

# Chill Minds Presentation

## 1. Introduction to the Subject (30 sec)

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## 2. Problem Statement

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### 1. The Algerian Sahara Is Misunderstood & Undervalued

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- Often seen as “just a hot desert,” the Sahara is **deeply underestimated**.
- People don’t realize its rich cultural heritage, stunning landscapes, and tourism potential.
- There’s **no strong digital narrative** to show its true value.



### 2. Tourism in Algeria Is Under-Structured

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- No central platform for planning trips, discovering guides, or comparing offers.
- Tourists are left confused: Where to go? What to do? Who to trust?



### 3. Local Tourism Actors Are Digitally Invisible

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- Local guides, artisans, and hosts have **no digital tools** to promote themselves.
- Most of the tourism value chain is dominated by agencies — locals are excluded.



### 4. Existing Agencies Operate Unprofessionally

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- Rely heavily on **Instagram DMs and WhatsApp** — chaotic and inefficient.
- No proper booking system, client management, or professionalism.

### 3. Our Solution: Tamasra (1 min 30 sec )

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### 4. BMC – Business Model Canvas

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### 5. Cost & Revenue Estimations

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#### Estimated Monthly Costs

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- Platform development & maintenance: 80,000–100,000 DA
- Marketing & promo content: 40,000 DA
- Team compensation (part-time): 60,000–100,000 DA
- Hosting, tools & domain: 20,000 DA
- Misc. operations: 15,000 DA → Total: ~200,000–275,000 DA

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#### Revenue Streams

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- SaaS Subscriptions
  - Pro: 3,000 DA/month
  - Business: 6,000 DA/month
- Sponsored Listings
  - Featured promotion for agencies: 5,000–10,000 DA/month
- Promotional Boosts
  - Visibility packs for local providers & artisans
- Data Monetization 🧠 (New!)
  - Agencies pay for access to analytics:
    - Most searched destinations
    - High-demand periods
    - User behavior & booking trends

- Subscription-based or per-report pricing
  - **Institutional Partnerships & Sponsorships**
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## **Revenue Goal (6 Months)**

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- 50 Pro clients → **150,000 DA/month**
- 20 Business clients → **120,000 DA/month**
- Data reports & insights → **+50,000 DA/month**
- Sponsorships → **50,000+ DA/month**



**Target: Break-even in 6–8 months.**

## **6. Marketing Plan & Strategy**

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## **Marketing Plan & Go-To-Market Strategy (Slide Content)**

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## **How We Attract Customers**

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- Strong social media presence (Instagram, TikTok, YouTube)
- Emotional & cinematic promo videos
- Collaborations with travel influencers & local ambassadors
- Free onboarding & visibility boost for early adopters
- Discounts in exchange for more clients (win-win deals)



## **How We Generate Revenue**

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- Freemium SaaS model:

- **Standard**: Free tools for basic use
- **Pro**: AI analytics, advanced booking features
- **Business**: Extra marketing support
- Sponsored listings & promo features
- Potential partnerships with tourism institutions



## Communication Channels

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- Website & mobile app
- Instagram, TikTok, Facebook, YouTube
- email



## Sponsoring & Partnerships

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- Sponsor university travel & cultural clubs
- Partner with tourism offices and desert events
- Feature artisans and agencies in promo campaigns

## 7. Prototype / Demo Preview

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