

CREACT4MED Mapping: Best Practices

Application Number: BP_33

1. Basic info*	
Email Address	chris@jedo.app
Title of the Best Practice	Jedo app
Name of the Applicant	Christian Almurr
Is the BP a registered legal entity?	No
Website	https://jedo.app
Country	Lebanon;
Subsector	Design (software, advertising, architecture, interior design, graphic design, industrial design, fashion);Arts and culture (cultural heritage, gastronomy, visual arts, performing arts, leisure and recreation, crafts);Media (publishing, TV & radio, digital
Category	c) Local and regional cooperation;b) Ecosystem enablement;a) Cultural and creative entrepreneurship;
Year of establishment and duration	2/22/2022
Target group of the BP	Target audience: Local residents - Women (63%) - Females between 25 and 35 - Independent and rebellious working girls. - Lives in a medium-classed households. - Lives in big cities in Lebanon, and surrounding areas. - Work full time in corporate, or NG entities - Who go out twice or three times per week. - Who go out twice or three times somewhere new per week. - Who consume from hip and quality brands. - Who want to go to new places. - Who likes to keep a personal connection with brands they consume from often. - Who want to find inspiration for new ways to disconnect. Local residents - Men (20%) Expat families (13%) Travellers (4%) Business beneficiaries: - DMOs - Guesthouses - Local restaurants - Tour operators - Activity experts - Local cultural businesses - Transportation services - Museums
2. Best Practice Characteristics	
Problem Statement	"Going out" is becoming expensive. It is reserved for those meticulously planned, expensive trips that can take days to prepare for. The number one problem Jedo aims to tackle is the explorers' hassle of finding regular trips to do. It's like trying to untangle headphones every time you want to listen to music. Traditional trip planning is often time-consuming, rigid, and expensive.

	<p>60% don't go on overnight trips because accommodation is too expensive. It takes about 21 hours to plan a vacation. 80% of explorers can't find what suits their needs on a weekend. So even if you are willing to put in the time and money, it's too hard to find something that fits your schedule, your taste, and your budget.</p>
<p>Mission Statement & Value proposition</p>	<p>Jedo's mission is to free explorers from the shackles of meticulous scheduling and high costs. It's designed to be your local concierge, offering unique AI-guided trips like a Spotify library. No more scrolling through endless posts and articles, or emptying your wallet for pre-packaged tours. Jedo offers AI-generated trip ideas that you can save and use our AI-guide for free, giving you the freedom to explore at your own pace.</p> <p>We get it; not everyone has the time, energy, or money to be an 'Insta-Perfect' explorer. That's why we've ditched the rigid schedules and the 'one-size-fits-all' approach. You can save our AI-generated trip ideas for free and get real-time, pocket-guidance without spending a dime. Feel like going off the beaten path or lingering a bit longer at that cool café? Go ahead; our AI-guide adapts to your pace, not the other way around.</p> <p>And there's more! We've negotiated exclusive deals and discounts for you! So not only do you save time planning your trip, but you also save some up to 75% off your trip. Beyond trips, Jedo offers the freedom to explore your way, on your budget, and on your time.</p>
<p>Results and growth</p>	<p>Initially, Jedo was just another adventure booking platform until we had a "sit-down" with our users. We found that people weren't just looking to book trips; they wanted efficiency, convenience, and cost-effective options. So, we pivoted—taking these three motivators as our holy trinity:</p> <ol style="list-style-type: none"> 1. Efficiency: We implemented AI to curate personalized trips, saving users hours of research. 2. Convenience: We introduced a flexible, pocket-guidance AI that allows users to explore at their own pace. No rigid timelines, no fuss. 3. Cost: Forget premium packages. With us, you can save trips and get pocket-guidance for free. Plus, we've struck deals to save you even more. <p>KPIs:</p> <ul style="list-style-type: none"> - User Retention: Since April 2023, we've achieved a 66.6% retention rate over 30 days. People aren't just downloading Jedo; they're sticking around. - Weekly Active Users (WAU): 690 - Month-over-Month Growth (MoM): 28% <p>All of this with just a \$100 monthly ad spend. We did it by ditching the glossy, over-filtered content and went raw. Showcasing local culture, people, and businesses in a fun, authentic way resonated with our audience. It went viral among both locals and travelers, proving that authenticity wins over big bucks when it comes to user engagement.</p>
<p>Strategy to be financially sustainable</p>	<p>**Revenue Streams:**</p> <ol style="list-style-type: none"> 1. **Guests**: We charge explorers \$18 per day for full-day bookings, coupled with 24/7 customer support and personalized local suggestions. 2. **Local Businesses**: With a nominal fee of just 3% per booking, we incentivize local establishments to be part of the Jedo experience, boosting their exposure without breaking their bank. 3. **Tour Operators**: For more curated and specialized experiences, we work with tour operators at a 10% fee per booking.

	<p>This rate allows us to maintain a rich inventory of quality, unique experiences.</p> <p>**Financial Sustainability:** We're using our seed capital of \$79,000 from friends and family, coupled with \$45,000 generated through booking requests—54% of which have been monetized. This initial investment has allowed us to invest in technology, customer experience, and market research.</p> <p>**Investment and Growth Strategy:** We are currently relying on investment capital to further develop our technology and to understand the dynamics of new markets. The team is making progress to expand into new territories such as the Kingdom of Saudi Arabia and the Netherlands by January 2024.</p> <p>**Suggested Strategy for Sustainability:**</p> <ol style="list-style-type: none"> **Optimized Ad Spend:** Continuing the efficient use of low-cost, high-impact advertising. **Tech and data collaboration:** Working on partnerships with NGOs and Government agencies for technology and data collaboration. **Cross-Promotions:** Partner with cultural and tourism-related products and services for mutual promotions. **Dynamic Pricing:** Implement dynamic pricing based on demand, seasonality, and user behavior to maximize revenue.
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3. Impact (please complete at least 3 of the 6 sub-sections)

<p>Economic significance</p>	<p>Economic Impact:</p> <p>Boosting Tourist Expenditure: Jedo has significantly influenced tourist behavior, resulting in a 40% spend yield increase. By providing curated, localized experiences, tourists are more inclined to explore and spend, thus injecting more revenue into local economies. This isn't just good for Jedo; it's good for everyone from the local shopkeeper to the city as a whole.</p> <p>Seasonal Turnover for Local Businesses: Local businesses have experienced a 60% increase in seasonal turnover since partnering with Jedo. Our platform directs tourist traffic to these businesses, providing a steady flow of customers even during traditionally slow periods.</p> <p>Spillover Effects:</p> <p>Job Creation: The influx of tourists, increased work for DMOs, and increased seasonal turnover for local businesses naturally leads to the need for more staff, translating into more job opportunities within the community.</p> <p>Local Economy: By charging minimal fees to local businesses (3% per booking), we are enabling them to retain more profit. This has a trickle-down effect on the economy as these businesses can then reinvest in their operations, perhaps even expand.</p> <p>Promotion of Cultural Capital: Our authentic portrayal of local culture and businesses acts as free advertising for the community, drawing even more interest and visitors, thereby further boosting economic activity.</p> <p>Supply Chain Benefits: Increased tourism and local business activities stimulate demand for local suppliers. Whether it's local produce for a restaurant or handcrafted souvenirs, there's a cascading economic benefit.</p>
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<p>Replicability and upscaling</p>	<p>**Replicability Potential:** Jedo's AI-driven model for curating personalized trips and its low-fee structure for local businesses are highly replicable. The platform essentially serves as a bridge between tourists and local economies, a concept that holds universal appeal and relevance. **Adaptability to Other Settings and Sectors:**</p> <ol style="list-style-type: none"> **Urban, cultural, rural Tourism**: Jedo's technology enables it to easily adapt to several settings, providing localized experiences in busy cities, much like it does for outdoor adventures. **Corporate** **Outings**: The technology and model could be tweaked for planning and booking events, incorporating venue and service bookings. **Tourism Directory**: Jedo can easily incorporate further tools to act as a directory serving DMO and strategic tourism objectives across the market. <p>**Conditions for Replicability:**</p> <ol style="list-style-type: none"> **Local Partnerships**: The platform would need to establish relationships with local businesses in the new sector or geographical area. **Cultural Sensitivity**: Adaptations would be necessary to cater to local customs, language, and regulations. **ML Training**: A comprehensive training for our proprietary Machine Learning technology is essential for effective customization. <p>**Small-Scale Pilots:** Jedo's model lends itself well to small-scale pilots. Whether testing a new sector or geographical area, launching a minimum viable product (MVP) to a limited audience can provide valuable insights before a larger rollout. This is what we are doing in KSA and the Netherlands, launching in both markets in 3 months, including a one-time localisation efforts.</p> <p>**Likely Adaptations:**</p> <ol style="list-style-type: none"> **Pricing Model**: The fee structure could require adjustments based on local economic conditions and market tolerance.
<p>Employment generation</p>	<p>Sustained Economic Growth: Jedo's model inherently promotes economic sustainability by driving consumer spending and supporting local businesses. With a 40% increase in tourist spend yield and a 60% increase in seasonal turnover for local businesses, we're not just driving one-time economic spikes; we're fostering long-term growth.</p> <p>Inclusivity: By providing a low-fee structure for local businesses (3% per booking), we're also enabling smaller establishments to compete with bigger players, contributing to a more inclusive economic ecosystem.</p>
<p>Inclusiveness</p>	<p>Vulnerable Communities: Jedo aims to serve as a conduit for tourism to less-privileged areas, thereby directing economic benefits to communities that could use an uplift. Our low-fee structure for local businesses makes it feasible for even small-scale operators from vulnerable communities to participate.</p> <p>Cultural Inclusivity: Our AI-driven platform can be adapted to represent a variety of cultural experiences, from urban settings to indigenous communities. This encourages explorers to immerse themselves in diverse cultural</p>

	<p>experiences, thereby promoting mutual understanding and respect. Furthermore, the authentic representation of local culture in our content helps combat stereotypes and prejudices.</p> <p>Bridging the Gap for Rural Businesses: Rural areas often suffer from a lack of visibility and accessibility. Jedo seeks to bridge this gap by featuring rural experiences and businesses on our platform. By doing so, we direct both attention and economic activity to these areas, contributing to a more balanced and inclusive economic landscape.</p> <p>Accessibility: We are mindful of making our platform as accessible as possible, from language options to accommodating explorers with disabilities, aiming for as broad a reach as possible.</p>
<p>Social impact</p>	<p>Community Development: By driving tourism to local areas, both urban and rural, Jedo stimulates economic growth that translates into community development. More revenue for local businesses means more funds for local schools, infrastructure, and public services. We're not just bringing in tourists; we're bringing in opportunities.</p> <p>Valorization of Cultural Heritage: Jedo's unique selling point is its ability to offer localized, authentic experiences. By doing so, we're putting the spotlight on cultural heritage, from traditional crafts to indigenous storytelling. Our model inherently valorizes the uniqueness of each community, offering a platform for cultural preservation while introducing explorers to the rich diversity of local traditions.</p> <p>Reduction of Inequality: Our low-fee model for local businesses and sliding scale of trip options make tourism more accessible for people across economic spectrums. Whether you're a backpacker on a shoestring budget or a luxury traveler, Jedo has something for you, which in turn promotes economic inclusion. Additionally, by creating job opportunities accessible to women and young people, we're doing our part to balance out societal inequalities.</p> <p>Promotion of Peaceful and Inclusive Societies: Tourism is often a double-edged sword; it can either exploit or empower. Jedo aims for the latter. By encouraging responsible tourism and fostering connections between different cultures and communities, we contribute to building understanding and peace. Our platform educates users about local customs and norms, promoting respectful interaction and, by extension, peaceful coexistence.</p>
<p>Innovation</p>	<p>Innovative Business Models: Jedo pivoted from a traditional adventure booking model to an AI-driven trips library, mirroring the "Spotify for trips" concept. This is a disruptive approach to tourism that puts power back into the hands of the explorer, offering a buffet of trip ideas and sidestepping traditional, rigid tour packages.</p> <p>Use of State-of-the-Art Technology: Our use of AI is game-changing. Instead of having a team sift through endless data to curate trips, our algorithms do the heavy lifting. They analyze user preferences, local events, and even weather conditions to</p>

	<p>generate personalized trip suggestions. This is a technological leap that brings efficiency, personalization, and scalability into the equation.</p> <p>Successful Launch of Innovative Digital Tools: Our AI-guide tool, which functions as a pocket concierge for users, is a prime example. This tool didn't just solve the problem of offering guidance; it did so in a way that's completely aligned with the freedom and flexibility that today's travelers crave.</p> <p>Promotion of an Enabling Environment for Innovation: Internally, we encourage a culture of constant improvement and experimentation. Our rapid iterations and customer feedback loops ensure that we're always on the cusp of what's new and what's next, creating a fertile ground for innovative ideas to flourish.</p> <p>Innovative Partnership Structures: We're not just working with the usual suspects in the tourism industry. We've branched out to form partnerships with local artisans, farmers, and even educational institutions. This creates a more comprehensive, enriching experience for our users and offers an alternative revenue stream for communities that wouldn't traditionally benefit from tourism.</p>
<p>Environmental sustainability</p>	<p>Combatting Climate Change and Its Impacts: While still in development, we're working on a feature to calculate the carbon footprint of each trip. The aim is to offer offset options at the point of booking, directing funds to verified reforestation and renewable energy projects. This gives our users an immediate way to counterbalance their environmental impact.</p> <p>Sustainable Consumption and Production Patterns: We're looking to integrate a sustainability rating for each trip, based on criteria like waste management practices of involved businesses, use of renewable resources, etc. This would encourage users to opt for more sustainable choices and incentivize local businesses to improve their practices.</p> <p>Sustainable Use of Oceans, Seas, and Marine Resources: Future partnerships with marine conservation organizations are on the horizon. The idea is to offer eco-tourism packages that not only provide a great experience but also educate travelers on marine ecology and the importance of protecting our water resources.</p> <p>Enabling Environment: Our intent is to also serve as a platform for environmental education. This could mean integrating quick but impactful educational segments into our app or partnering with eco-conscious organizations to deliver content that helps users make more sustainable choices in their everyday lives.</p> <p>Promotion of Local, Sustainable Options: When suggesting local businesses or activities, preference could be given to those that adhere to environmentally friendly practices. In this way, Jedo would serve as a channel to direct economic advantages to businesses that prioritize sustainability.</p>
<p>4. Challenges and lessons learned</p>	
<p>Challenges</p>	<p>Digital Literacy: We identified that some local businesses, particularly those in rural areas, aren't entirely comfortable with digital platforms. Our approach? Make the user experience (UX) as foolproof as possible. We're talking about intuitive navigation, simplified forms,</p>

	<p>and in-app guides to walk them through the process. In essence, if you can use a remote control, you can use Jedo.</p> <p>Market Differentiation: The travel and tourism space is cluttered with flashy, but often hollow, marketing. To stand out, we leaned into authentic storytelling. Instead of the usual touristy gimmicks, our content zeroes in on real people, local traditions, and genuine experiences. This hit the sweet spot in viral marketing, especially in Lebanon, where authenticity goes a long way.</p>
<p>Lessons learned</p>	<p>User-Centric Design is King: Turns out, simplicity isn't just a design choice; it's a business strategy. Our simplified UX showed us that ease of use could be the ticket to broader adoption, especially among stakeholders who aren't tech-savvy.</p> <p>Authenticity Sells: Ditch the fluff. People can sniff out inauthenticity a mile away, and nothing turns them off faster. Our venture into authentic, culture-rich content proved that genuine storytelling trumps flashy marketing every time.</p> <p>Iterate, Then Iterate Again: This might sound like Startup 101, but it's astonishing how many get it wrong. We found that being agile and responsive to user feedback wasn't just a nice-to-have; it was crucial for survival. Listening to your user base isn't a one-time thing; it's an ongoing dialogue that informs every strategic move.</p> <p>Cost-Effective Growth is Doable:</p> <p>Our metrics showed that you don't need a bottomless marketing budget to make waves. With as little as \$100 in monthly ad spend, we leveraged viral content to achieve tangible growth. Lesson? Creativity and authenticity can outweigh capital.</p>
<p>5. Demographic Information</p>	
<p>Is the organization led by a woman?</p>	<p>Yes</p>
<p>What age is the lead of the organization?</p>	<p>Between 16 and 35 years old</p>