Whom do you work with externally?

Answer: _____

4. ■ Technology development (software engineers, VR/AR tools, hosting servers) ■ Commission fees on bookings (hotels, tours, guides, transport) ■ Marketing and customer acquisition (ads, influencers, tourism fairs) ■ Premium subscriptions for enhanced features (personalized AI itineraries, VR/AR extras) ■ Staff salaries (developers, _____, operations) ■ Payment processing and platform transaction costs ■ Advertising & partnerships with local businesses; ■ Content creation (VR/AR tours, photography, cultural media) ■ Marketplaces sales (local artisans, cultural products) ■ Partnership & compliance costs; (licenses, permits, legal) ■

Answer: _____

■■■ Teacher Answer Key

1. Designed
2. destinations
3. InternationaltouristsvisitingEthiopia
4. support