great

BUSINESS PLAN

HERITAGE +

Presentation

Start!

01

IDEA

“The material and immaterial heritage is part of the culture of a people, hence the need for its preservation. By making the country's culture known, we are raising awareness and informing the public about the importance of cultural heritage in today's society.”

APP HERITAGE+

Offer

A tool who provides
- contact between the local comunities and the tourists

- the dissemination and enhancement of cultural heritage

Benefit

To the local comunities

1- Get on board in "GLOCAL" community
2- Sell your products and services
3-Direct contact with the tourists

To the tourists

1- Contact with the local heritage
2- Get on board in "GLOCAL" community

Core competencies

Fresh ideas

Young Team

Socializing

Digital Skills

02

SALES AND COMPETITION

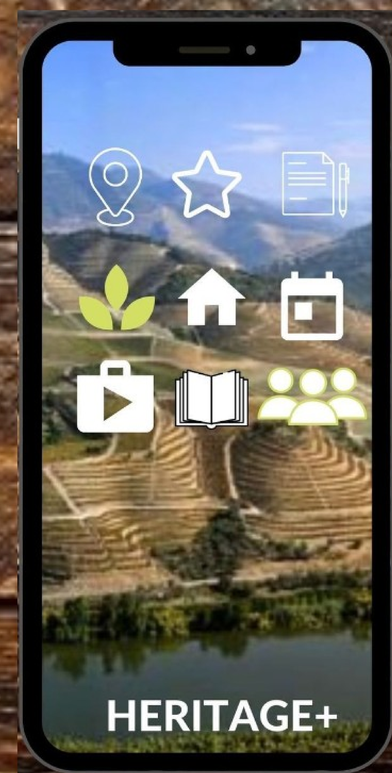
Costumers

Local comunities

Tourists

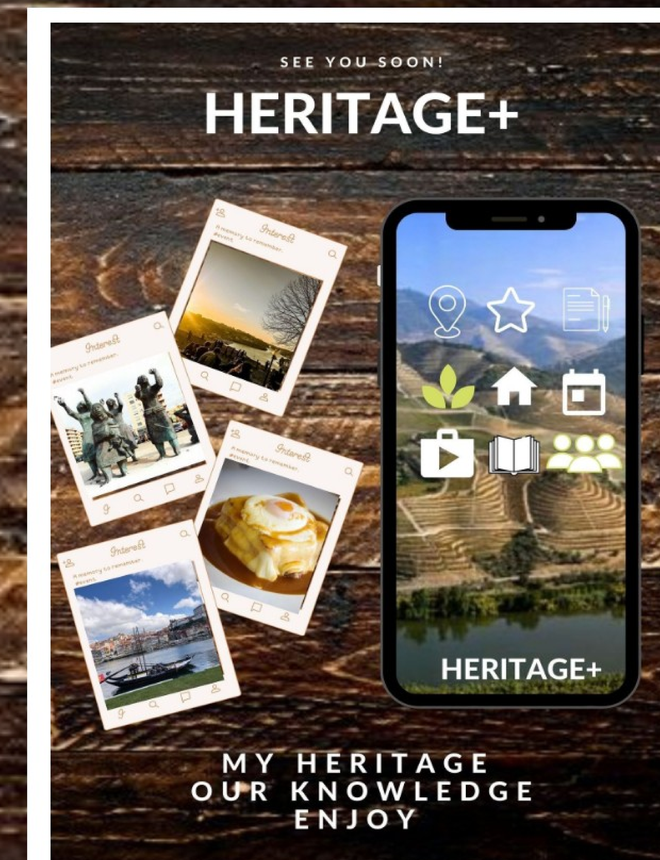
Sales & Communication

Social Media



APP

Website



Flyer

Market &Competition

TOUR OPERATORS

TRAVEL BLOGGERS

TRAVEL GUIDES

TRAVEL AGENCIES

SOCIAL MEDIA /INFLUENCER

WE ARE DIFFERENT BECAUSE WE...

GLOBAL

GLOCAL

LOCAL

How big is the market?

The EU's tourism industry is made up of **2.3 million businesses**, primarily small and medium-sized enterprises (SMEs), employing an estimated **12.3 million people**.

In 2018, the 'travel and tourism' sector directly contributed **3.9% to EU GDP .**

How is the industry likely to develop?

After the Pandemic, the society changes its perspectives leave the consumism and move to sustainability.

03

TEAM & PARTNER

Founders

Lara

nature
Travelling
Animals
Socializing
Sports
Culture and heritage

Ginette

Francisco

Emma

Values

HISTORY

SUSTAINABILITY

ENVIRONMENT

SOCIAL INCLUSION

HERITAGE

CULTURE

COMMUNITY

COLLECTIVE MEMORIES

Key Partners

THE LOCALS

DIGITAL EXPERT/DEVELOPER

LOCAL AUTHORITIES

What can others do better and who is it?

Touristic Consortia

representatives of local communities

How do your partners benefit from working with you?

- Reach more tourists
- Being more digital
- Help to create a cluster

Obstacles

Inside
- Find enough funds and Human Ressources

Outside
- Find the right target
- Not enough partners
- Competitors with more ressources

SOLUTIONS???

04

ORGANISATION

How do you create what you offer?

A tool who provide´s :

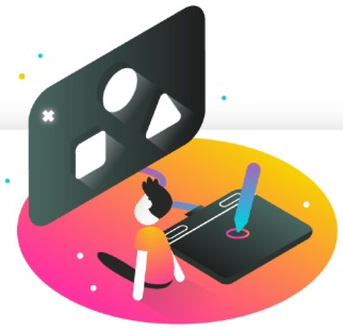
- contact between the local comunities and the tourists

- the dissemination and enhancement cultural heritage

Location

05

FINANCE PLAN



INCOME YEAR 1

€ 7.500

- Public/Private FUNDS - €5.000
- Fees - €1.000
- Inserts - €1.500

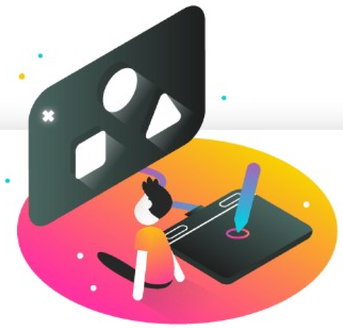
+ info

COST YEAR 1

€12.100

- Experts - €9.600
- Travel Cost- €1.000
- Office - €1.000
- Administration - €500

+ info



INCOME YEAR 2

€ 6.000

- Public/Private FUNDS - €1.000´
- Fees - €3.000
- Inserts - €2.000

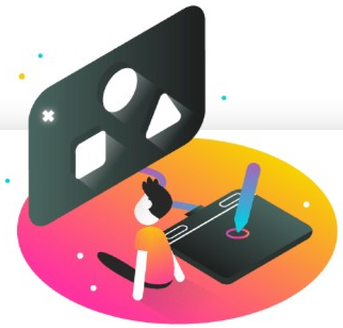
+ info

COST YEAR 2

€5.400

- Experts - €3.600
- Travel Cost- €300
- Office - €500
- Administration - €1.000

+ info



INCOME YEAR 3

€ 8.000

- Public/Private FUNDS - €500
- Fees - €4.500
- Inserts - €3000

+ info

COST YEAR 3

€3.900

- Experts - €3.600
- Travel Cost- €300

+ info

Thanks!