Destination Challenge - Developing a prototype

We developed our solution based on these main issues:

✔ _____ ✔ _____ ✔ _____ _____

Our solution is based on:

Marketing | Infrastructure | Technology | Policy

Other...

COST OF SOLUTION

Give an estimate of the budget of your proposal

INVESTMENT REQUIRED

Free | $ | $$ | $$$

FINANCIAL SUSTAINIBILITY

Visitor Funded

Private Sector Funded

Government Funded

Mix of Funding

SUMMARY OF KEY COSTS

Narrowing down your solution

Use the Business Model canvas below to clearly define your proposal

Key Partners	Key Activities	Value Proposition	Customer Relationship	Customer Segments
	Key Resources		Channels	
Cost structure		Revenue streams		

Additional Notes:

Priority audience

Who's needs will be addressed as a priority for this solution?

Persona 1

Name:

Age:

Country:

Needs:

Persona 2

Name:

Age:

Country:

Needs:

Persona 3

Name:

Age:

Country:

Needs:

Communication

What are the pillars of your communication strategy?

How do you intend to communicate through the following channels?

WEBSITE(S)

Big, bold campaigns. Appeals to new visitors- Visitors who aren't familiar with your brand yet.

MOBILE & APP BASED

More in depth content, on specific themes- such as blog posts about the best cakes in Brussels. Appeals to warm visitors. Visitors who sort of know about your brand and want to find out more.

INFLUENCER & PR

Word of mouth has a powerful effect on spreading the awareness of amazing experiences which are worth of sharing. What opportunities can you tap into?

OTHER CHANNELS

Everyday regular content, helps to maintain interest in your business. Appeals to hot visitors. Visitors who already know and love your brand and want to see more content from you regularly.

GUERILLA TACTICS

What kind of unconventional methods can you employ to get the word about about this amazing solution? Crazy ideas go here, think 'out there' but keep it legal!

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