Key Partners

Property owners / landlords and property management companies.

Mapping & geolocation providers

Payment processors (Stripe, PayPal, local gateways).

Analytics/BI vendors and ML tooling providers.

Key Activities

-Platform development & maintenance.
-Property onboarding, verification and KYC.
-Search & map-based discovery.
-Booking & reservation workflow.
-Secure payments and payouts to hosts.
-Recommendation engine and personalization.
-Customer support.

Key Resources

-Listings database (properties, availability calendars, photos).
-Geospatial data and map tiles / APIs.
-Recommendation & ML models and feature stores.
-Payment gateway and compliance/legal expertise.

Value Propositions

Fast, accurate location-based property discovery with rich map UX.

Filtered search by location, price, amenities, dates and host type.

Real-time availability and instant booking / flexible booking options.

Trusted experience: verified listings, reviews, secure payments.

Recommendations that match user preferences and travel patterns.

Analytics dashboard for hosts/property managers to optimize revenue.

Multi-location availability and high availability for global users

Customer Relationships

-Self-service portals for guests and hosts (manage listings, bookings).
-Automated notifications (email, SMS, push).
-Community features: reviews, ratings, host badges.
-24/7 automated support with escalation to human agents.
-Dedicated account managers for large property managers.

Channels

Responsive website

Third-party integrations / APIs (channel managers, OTAs).

Social media, SEO, email marketing.

Customer Segments

Leisure and business travelers (guests).

Individual hosts (single-property owners).

Property management companies and real-estate agencies.

Corporate travel managers and long-term renters.

Local service providers (cleaning, maintenance).

Advertisers / local experience providers.

Cost Structure

Map API usage costs (pay-per-request) and third-party APIs.

Payment processing & fraud prevention fees.

Personnel (engineering, data science, support).

Marketing and customer acquisition.

Legal, insurance, regulatory compliance.

Costs for recommendation model training and BI infrastructure.

Revenue Streams

Service / booking fees charged to guests (percentage per booking).

Commission / fee charged to hosts per booking.

Featured listings and promoted placement (paid boosts).

Transactional services (cleaning bookings, concierge).

Data & analytics subscriptions for enterprise customers (aggregated, anonymized insights).

Corporate Finance Institute. (2019). *Business Model Canvas Examples*. CFI Education Inc. Retrieved from
https://corporatefinanceinstitute.com/resources/management/business-model-canvas-examples/