



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.**



Booking.com

viator
A TripAdvisor® Company



**GET
YOUR
GUIDE**

KLOOK



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**



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

Prizes – UNWTO
Winners for SDG8



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Optional slides



Clio Muse
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Nikos Frangakis

Head of Research and Innovation activities

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**

\$27B

Online
Tours &
Activities

US\$1.9B Raised Since 2017

 **\$525M**
Yours To Explore

 **\$26M**

 **\$10M+**

 **\$12M**

 **\$7M**

 **N/A**

 **\$559M**

 **\$33M**

 **\$12M**

 **\$9M**
YOUR TICKETING PARTNER

 **\$8M**

 **N/A**

 **\$100M**

 **\$26M**

 **\$6M+**

 **\$5M**

 **\$2.6M**

 **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



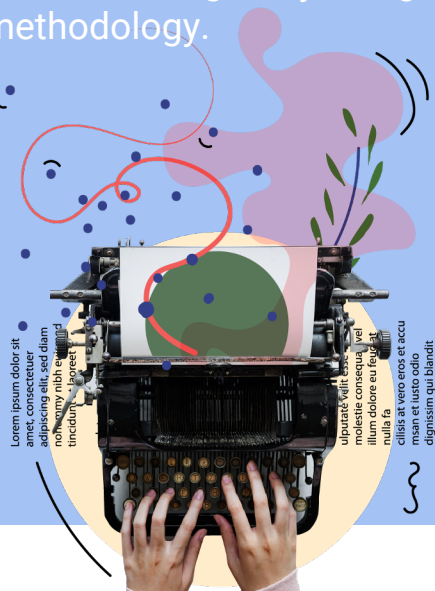
Solution



- 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

2018

Countries
1

Travellers
1.4K

Gross
Revenues
75K

2019

Countries
3

Travellers
50K

Gross
Revenues
760K

2020

Countries
11

Travellers
3.5K

Gross
Revenues
165K

2021

Countries
30

Travellers
30K

Gross
Revenues
500K

Increase
footprint



10x
growth



Sustain
ability
plan

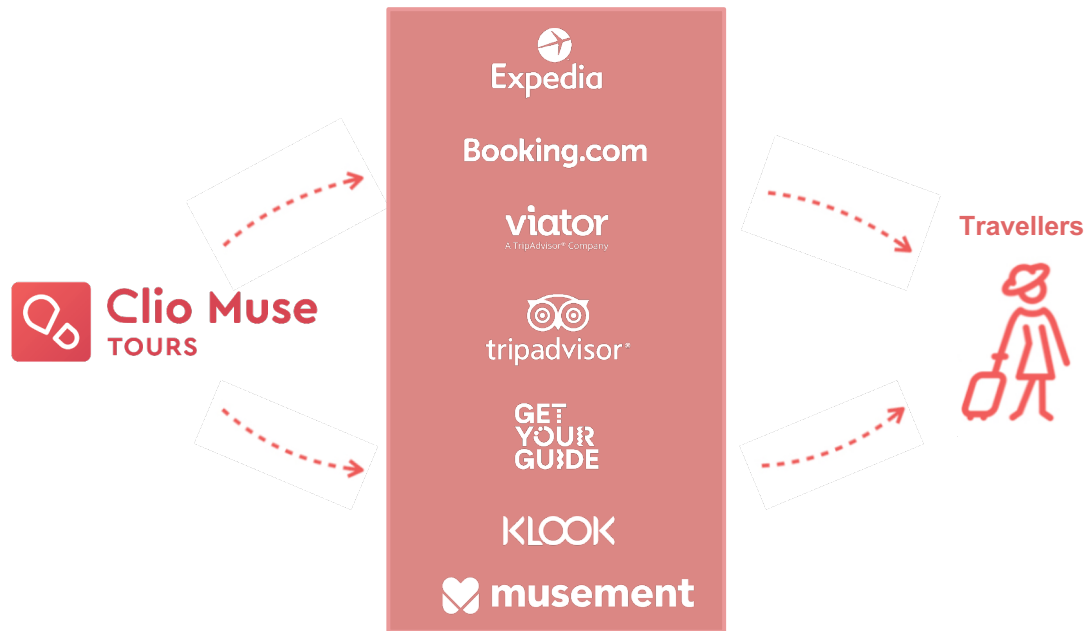


Revenue model

	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



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



Prizes

UNWTO

Winners for
SDG8



Powered by:
UNWTO

Grants

Competition prizes: €40K



EU Projects - Horizon 2020: €360K



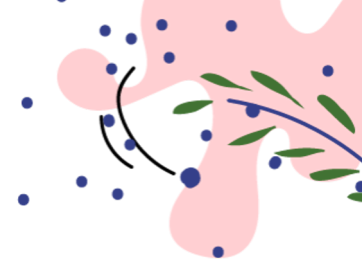
Competition



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