Business Model Canvas

Key Partners



- Chatbot Platform Operators
- Marketing Strategists
- Hotels
- Airlines
- Tour packages

Key Activities



- Set up platform (Product design & Recommendation system)
- Partnership with content creators, ranking website and booking websites
- Marketing via instagram and email
- 4. Build & update training data

Key Resources



- Copyright of data sources from other websites that provide rankings
- Brandin
- 3. Al automated classification system
- 4. Al automated recommendation system
- Partnership with booking websites
- Copyright of images and copy from content creators
- Copyright of Al generative copy for marketing

Value Propositions



- Provide couples an interactive way to design their honeymoon itinerary
- Offer inspiration of the most meaningful honeymoon activities based on customers preference (interests and budget)
- Provide complementary activities suggestions based on the main activities with better combo deals.
- Official rankings from the professionals (also based on data)
- Relevant romantic travel stories from bloggers and vloggers
- Direct booking links from destination to suppliers
- 7. Better workflow for planning longer and meaningful honeymoon trips

Customer Relationships



- Phase1: Weekly newsletter of the main activity recommendation
- Phase2: Choosing the main destination and sub destinations through the platform
- Phase3: Go to the booking website through the platform
- General: Instagram posts of the unique honeymoon story twice a week to attract customers, related to seasons.

Channels



- 1. Email Marketing
- Website and app
- Instagram Posts

Customer Segments



Characteristic:

- Couples who look for adventures and unique honeymoon experiences.
- Couples who want to plan their own honeymoon, but want to shortcut the process
- Couples who look for better deals
- Willing to try something new

Personalities:

- Outgoing
- 2. Creative Mindset
- 3. Logical

Cost Structure



- 2. Marketing and advertising costs
- 3. Hosting and maintenance costs
- 4. Payment processing fees
- Customer support costs



Revenue Streams

- Advertising
- 2. Membership/Subscription fees
- Data licensing
- Honeymoon activity packages

