





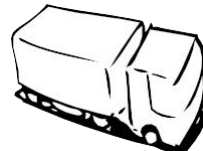




The Business Model Canvas

Designed for: Walia360 Tour

Designed by: Helen Tewodros

<div><div>Key Partners</div><div></div><div><div>Who do you work with externally?</div><div>Local hotels, tour operators, transport services, and licensed guides</div><div>Ethiopian Airlines and other carriers bringing international travelers</div><div>Government tourism boards (Ministry of Tourism, Ethiopian Investment Commission)</div><div>Payment gateway providers (local &amp; international)</div><div>Tech partners (cloud providers, AI/VR/AR platforms)</div><div>Diaspora organizations and embassies for outreach</div><div>Local artisans &amp; cultural businesses (for marketplace)</div></div></div>	<div><div>Key Activities</div><div></div><div><div>What must your team do well to deliver value?</div><div>Develop, update, and maintain the digital platform (mobile + web)</div><div>Curate, onboard, and verify tourism service providers</div><div>Build and improve AI/VR/AR features for personalization &amp; immersion</div><div>Marketing and customer acquisition (social media, diaspora networks, travel fairs)</div><div>Customer support &amp; multilingual assistance</div><div>Secure digital payment processing</div></div></div>	<div><div>Value Propositions\</div><div></div><div><div>1) What unique value do you provide?</div><div>2) AI-powered personalized travel itineraries</div><div>3) VR/AR previews of destinations and cultural experiences</div><div>4) One-stop booking for hotels, transport, and guides</div><div>5) Secure digital payments and verified providers</div><div>6) Multilingual travel assistance</div></div></div>	<div><div>Customer Relationships</div><div></div><div><div>How do you interact with them?</div><div>Self-service platform (AI &amp; app-based interactions)</div><div>24/7 multilingual chat support (AI + human hybrid)</div><div>Personalized recommendations &amp; loyalty reward</div><div>Community features (reviews, shared experiences, cultural insights)</div></div></div>	<div><div>Customer Segments</div><div></div><div><div>Who are your most important users or customers?</div><div>International tourists visiting Ethiopia</div><div>Ethiopian diaspora travelers returning for cultural and family visits</div><div>Local travelers seeking curated experiences</div><div>Small &amp; medium tourism service providers (hotels, guides, transport, artisans)</div></div></div>	
	<div><div>Key Resources</div><div></div><div><div>What physical, financial, or intellectual assets do you need?</div><div>Mobile app &amp; website platform (tech infrastructure)</div><div>AI/VR/AR technology &amp; software tools</div><div>Skilled development team (software engineers, UX/UI designers, AI/VR specialists)</div><div>Tourism content database (verified providers, destinations, cultural experiences)</div><div>Brand and intellectual property (Walia360 name, logo, platform design)</div><div>Seed funding or investment capital</div></div></div>		<div><div>Channels</div><div></div><div><div>How do you reach your customers?</div><div>Mobile app &amp; website</div><div>Social media campaigns (Instagram, TikTok, YouTube – visual travel content)</div><div>Partnerships with airlines, hotels, embassies, and diaspora organizations</div><div>Travel expos, tourism boards, and influencer collaborations</div></div></div>		
<div><div>Cost Structure</div><div></div><div><div>What are your major costs?</div><div>Technology development (software engineers, VR/AR tools, hosting servers)</div><div>Marketing and customer acquisition (ads, influencers, tourism fairs)</div><div>Staff salaries (developers, support, operations)</div><div>Payment processing and platform transaction costs</div><div>Content creation (VR/AR tours, photography, cultural media)</div><div>Partnership &amp; compliance costs (licenses, permits, legal)</div></div></div>			<div><div>Revenue Streams</div><div></div><div><div>How do you make money?</div><div>Commission fees on bookings (hotels, tours, guides, transport)</div><div>Premium subscriptions for enhanced features (personalized AI itineraries, VR/AR extras)</div><div>Advertising &amp; partnerships with local businesses</div><div>Marketplace sales (local artisans, cultural products)</div></div></div>		