

8 DECENT WORK AND
ECONOMIC GROWTH



Clio Muse
TOURS

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

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**

Authoring tool
&
Automated booking
management system.



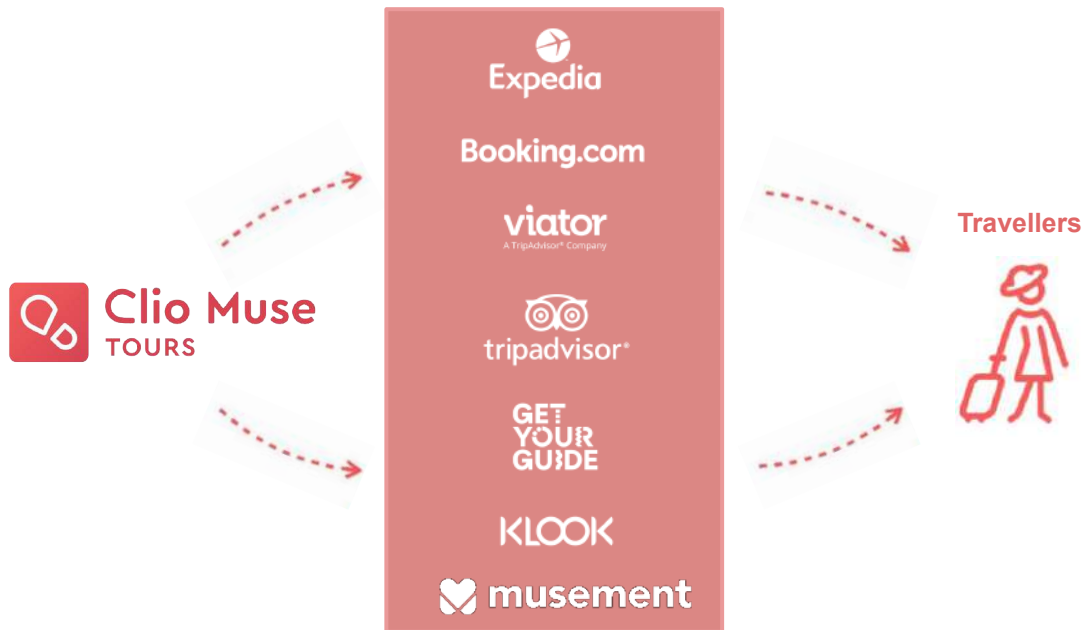
2 Clio Muse **App +** **Tour Experience**

are the ways to take our
tours.



Go-to-market

Reach customers through OTAs globally



Our growth hack

B2B2C

Low user acquisition cost &
Low expansion cost

Fundraising

Pre-seed round: **€500K**



Grants

Awards: **€40K**



EU Projects - Horizon 2020: **€435K**

2018

Countries
1

Travellers
1.4K

Revenues
75K

**10x
growth**
→

2019

Countries
3

Travellers
50K

Revenues
760K

**Sustain
ability
plan**

2020

Countries
11

Travellers
3.5K

Revenues
165K

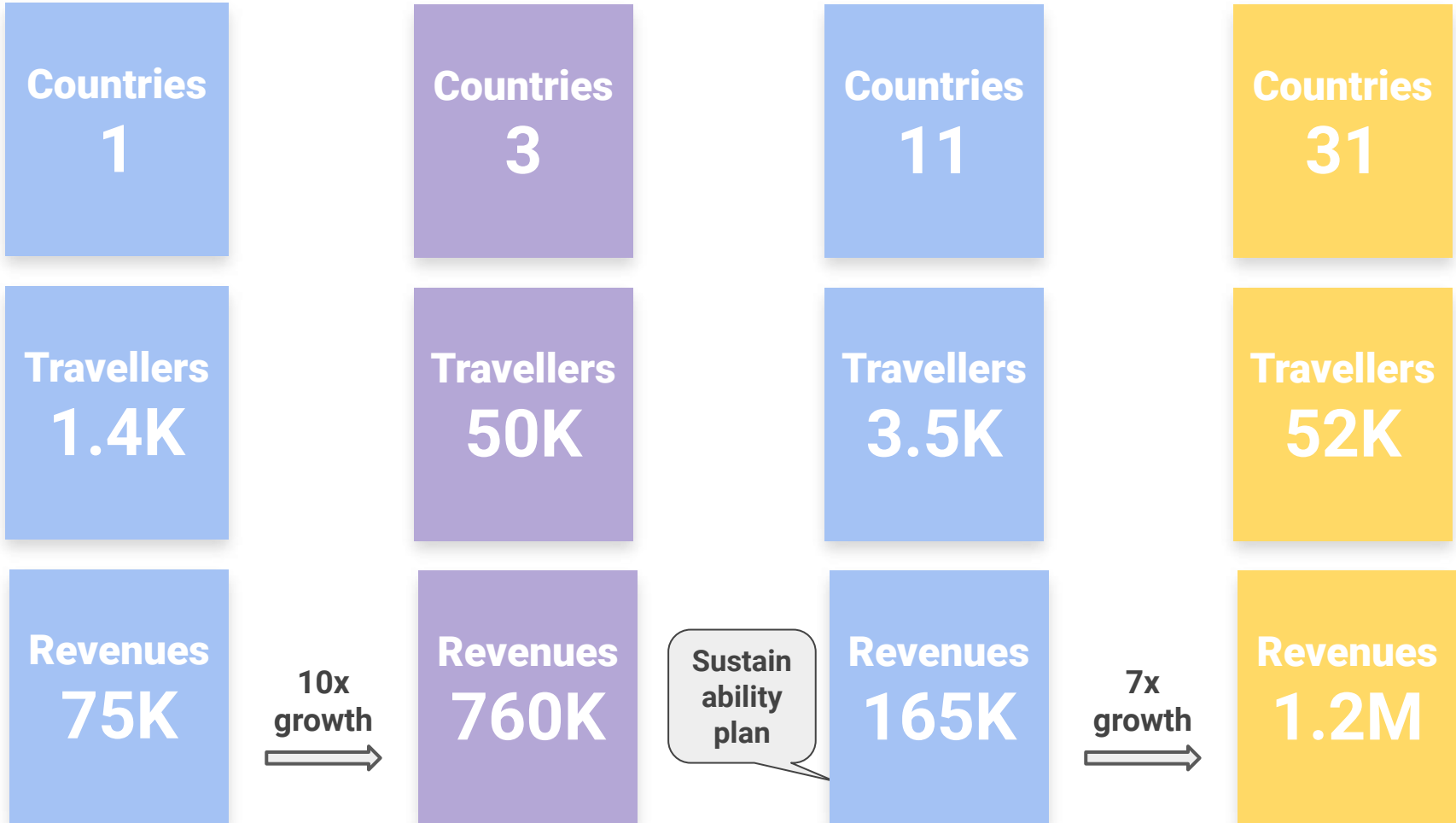
**7x
growth**
→

2021

Countries
31

Travellers
52K

Revenues
1.2M



Team

Team of 13 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