Clio Muse
TOURS

Who We Are

- Greek VC-funded SME company founded in 2014
- Multidisciplinary team of
  - IT developers
  - Archaeologists and Art historians
  - Marketeers
  - Business developers
  - Innovation managers
- **We enable professionals to create self-guided audio / virtual / skip-the-line tours via our online authoring platform, which are distributed to all major OTAs.**

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tripadvisor® GET YOUR GUIDE KLOOK musement

HORIZON-CL2-2021-HERITAGE-01-02:
New ways of participatory management and sustainable financing of museums and other cultural institutions

→A SaaS platform that offers **a scalable way to produce high quality self-guided tours** via culture & tourism professionals.

→Sustainable and scalable tourism and cultural development

→Enhancing cultural experiences with advanced digital technologies

→Raising public awareness through thematic tours

→Innovation management and business development

Fundraising – Pre-seed round: **€500K**

Grants – Competition prizes: **€40K**

Booking.com cares

ATHENS INTERNATIONAL AIRPORT ELEFTHERIOS VENIZELOS

EU Funding – H2020, Europeana, Erasmus+: **€550K**

Prizes – UNWTO **Winners** for SDG8

SDGs GLOBAL STARTUP COMPETITION

Powered by: UNWTO

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Optional slides

Clio Muse
TOURS

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In 2020 from **overtourism** we are left with **no tourism**

In 2021 we will need Digital Green Certificates for **tourism**

US$1.9B Raised Since 2017

KLOOK Yours To Explore	$525M	GET YOUR GUIDE	$559M	Tiqets	$100M
MY REAL TRIP	$26M	peek	$33M	IF ONLY	$26M
kkday	$10M+	Withlocals	$12M	BeMyGuest	$6M+
PLACEPASS	$12M	GLOBALTIX YOUR TICKETING PARTNER	$9M	rezdy	$5M
ROLLER	$7M	Redeam	$8M	vidi	$2.6M
bookingkit	N/A	lokalocal	N/A	GUIDDOO WORLD	N/A

In both cases we have the same problems
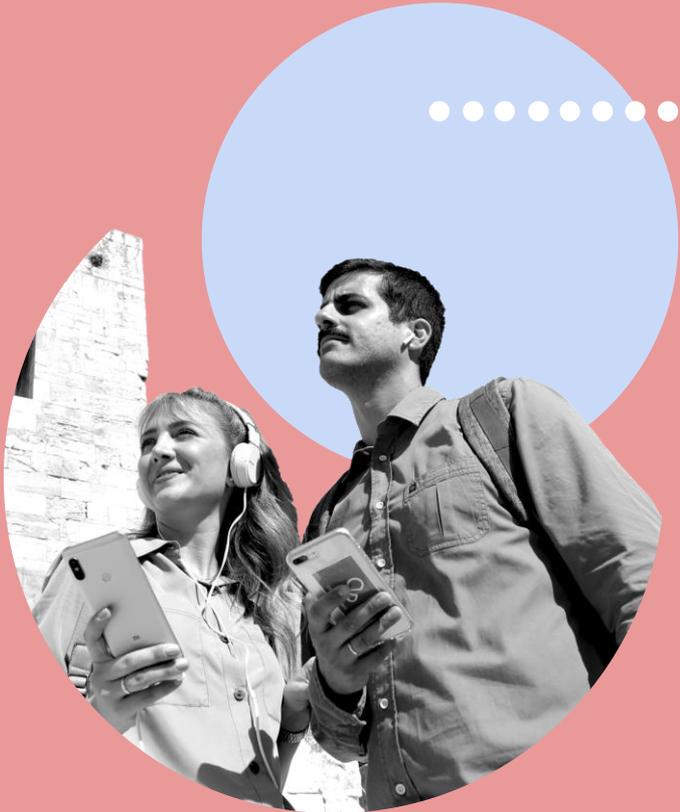
1. Guided tours

    a.   too expensive and of limited availability

    b.   no social distancing (COVID19-specific problem)

2. The industry's racing to increase their revenues

    a.   Online Travel Agencies (OTAs) looking for smart upsells

    b.   Tour Guides looking for alternative revenues

Solution

→ A SaaS platform that offers **a scalable way to produce high quality self-guided tours** via culture & tourism professionals.

→ Tours are **high-converting upsells** for OTAs to **increase their revenues.**

1 Clio Muse **Create**
is our authoring tool & booking management system.

Authors create tours using our award-winning storytelling methodology.
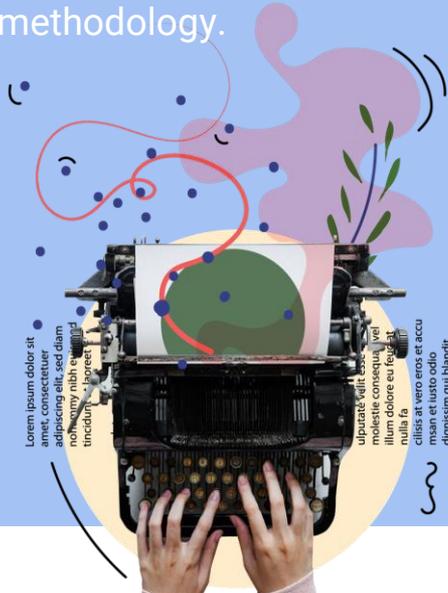
2 Clio Muse **App + Tour Experience**
are the ways to take our audio, skip-the-line, virtual tours.

Visitors can take them through any smart device online or offline.

Added-Value for all

OTAs & Hotels
- High-quality products in affordable prices for low-budget travellers
- Scalable tour creation process
- Booking requests automatically served
- Unlimited availability

Travelers
- Flexibility
- High-quality experience
- Social Distancing
- Last minute availability
- Low-cost tour experience by experts

Tour Operators
- Extra revenue
- New means of content distribution
- Expert Guidance
- Tour's content IPR owned by you
- Attractive to non-tour takers
- Commission based fees - no hidden costs

Museums
- Access to modern-day audiences
- Easy content management of the tour
- Competitive tour creation & platform costs
- Visibility
- Accessibility options

Revenue model

	B2B Customers		B2C
	Museums (sustainability plan)	OTAs & Authors	Travellers
Revenue Generation	pay subscription	get commission / person	pay per person
Net revenue (we get)	**€4K - €7K**	**~€8**	**~€11**

Go-to-market

Reach customers through OTAs globally

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Expedia

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A TripAdvisor® Company

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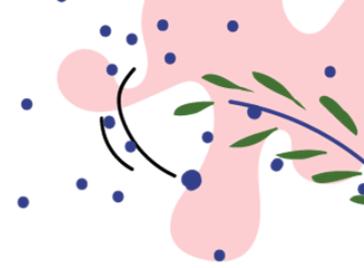
GET YOUR GUIDE

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Travellers
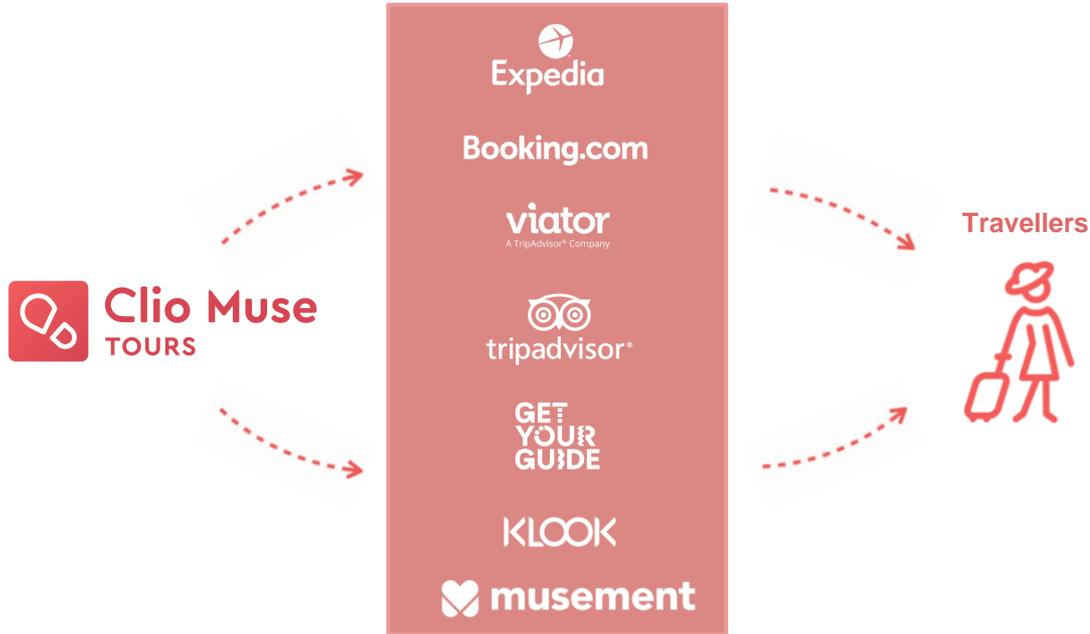
Our go-to-market growth hack

B2B2C

Low user acquisition cost &
Low expansion cost

We build our user community & expand globally by acquiring users through all our business partners.

Fundraising

Pre-seed round: **€500K**

Grants

Competition prizes: **€40K**

EU Projects - Horizon 2020: **€360K**
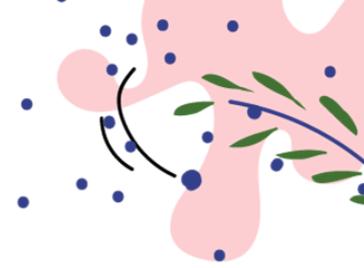

Prizes

UNWTO Winners for SDG8

Competition

Our Competitive Advantages

- Award-winning storytelling methodology

- Global Distribution network already established (OTAs & Museums)

- Ongoing collaboration with Federation of European Tourist Guide Association & other authors

Our expertise

Clio Muse TOURS

1. **Sustainable and scalable tourism and cultural development**
2. **Enhancing cultural experiences with advanced digital technologies**
3. **Raising public awareness through thematic tours**
4. **Innovation management and business development**

Travellers

Our expertise

Sustainable and scalable tourism and cultural development

- **Our technology is sustainable and scalable.**

- **We facilitate partnering culture and tourism.**

- **Our award winning storytelling methodology creates optimal visitor experience.**

- **We do not develop technology for the sake of technology, but to serve culture and humanity.**

Enhancing cultural experiences with advanced digital technologies

- **We are continuously looking for the new ways to enhance cultural experiences with technology, keeping the presentation of great content as the main focal point.**

- **We are interested in VR/AR, 3D soundscapes, adaptive content personalization, end-user real-time feedback and smart cities integration**

Our expertise

Raising public awareness through thematic tours

- Our storytelling methodology has received numerous awards internationally.

- We can act as a platform for monitoring and measuring behavioural change at the citizen level for the experimental studies.

- We can provide the public with the tangible results of a project and incentivize them to be part of a project's testing and evaluation activities

Innovation management and business development

- We have been awarded for our innovative business approach and in 2019 managed to increase ten times its 2018 revenue.

- We have led the innovation activities in H2020 PLUGGY project.

- In February 2021, our team was selected amongst 10.000 applicants from the United Nations World Tourism Organization (UNWTO) as one of the 2 winners for SDG8.

Team

Team of 14 people with complementary skills in tech, cultural content, business dev., customer care, marketing, design & ops!

VISION

**WE AIM TO GENERATE
UNIVERSAL CULTURAL AWARENESS
AND GUIDE YOU
TO EVERY PART OF THE WORLD
UTILISING PIONEERING TECHNOLOGY**