

ESEMPI

Presenta

Paride Posella

Con la collaborazione di

Bartolo Castellano

Francesco Di Santo

Key Partners



iths are our Key Partners? fifts are our key suppliers? Which Kay Resources are we acquiring from partners? thich Ray Activities do partners perform?

Compagnie Taxi

Key Activities



What Key Activities do our Yalue Propositions require?

Produzione storie

Profilazione utenti

Key Resources



Mgmt piattaforma

Marchio

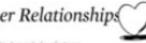
Value Propositions



What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment

Visite veloci interessanti sempre e ovunque

Customer Relationships



What type of relationship-does each of our Customer fresh ship aid the Alifebra of A. Caque Shipman Which ones have we established?

Now are they integrated with the rest of our business mode

Rating on-line

Customer Segments



Who are our most important customers?

For whom are we creating value?

Business executives in viaggio

Channels



Trough which Channels do our Customer Segments want to be reached? How are we reaching there now?

LinkedIn

App mobile

Cost Structure

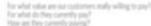


Promozione

Costi IT



Revenue Streams



How would they prefer to pay

Supplemento corsa taxi



Key Partners

thu are our less suppliers? Which Key Resources are we acquiring from partners

thich Key Activities do partners perform?

Reti operatori turistici

Key Activities



Animazione comunità

Profilazione utenti

Value Propositions



Guida "vera" e personale Al territorio

Customer Relationships Rhat type of relationship does each of our Customer

Community

Co-progettazione eventi

Customer Segments



for whom are selecting value?

Turismo culturale

Key Resources

Mgmt piattaforma

Marchio

Vetrina "qualificata" Channels

A which Channels do our Costoner Segments

How are we eaching them now

Web / Social

Fiere / Riviste settore

Operatori

Enti turistici

Cost Structure

tich fau favoures are not expensive? **Promozione**

Costi IT

Revenue Streams

what value are our contorners really willing to pay? r what do they currently pay?

Tariffe pubblicità Tariffe servizi promozione

Free



Key Partners



After are our Key Partners? the an our ley supplies? Rhich Key Resources are we acquiring from partners? Blisch Ray Activities do partners perform?

Tour operators on-line

Key Activities



What Key Activities do our Yalue Propositions require?

Animazione comunità

Profilazione utenti

Key Resources



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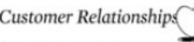
Value Propositions



What value do we driver to the cystomer? Which are of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment Which costomer needs are we satisfying?

Guida vera e personale al territorio

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with there? Which over have we established? How are they integrated with the rest of sur business model?

Community

Customer Segments



For whom are we creating value? E_

> Turismo culturale

Channels



Tresugh which Channels do our Customer Segments. want to be reached?

How are we muching them now?

Web / Social

Cost Structure

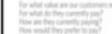


Promozione

Costi IT



Revenue Streams



Free – accesso singole info



Fee € – costruzione viaggio

