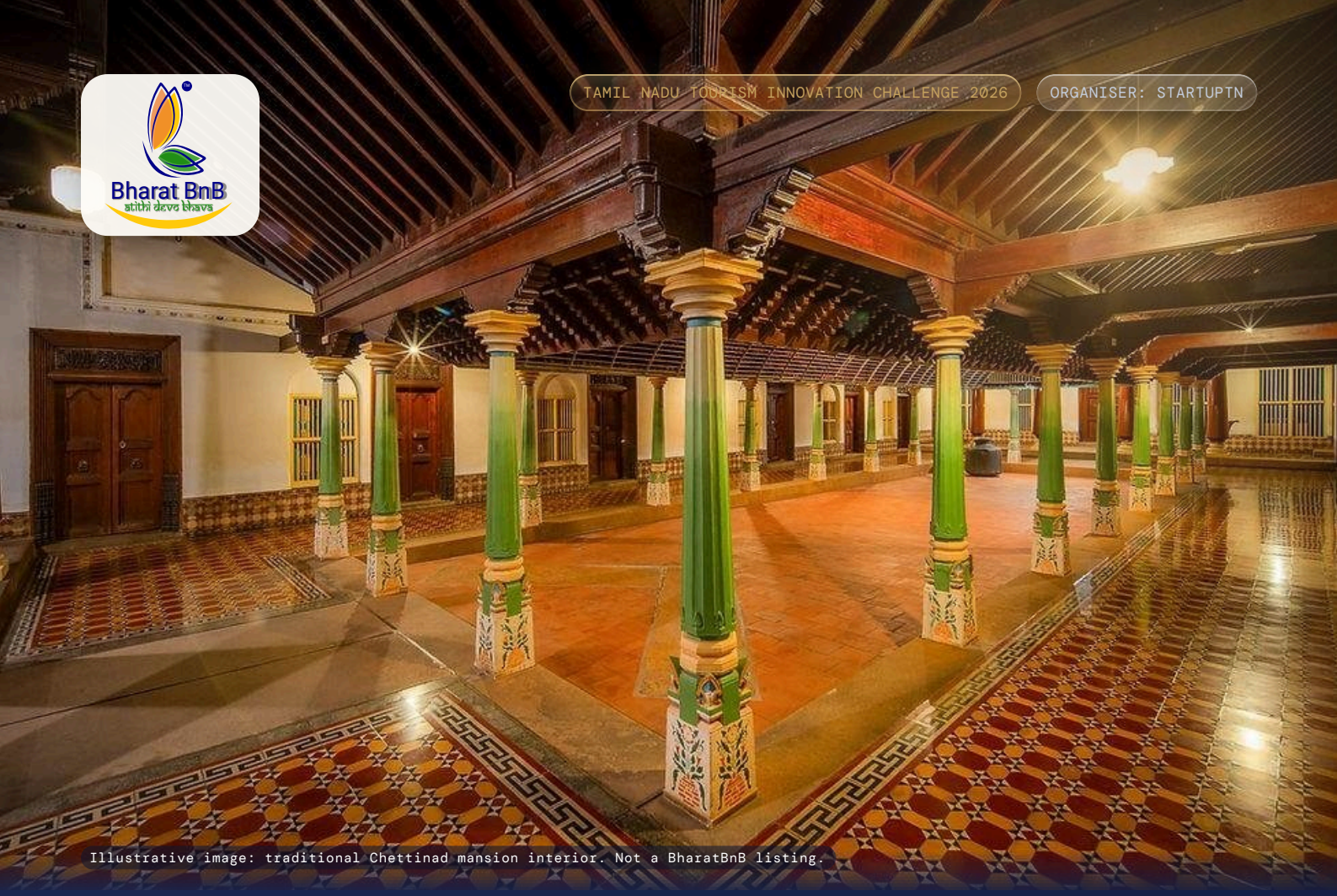


TAMIL NADU TOURISM INNOVATION CHALLENGE 2026

ORGANISER: STARTUPTN

Illustrative image: traditional Chettinad mansion interior. Not a BharatBnB listing.

INNOVATION PROPOSAL · PROPOSED DESTINATION PILOT

BharatBnB: Building Trusted, Community-Led Heritage Tourism in Tamil Nadu

A proposed destination-level pilot combining heritage discovery, verified stays, the Moon Rating System, the Mitra Network, and AI-enabled visitor assistance.

Community-led tourism discovery and trust infrastructure for culturally distinctive stays and local experiences.

APPLICANT: WESIMPLIFAI PRIVATE LIMITED

DPIIT-RECOGNISED STARTUP · DIPP287537

PRODUCT: BHARATBNB

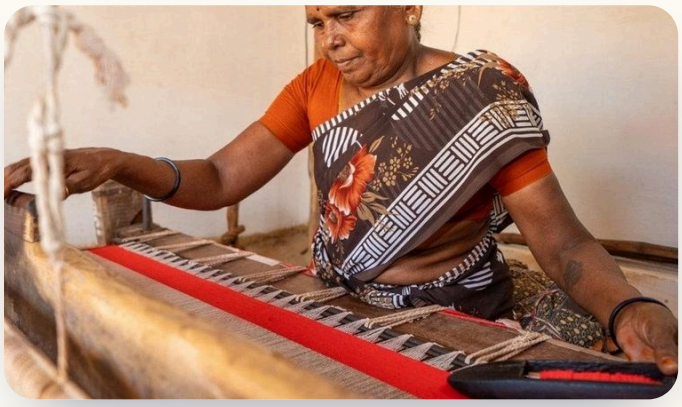
PILOT PORTAL: BHARATBNB.COM/TNT

PROPOSED PILOT: CHETTINAD HERITAGE CLUSTER

The Chettinad pilot is a proposal. It is subject to validation of property-owner interest, local partners, permissions and programme suitability. No Tamil Nadu properties, agreements or partnerships exist today.

Tamil Nadu has the heritage. The trust and participation layer is what is hard to see.

Tamil Nadu's tourism strength is cultural: courtyard mansions, temple towns, handloom and craft traditions, coast and wetlands. Much of the stay and experience supply that could serve visitors is small, family-run and lightly digitised. The pilot is designed to test four hypotheses. They are hypotheses to investigate, not findings, and they will not hold equally for every property owner.



Local livelihoods: handloom weaving. Illustrative image, not a BharatBnB partner.



Wider heritage context: Great Living Chola Temples, a UNESCO World Heritage Site. Not part of the proposed pilot.

HYPOTHESIS 1 — REQUIRES VALIDATION

Discovery

Visitors may find it hard to locate culturally distinctive stays and experiences outside well-known listings.

HYPOTHESIS 2 — REQUIRES VALIDATION

Trust

Self-reported listings and uneven photographs make it hard to judge a new or unrated property before booking.

HYPOTHESIS 3 — REQUIRES VALIDATION

Information

Property details, licences, amenities and local conditions may be fragmented, outdated or available in one language only.

HYPOTHESIS 4 — REQUIRES VALIDATION

Local participation

Owners, guides and artisans with limited digital confidence may need a human, local route into tourism demand.

What this proposal does not claim

No market-size estimate, no existing Tamil Nadu traction, no confirmed partners and no guaranteed bookings or income. Every figure in this document is either drawn from BharatBnB's own planning material and labelled as such, or is a planning target.

Three connected layers, not another booking portal.

BharatBnB helps travellers discover suitable heritage-oriented stays and local experiences, and gives participating owners and local providers an accessible route to tourism demand. Its value is in how three layers work together.

1

Digital discovery

A mobile-friendly interface, with WhatsApp enquiry, for exploring stays and destination experiences. Listings show structured information and their verification status.

WEB PROTOTYPE EXISTS · TAMIL NADU CONTENT PROPOSED

▼ VERIFICATION STATUS SHOWN ON EVERY LISTING

2

Trust and verification: Moon Rating System

A structured framework that combines guest feedback, physical inspection, operational reliability and host responsiveness into a visible five-stage trust profile.

FRAMEWORK DEFINED IN BLUEPRINT V3.0 · NOT INDEPENDENTLY VALIDATED

▼ HUMAN CHECKS MAKE THE TRUST SIGNAL REAL

3

Local participation: Mitra Network

Trained local people who find and onboard hosts, support information collection and checks, help visitors, and carry feedback back into improvement.

ROLE DESIGNED IN BLUEPRINT · TAMIL NADU MITRAS PROPOSED; NONE EXIST TODAY

WHERE AI HELPS

AI is an enabling capability: multilingual discovery, matching, host assistance and visitor Q&A. It does not certify quality, guarantee safety or replace human verification.

THE INNOVATION

The combination: structured trust, local human participation and accessible digital discovery, applied to heritage stays that are hard to evaluate from a distance.

Evidence labels used throughout: CONFIRMED supported by project material · PROPOSED planned or targeted · REQUIRES VALIDATION an assumption the pilot would test

A trust ladder that shows progress, not just a score.

The Moon Rating System is BharatBnB's proposed structured trust and verification framework. It is not a conventional guest-review score, and it is not an independently validated rating standard. Moon phases signal progression: a new property is a beginning, not a bad property.



Nayi Shuruaat

NEW BEGINNING

Newly onboarded and BharatBnB-verified. Limited guest history. Assigned at listing.



Ubharta Safar

EMERGING JOURNEY

Basic standards met. Early positive guest signals. Actively improving.



Vishwas Stay

RELIABLE STAY

Consistent performance. Meets all BharatBnB standards.



Mehmaan Pasand

GUEST FAVOURITE

High satisfaction and strong repeat bookings.



Sarvottam Stay

EXCEPTIONAL

Top tier: top 10% in the district. Sustained excellence.

NEWLY LISTED — ESTABLISHED TRACK RECORD

HOW THE TRUST PROFILE IS COMPOSED (BLUEPRINT V3.0)

40%
Guest experience
post-stay feedback

25%
Physical inspection
refreshed every 90 days

20%
Operational reliability
fulfilment, confirmations

15%
Host responsiveness
and conduct

EVIDENCE BEHIND EACH INPUT

- **Onboarding:** every property starts at Nayi Shuruaat, however impressive it is.
- **Inspection:** 47-point on-site checklist covering cleanliness, safety, amenity accuracy, linen and supplies, host responsiveness and documentation.
- **Freshness:** inspection data is refreshed every 90 days, so a property cannot hold a high stage on old evidence.

HOW TO READ IT HONESTLY

- A new property has a developing evidence record. Its first stage is not an established track record.
- The top-10% threshold for Sarvottam Stay is relative to the district. It is not a guarantee of guest satisfaction.
- Stage-promotion thresholds are to be finalised and tested during the pilot with local partners.

CONFIRMED stage names, weights and inspection design are in BharatBnB Blueprint v3.0 (April 2026) · REQUIRES VALIDATION fit for Tamil Nadu properties, thresholds and tamper-resistance

The human layer that makes the digital layer credible.

A Mitra (friend, in Hindi) is a trained local person who works inside their own community. Where property information is fragmented, digital confidence varies and visitors want a reliable local contact, a human network can do what an app alone cannot. The role is defined in BharatBnB's operating blueprint. For Tamil Nadu it is proposed, and no Tamil Nadu Mitra network exists today.

1 **Local discovery** › 2 **Host onboarding** › 3 **Property verification** › 4 **Listing readiness** › 5 **Visitor enquiry** › 6 **Stay and local experience** › 7 **Feedback and improvement**

PROPOSED RESPONSIBILITIES

- Identify and engage suitable property owners
- Support onboarding and information collection
- Coordinate physical property checks
- Help hosts understand expected standards
- Assist visitor enquiries and local service connections
- Collect feedback and flag operational problems
- Support periodic re-verification

TWO ROLES, FROM THE BLUEPRINT

Network opener: a locally trusted senior person, for example someone with tourism, heritage-trust or community experience, who opens doors to property families and local institutions.

Field coordinator: a digitally confident local who schedules checks, supports photography, and answers visitor questions.

The pilot would target two Mitras, recruited with local guidance and trained on the verification protocol.

WHERE THE NETWORK CAN CONNECT LOCAL LIVELIHOODS

HERITAGE-HOME FAMILIES · LOCAL GUIDES · ARTISANS AND WEAVERS · CULTURAL EXPERIENCE PROVIDERS · TRANSPORT AND FOOD PROVIDERS

BOUNDARIES OF THE ROLE

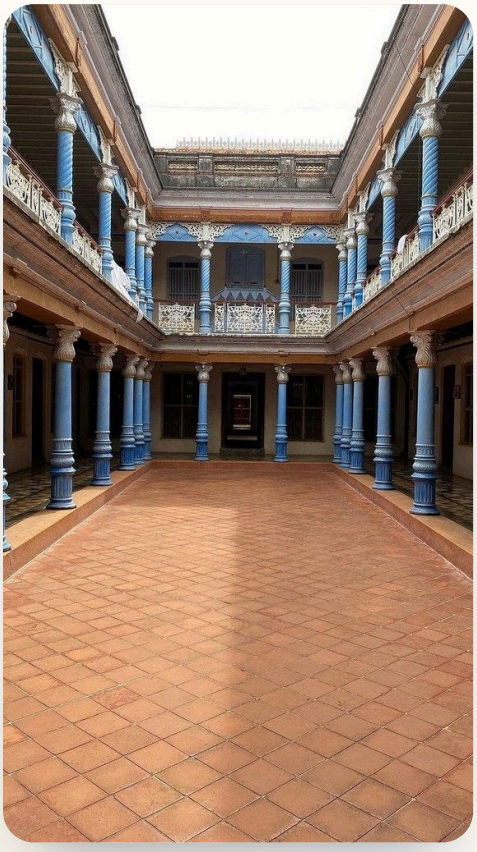
A Mitra supports verification; a Mitra does not certify a property on their own. Checks follow a written protocol, and the Moon profile is built from recorded evidence. Independence and conflicts of interest are design questions the pilot must settle.

A QUALITY SIGNAL FOR THE NETWORK ITSELF

In the Blueprint, the average Moon stage of each Mitra's host portfolio is tracked monthly. A Mitra's standing then depends on how well their hosts do, which rewards coaching over volume.

CONFIRMED Mitra design and weekly operating rhythm in Blueprint v3.0 · PROPOSED Tamil Nadu recruitment, training and compensation terms, to be agreed locally · REQUIRES VALIDATION availability of suitable candidates

Why the Chettinad heritage cluster is a candidate pilot.



Illustrative image: a Chettinad courtyard house. Not a BharatBnB listing, and no relationship with its owner is implied.

Chettinad, including the Kanadukathan–Karaikudi area, is known for courtyard mansions with distinctive architecture and a strong cultural identity. That makes it relevant to heritage-first stay discovery, where visitors need to understand what they are booking and why it matters.

THE PILOT WOULD INVESTIGATE

- Heritage homes and suitable homestays
- Existing licensed or otherwise eligible accommodation
- Local guides and cultural experience providers
- Artisans and locally rooted visitor services
- Potential Mitras or community coordinators
- Visitor discovery and assistance needs
- Accommodation, safety, tax, heritage and local operating rules

PROPOSED PILOT
Chettinad heritage cluster
Kanadukathan–Karaikudi area

\+

LOCAL ASSETS TO MAP
Heritage homes · guides · crafts · food

→

OUTPUT
A replicable operating model, not a statewide launch

ELIGIBILITY IS ASSESSED ONE PROPERTY AT A TIME

Not every historic mansion can host visitors. Ownership, permission, safety, conservation and operating eligibility must each be confirmed before any property is listed.

FINAL GEOGRAPHY IS NOT FIXED

It depends on local willingness to participate, property suitability, regulatory requirements, access to partners, and guidance from StartupTN and tourism stakeholders.

PROPOSED geography for evaluation · REQUIRES VALIDATION property availability, partner willingness and permissions · No properties, agreements or government support are claimed

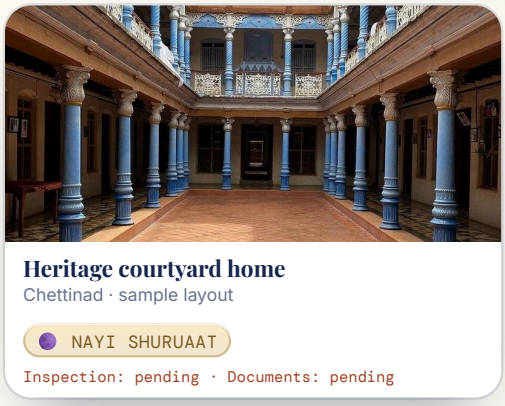
What exists today, what is in development, and what the pilot would add.

VISITOR JOURNEY

1. Discover a destination or heritage experience
2. Explore stays and local experiences
3. Review structured information and verification status
4. Receive multilingual help where available
5. Enquire or book through an appropriate route
6. Local assistance during the trip, where the model permits
7. Give feedback that informs future assessment

HOST JOURNEY

1. Learn about the programme
2. Receive onboarding help
3. Submit property details and documents
4. Complete the applicable verification
5. Publish an accurate listing once eligible
6. Receive and answer qualified enquiries
7. Improve readiness with structured feedback

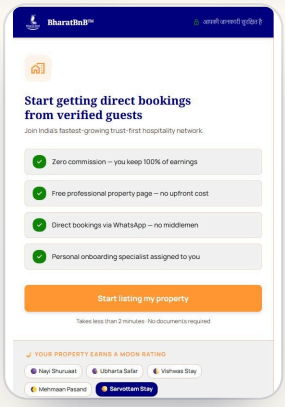


Heritage courtyard home
Chettinad · sample layout

NAYI SHURUAAT

Inspection: pending · Documents: pending

Concept mock-up of a listing card with verification status. Not a live listing.



Host listing intake form, current prototype (screenshot)

CONCEPT MOCK-UP · NOT A LIVE FEATURE

A quiet heritage stay near Karaikudi, 2 adults, 2 nights, vegetarian food.

Here are stays that match. Each shows its Moon stage and what was verified. A local contact can help with the visit.

Matching and conversational assistance are proposed for the pilot. They do not exist yet.

CAPABILITY	STATUS
Mobile web discovery with WhatsApp enquiry link; host listing intake form	IMPLEMENTED AND DEMONSTRABLE in the current web prototype
Moon Rating stage display	PARTIALLY IMPLEMENTED stages shown in prototype; scoring to be built
Multilingual (Tamil and English) assistance	PROPOSED FOR THE PILOT
Preference matching, conversational assistant, listing assistance for hosts	PROPOSED FOR THE PILOT planned AI agents, not yet built
Translation and simplification of visitor-facing content	FUTURE POSSIBILITY

AI does not certify property quality, guarantee safety or booking conversion, or replace human verification. The host form screenshot is from an early prototype.

A realistic, phased pilot that measures before it scales.

DAYS 1-15

Discovery and readiness

- Consult local stakeholders
- Select a feasible pilot cluster
- Map eligible owners and providers
- Assess operating rules and criteria
- Identify and assess prospective Mitras
- Set baselines and consent procedures

DAYS 16-45

Onboarding and verification

- Engage interested hosts
- Gather and verify property information
- Conduct the applicable property checks
- Prepare accurate mobile-friendly listings
- Train hosts and local coordinators
- Test the enquiry and support journey

DAYS 46-90

Demand testing and evaluation

- Test discovery and visitor acquisition
- Handle real enquiries via available channels
- Track enquiries, bookings and completed stays
- Collect host and visitor feedback
- Record issues and local participation
- Write evaluation and scale-up recommendation

INITIAL PLANNING TARGETS (NOT RESULTS, NOT PROGRAMME REQUIREMENTS)

25
accommodation or tourism-service providers engaged

20
properties verified and listing-ready, subject to eligibility and consent

2
local Mitras identified, trained and activated, if suitable candidates exist

50
completed bookings, an aspirational demand test subject to supply and timing

Targets are not guaranteed. Final targets would be agreed with the programme and participating partners after baseline assessment.

MEASURED	EXAMPLES (WHERE DATA IS AVAILABLE)
Outputs	Providers contacted and onboarded · properties verified and published · active Mitras · qualified enquiries
Outcomes	Enquiry-to-booking conversion · completed stays · host and visitor satisfaction · paid work for guides, artisans and providers · verification issues and resolution times
Longer-term impact	Host revenue attributable to pilot activity (voluntarily reported, verifiable) · repeat enquiries and bookings. Livelihood improvement is not claimed until evidence is collected.

What is known, what is intended, and what the pilot must prove.

WHO DOES WHAT

BharatBnB	Platform, Moon framework, verification protocol, listings, enquiry handling
Mitras	Local outreach, onboarding support, checks, visitor help, feedback
Hosts	Consent, accurate information, documents, standards
Guides, artisans	Optional experience offers; paid directly
StartupTN, local bodies	Guidance and introductions, if they choose to help

INTENDED BUSINESS MODEL

Current intended terms in Blueprint v3.0: guest membership ₹99 per year, host membership ₹999 per year, zero booking commission.

REQUIRES VALIDATION These are intended terms, not proof of commercial validation. They may change for Tamil Nadu.

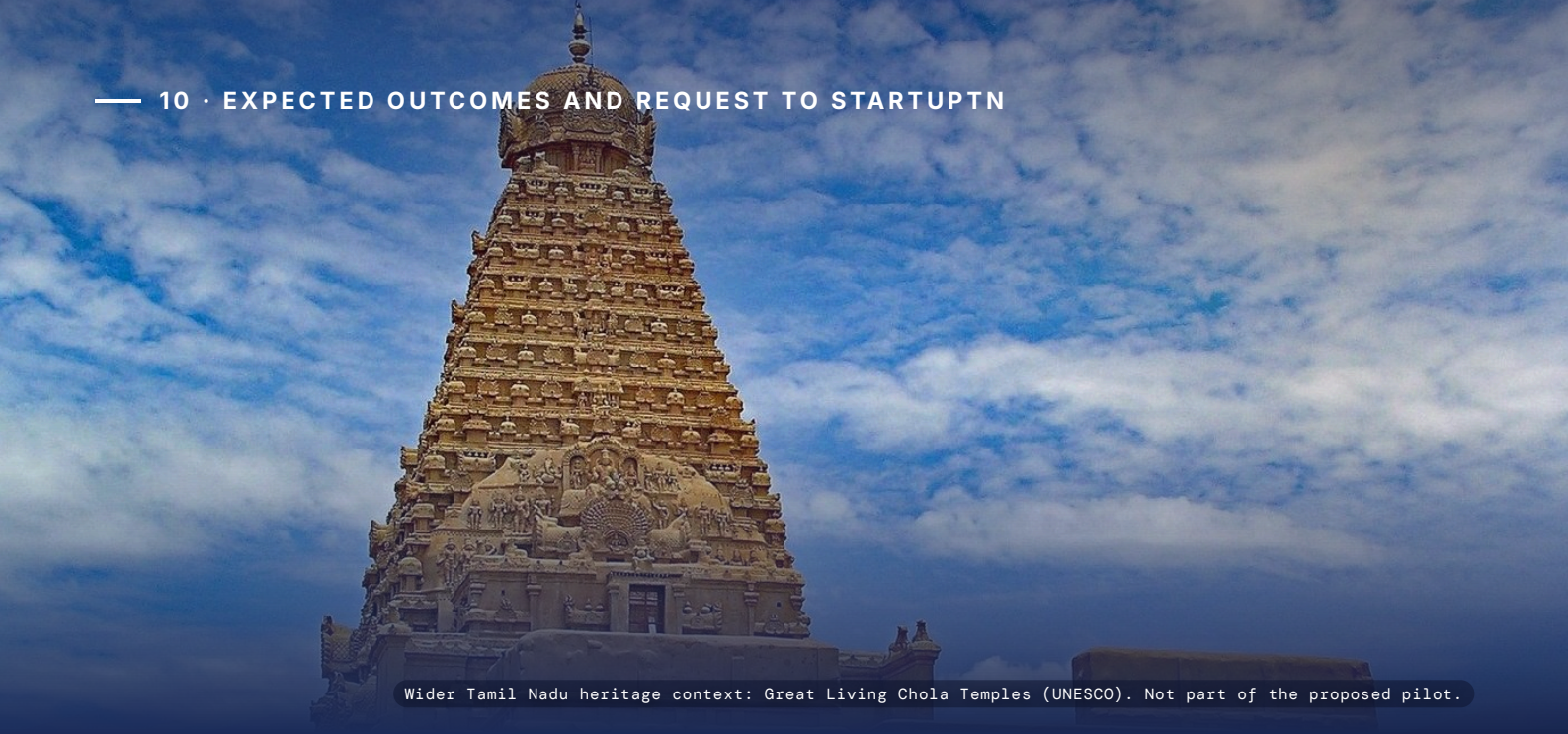
WHAT THE PILOT MUST VALIDATE

Will owners participate?	Providers engaged and verified
Will visitors enquire?	Qualified enquiries by channel
Which channels work?	Enquiries per source
Will visitors book?	Enquiry-to-booking conversion
Do hosts see value?	Host-reported benefit, satisfaction
Will local providers join?	Paid work to guides, artisans
Is it sustainable?	Verification and support cost per property

No revenue, acquisition cost, margin or unit-economics projection is made for Tamil Nadu.

PRINCIPAL RISKS AND MITIGATIONS

RISK	MITIGATION IN THE PILOT DESIGN
Regulatory variation: homestay licensing, tax and heritage rules differ by state	Legal and compliance review before listing; per-property eligibility check; owners sign a host agreement
Owner hesitation, including household consent	Mitra-led conversations; consent before audit; no listing without agreement
Quality inconsistency across properties	On-site inspection, 90-day refresh, no listing with open safety issues
Thin or seasonal demand in a small pilot	Measure enquiries first; targets reset after baseline; no booking guarantees
Mitra supply and sustainability of local support cost	Two Mitras only; cost per verified property is a tracked pilot metric



Wider Tamil Nadu heritage context: Great Living Chola Temples (UNESCO). Not part of the proposed pilot.

A small, measurable pilot that Tamil Nadu tourism stakeholders can evaluate.

Visitors
Clearer information on heritage stays and a local contact

Property owners
An accessible route to demand, on transparent terms

Local providers
Possible paid work for guides, artisans and services

Tourism ecosystem
Evidence on a replicable trust and participation model

These are intended outcomes to be tested, not results.

OUR REQUEST TO STARTUPTN

- Introductions to suitable local tourism stakeholders
- Access to potential pilot destinations and eligible property-owner networks
- Guidance on applicable requirements and programme priorities
- Help identifying potential local implementation partners
- An opportunity to validate the pilot and discuss relevant incubation or funding pathways, if available

This is a request. StartupTN has not committed to any of it.

Next step. A working session with StartupTN or a tourism stakeholder to agree the pilot geography, eligibility criteria and the measures that matter to the programme.

APPLICANT

WeSimplifAI Private Limited
CIN U62020UP2025PTC234678 · DPIIT DIPP287537

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