# The Business Model Canvas

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**Customer Segments** 

Version:

V3

#### **Key Partnerships**



-Payment gateways

- -Insurance providers
- -Background verification provider
- -Influencers
- -Local brands
- -Tourism partner
- -Affiliate partner
- -Technology provider

#### **Key Activities**



-Marketplace platform development

- -Networking with local businesses
- -User acquisition
- -Data Aggregation
- -Payment and transaction
- -Customer support
- -User and listing reviews
- -Dispute resolution

**Key Resources** 

-Technology infrastructure

-Booking Management System

-Sales and marketing

### Value Propositions



**Customer Relationships** 

-Community building

-Online and global

-Customer support

-Review mechanism

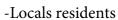
-Self service platform

-Personalised recommendation

marketplace



-Travelers



-Local agencies

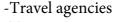
#### -Access to authentic experiences

- -Request services abroad
- directly to local residents
- -Personalized services
- -Community engagement
- -Secure booking and payment management

#### Channels



- -Online platform
- -Social media
- -Partnerships with local agencies



-Platform

-Users

-Tourism partners

-Network of locals -Marketing expertise

## **Cost Structure**

- -Technology costs
- -Marketing and affiliation cost
- -Operational costs
- -Cloud applications
- -Enterprise softwares
- -Legal and regulatory cost
- -Insurance cost



#### Revenue Streams

- -Commission fee
- -Premium features
- -Advertising
- -Partnerships





