



Key Partners

- Travel agents/affiliates
- Travel managers
- Technology partners
- Meta search engine
- Other

Key Activities

- Convenient travel bookings
- Customer experience
- Customer support
- Grow the platform
- Observe external factors
- Enhance technology
- Guide customer journey

Key Resource

- Number of Travel Agencies
- Number of location
- Content
- User data/algorithm
- User experience
- Global network
- Skilled staff

Value Proposition

- No extra payment
- Directly book the LTA via app
- Customized Plans
- Amount of choice
- Reduction of price
- Customer service
- Useful travel content

Customer relationship

- Customer service
- Accuracy
- Social Media
- Content

Channels

- Website(Mobile, Desktop)
- Application
- Partner Channel
- Ad Channel (meta search engine etc.)

Customer segments

- Local Travel Agencies who are willing to expand their reach online
- For Travelers:
 1. Travel motivation
 2. Demographics
 3. Booking details
 4. Employment
 5. Spending behavior
 6. Micro segment

Cost structure

Sales and Marketing	Property and equipment
Technology and Content	Intangible assets
General and Administrative	Goodwill

Revenue

Subscription Revenue	Clickbase Advertising
Profit - Sharing Revenue	Display based Advertising