What is a business model?

Is it sustainable?

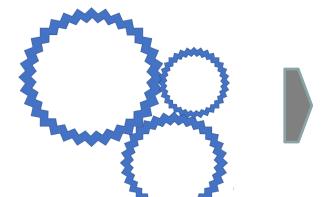
Is it scalable?



Fuel Output



DIGITAL BUSINESS



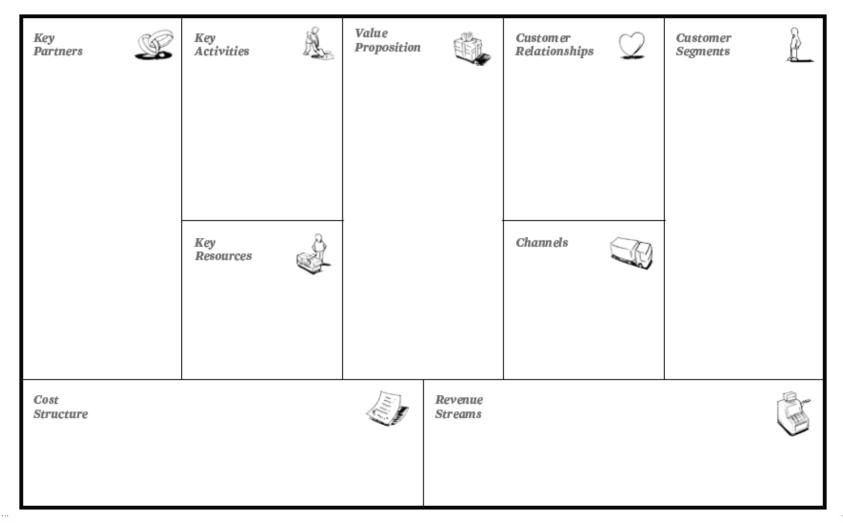
Business Model Transformation

Business Model Evolution

Software, Digital Channels, Interoperability



Business Model Canvas











Find an offbeat tour for your next destination





2nd Phase Business Model – B2B2C

Key-Activities:

- In-house digital content development
- Software development
- B2B Sales

Value-proposition:
High-quality digital stories for Museum visitors and offbeat tours for travelers





Customers:

Museums and their visitors



Tour operators



mobile-app, tour-operators



Costs:

Content development Mobile-app development Contacting tour-operators



Revenues:

- Museums: Once-off per project
- Tour-operators: Commission
- Travelers: in-app purchases



<u> Initial Business Model – B2B</u>

Key-Activities:

- In-house digital content development
- Software development

Value-proposition: High-quality digital stories for Museum

visitors

Clio Muse

Customers:
Museums and
their visitors





Channel: mobile-app



Costs:

Content development Mobile-app development



Revenues:
Once-off per project



3rd Phase Business Model – B2B2C and

B₂C

Key-Activities:

- In-house digital content development
- Software development
- Online communication

Partners:

- Other content providers
- Marketplaces, e.g. Booking.com, viator.com etc.

Value-proposition:

High-quality digital stories for Museum visitors and offbeat tours for travelers





Customers:

Museums and their visitors



Tour operators and their travelers

Channel:

- mobile-app
- tour-operators
- marketplaces



Costs:

- Content development
- Platform development
- Managing tour-operators and marketplaces

Revenues:

- Tour-operators: Commission
- Museums: Once-off per project
- Travelers: download & in-app purchases



4th Phase Business Model – B2B2C and

Key-Activities:

- In-house digital content development
- Software development
- Online communication
- **Engaging and** educating authors

Partners:

- Other content providers
- Marketplaces, e.g. Booking.com, viator.com etc.

Value-proposition: Highquality digital stories for Museum visitors and offbeat tours for travelers

A scalable way for highquality digital content development in the culture and tourism industry





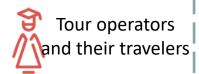


Clio Muse Tours

Customers:

Museums and their visitors





Channel:

- mobile-app
- tour-operators
- marketplaces



Costs:

- Content development/ Managing authors
- Platform development
- Managing tour-operators and marketplaces

Revenues:

- Travelers: download & in-app purchases
- Tour-operators: Commission
- Museums: Once-off per project







The online intermediary for high-quality cultural content, tours and activities



Dictaean Cave tour: The birthplace of Zeus



Acropolis Classic



Arta: a land of river



HETORY Heraklion: the Castle of the Moat 7,99€



The Hanging Bars of Athens 11,99€



Naxos tour: The medieval castle town



Temple of Olympian Zeu tour: The great debt



Kerameikos tour: The "Elysian Fields" of Art 7.99€

