






	<div> <div>HORIZON 1</div> <div>ENTER THE MARKET</div> <div>2022</div> </div>	<div> <div>HORIZON 2</div> <div>ENLARGE THE SALES</div> <div>2025</div> </div>	<div> <div>HORIZON 3</div> <div>EXPAND THE MARKET</div> <div>2028-2031</div> </div>
<div>Target Groups</div> <div>Location</div>	<div> <div> <div>Tourism project developer</div> <div>B2B</div> <div>Vast, complex and unfamiliar destinations</div> </div> </div>	<div> <div> <div>Destination management organization</div> <div>B2B</div> <div>Natural destinations</div> </div> <div> <div>Responsible traveller</div> <div>B2C</div> <div>Natural destinations</div> </div> </div>	<div> <div> <div>Destination management organization</div> <div>B2B</div> <div>Destinations frequently affected by extreme weather</div> </div> <div> <div>Outdoor traveller</div> <div>B2C</div> <div>Remote destinations</div> </div> </div>
Service	<div> <div> <div>Destination Exploration &amp; 3D Digital Modeling Service</div>  </div> </div>	<div> <div> <div>Destination Environmental Monitoring Service</div>  </div> <div> <div> <div>Sustainable Tourism Information Website</div>  </div> </div> </div>	<div> <div> <div>Disaster warning and Security monitoring Service</div>  </div> <div> <div> <div>One-Stop Service Platform</div>  </div> </div> </div>
Value Proposition	<div>StarDetect offers Destination Exploration Service that is affordable, reliable and fast, to meet the Tourism project developer's need for quick access to precise destination information. And 3D Digital Model services present the destination information in a visual way.</div>	<div>StarDetect offers Destination Environmental Monitoring Service that is affordable, reliable, to meet the Destination management organization's need of regular monitoring the destination environmental conditions to ensure destination sustainability and tourism development.</div> <div>The Sustainable Tourism Information website created by StarDetect can provide responsible travellers with sufficient information about natural destinations to support their sustainable travel decisions.</div>	<div>StarDetect offers Disaster warning and Security monitoring service that is affordable, reliable to meet Destination management organization's need for early detection of potential security threats and rapid response to unexpected security incidents.</div> <div>StarDetect offers a One-stop service to meet Outdoor traveller's need for access to professional-level destination information and real-time data support at different stages of the adventure.</div>
Revenue Steam	<div>Charge per time</div> <div>First modelling &amp; update subscription</div>	<div>Subscription</div> <div>Free</div>	<div>Subscription</div> <div>Subscription &amp; Charged special service</div>
Marketing	<div>Price penetration</div>	<div>Maintain customer relationships</div> <div>Participate and sponsor community events</div> <div>Launch advertisements</div>	<div>Influencer advertising</div>
Technology	<div>Satellite remote sensing technology</div> <div>Digital modeling technology</div>	<div>Data processing technique</div>	<div>Real-time remote sensing technology</div> <div>Artificial Intelligence technology</div>
Cooperator	<div>3D imaging companies</div>	<div>Forestry experts</div>	<div>Meteorology, Geology experts</div>