



Daphne Tsevreni BSc in
Business Administration,
Athens University of Economics and
Business



The Athens of 1674, Jacques Carrey,
Oil Painting, 1674, On permanent loan
to the Musée des Beaux-Arts.



The Athens of 1674, Jacques Carrey,
Oil Painting, 1674, On permanent loan to
the Musée des Beaux-Arts.

VISITORS

9 out of 10: need more explanations

3 out of 5: find descriptions complicated and vague

MUSEUMS

Engage

Increase Visiting Rates

Minimize Cost

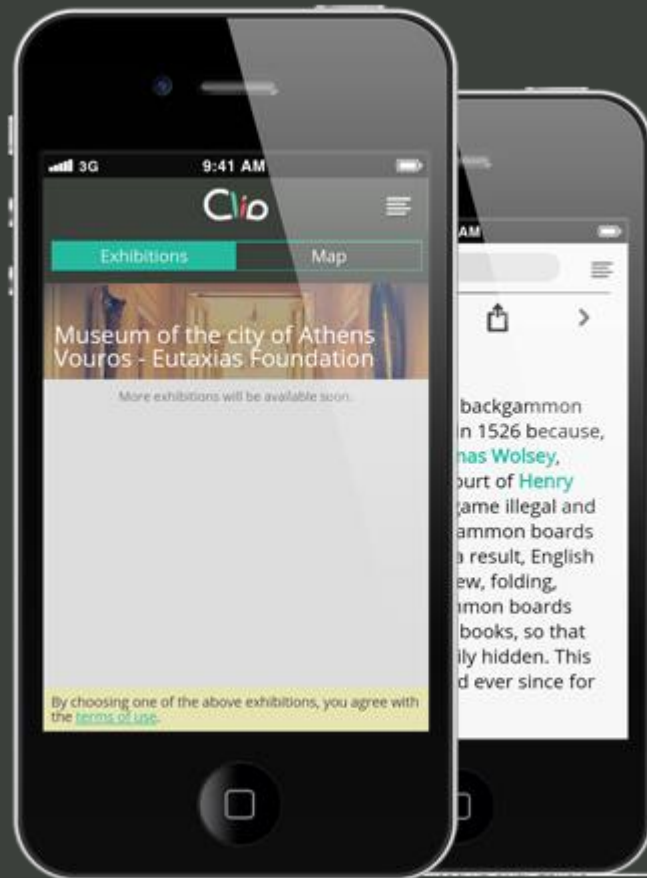
Be Social

**VISITORS LEAVING TIRED,
WHILE MUSEUMS MUST KEEP THEM
COMING BACK TO GET FUNDED!**

Problem

www.cliomuseapp.com

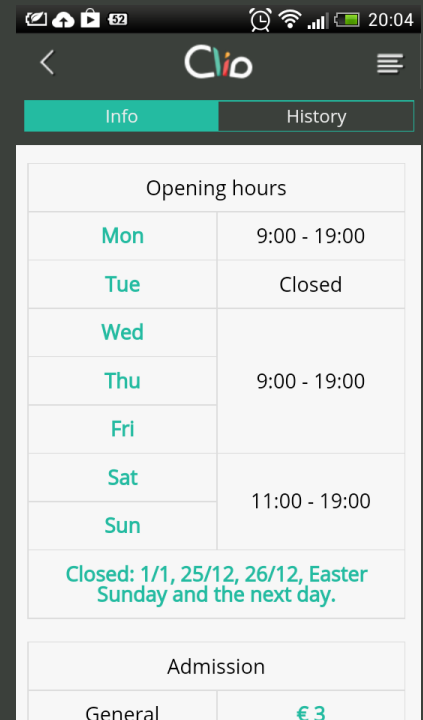
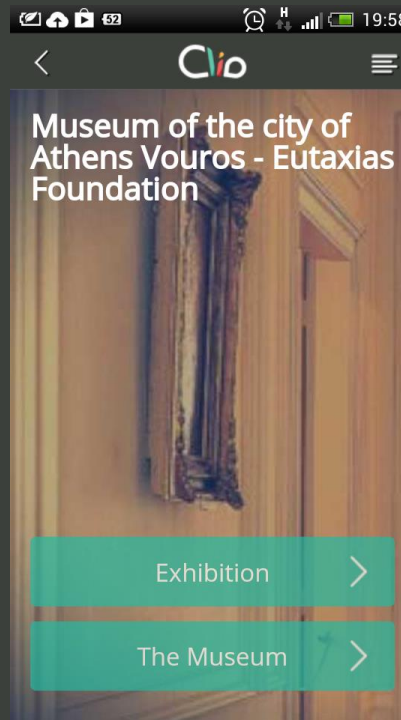
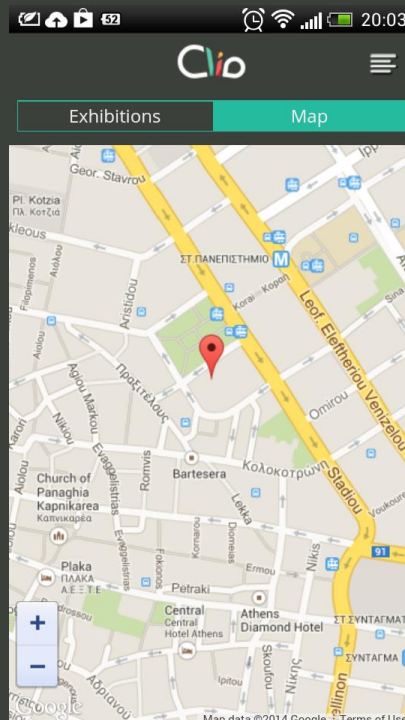
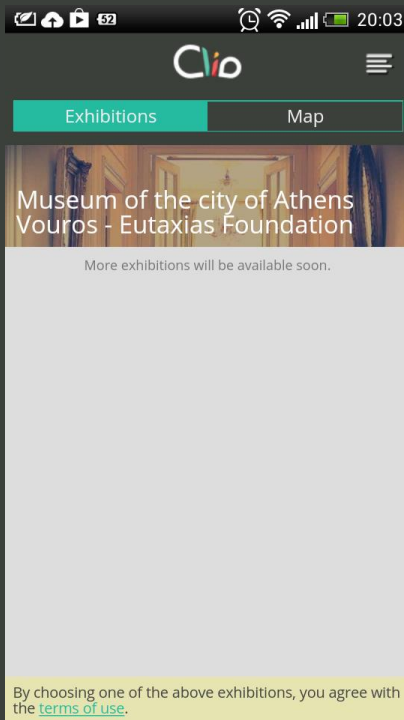




Tour guide application for museums and cultural institutions.
It shares unique stories for selected artifacts.

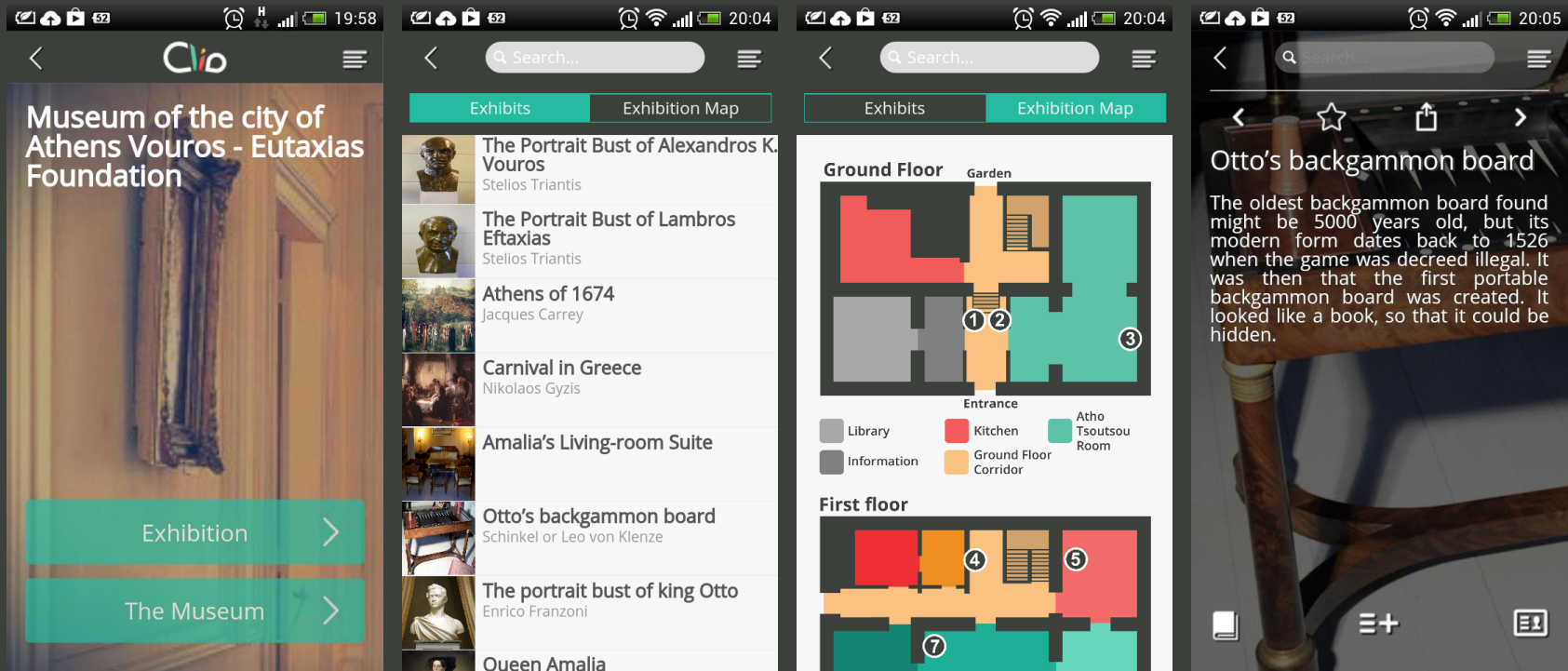
Definition

www.cliomuseapp.com



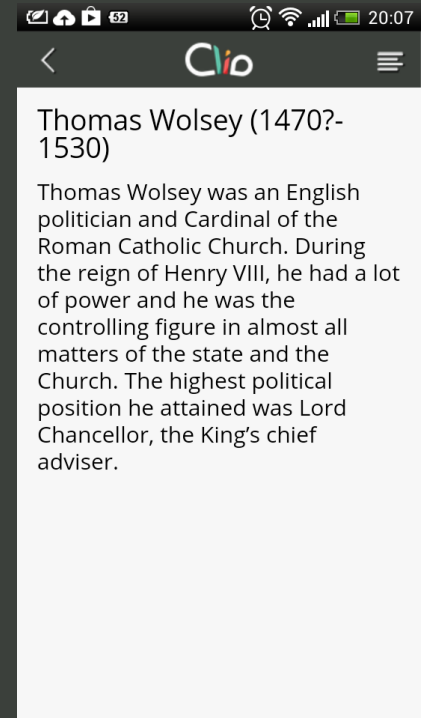
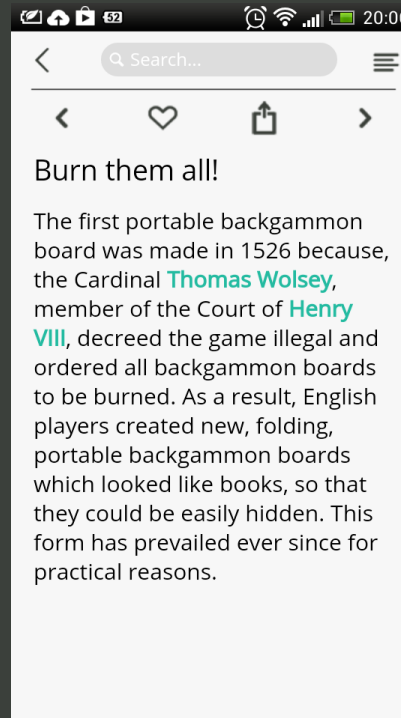
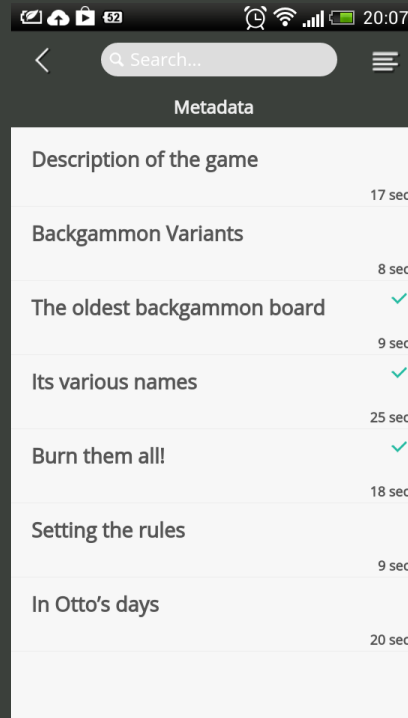
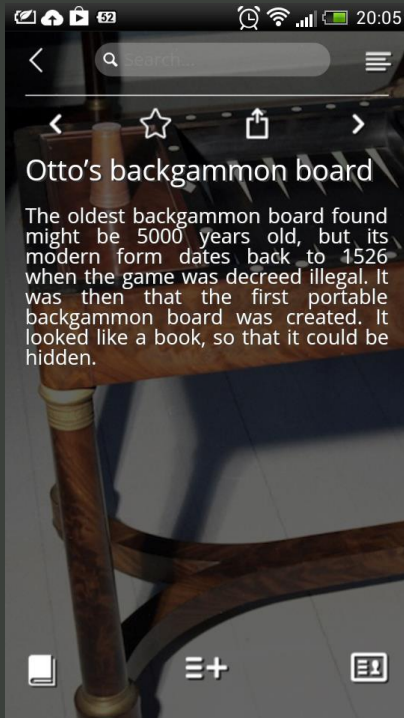
Clio Muse for the visitor

www.cliomuseapp.com



Clio Muse for the visitor

www.cliomuseapp.com



Clio Muse for the visitor

www.cliomuseapp.com

"A Night at the Museum with Clio Muse" - Statistics

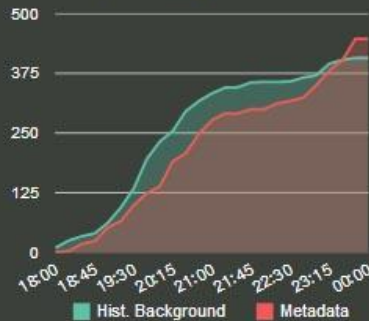
Thu, February 13, 2014

Total Users: 110

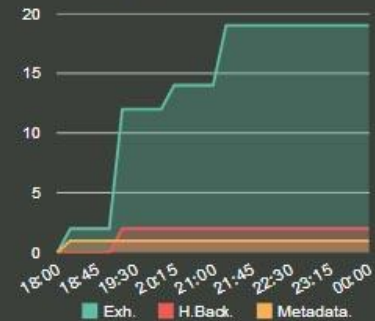


Android

Total Readings



Total Shares



Average number of stories read by each user:

7

Most popular stories:

Burn them all!

Otto's backgammon board

♥ 6

The terms "carnival" and "apokria"

Carnival in Greece

♥ 5

The Constitution

The first Greek Constitution of 1844

♥ 2

Most popular exhibits

Carnival in Greece

★ 5

Athens of 1674

★ 5

Otto's backgammon board

★ 5



"A night at the Museum with Clio Muse"

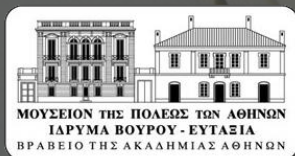
Clio Muse for Museums - Cultural Institutions

www.cliomuseapp.com

Customers Exhibitors & their visitors all around the world
(Europe, Asia, USA: the fastest growing cultural markets)

Revenue Streams* Institutions that support cultural activities

- * Independent sponsorships from individuals or companies
- * Associations like “Museum’s friends”
- * Financing from the EU
- * Exhibitors - Museums



Customers - Revenue Streams

www.cliomuseapp.com



VS

Competitors

Platforms
Applications
Physical tour guides
Tour guide booklets
Audio guides

Unique Selling Proposition

- * Creates **community**
- * **Integrity** of information
- * Unique **stories** derived from our own research through exhibitors' databases
- * Multiple stories for same objects **increase visits**
- * Statistics & evaluation tool - efficiency

Competition - Unique Selling Prop.

www.cliomuseapp.com



Yiannis MSc in Electrical
& Computer Engineering,
University of Patras

Daphne BSc in Business
Administration,
Athens University of Economics
and Business

Andreas BSc in
Conservation of Antiquities
and Works of Art,
TEI Athens

Team



Thank you!

@cliomuseapp

hi@cliomuseapp.com

www.cliomuseapp.com

facebook.com/cliomuseapp



www.cliomuseapp.com