

Problem

Myanmar have many amazing places and things to do. But unfortunately, very few people know about it. There are so many traditions and culture in Myanmar and our new generation forget about these and have no idea how to make value to them.

Solution

This mobile application gave awareness and knowledge to all the young generation. Encouraged people to value the traditions and culture.

Marketsize

Improve the tourism of the country and income from the selling traditions products platform. Connecting locals business owner to the international tourism society.

Competition

Yangon Heritage Trust, a Myanmar NGO preserving cultural heritage sites, is making advocacy and awareness campaigns to promote and integrate Yangon's unique urban heritage into a modern livable cities.

Revenue model

- Ecommerce section for the traditional souvenir
- Sponsorship from air line and bus express travel and tour.
- Advertisement in the App
- Travel and Tour booking reservation transaction fees
- Walking tour with audio voice feature in the app.(Mobile top up subscription fee Monthly/Yearly)

GTM strategy

By attraction local and international users. Connect with the local market society and selling product on the platform. Interactive with the users through public events and focused on the branding.

Traction:

Who are the leaders?

Khin Sandar(Co-Founder)
Htet Su Wai(UI/UX Designer)
Linn Wah Wah Zaw(Communication)
Han Ni June(Data Analytics)

your slogan or one sentence pitch
Explore the untold landmarks and heritage buildings in Myanmar.

Contact: <https://www.facebook.com/mmcultureheritage/>
us: mm.culture.heritage@gmail.com
telephone +959798254924

