Desa Kirana 360

A strategic pilot powered by
a proven homestay-tech partner

Prepared for discussion with KKDW / MARA Corp ecosystem by:

Core Proposition

GLSB anchors the proposal; the homestay-tech JV partner implements; KKDW receives a low-risk pilot with measurable rural-tourism impact.

Executive Thesis

Desa Kirana 360
GLOCAL LINK TRAVEL & TOURS (M) SDN BHD

A practical way to turn Desa Kirana from destination branding into a measurable digital-commercial programme.

1. Technology partner offers

Zero-capex pilot platform, 360° virtual tours, homestay community access, implementation team and proven engagement case study.

→

2. GLSB packages & cross-sells

GLSB positions Desa Kirana 360 as a KKDW/MARA ecosystem project and earns through margin, management fee and/or revenue share.

→

3. KKDW receives impact

Verified immersive rural tourism pages, promotion, analytics, operator onboarding and a path to scale after proof-of-concept.

Not a software sale at the start.

It is a staged pilot-to-rollout model: right-to-market first, paid scale-up later, with IP protected and commercial upside shared.

Low risk

No upfront platform development cost to GLSB/KKDW for pilot.

Fast evidence

Pilot KPIs can show traffic, leads, operator adoption and booking intent.

Commercial upside

GLSB monetises through cross-selling, service margin and marketplace income.

Protected IP

JV partner retains platform IP unless licensed, white-labelled or co-owned later.

Scale path

Pilot → rollout → option to license/co-own.

Sources: GLSB Business Plan 2025; MARA Corp Retreat; INAP/360° case study

Why GLSB is the Right Anchor?

Desa Kirana 360

GLOCAL LINK TRAVEL & TOURS (M) SDN BHD

Desa Kirana 360 sits inside GLSB's existing mandate: aggregation, travel marketplace, digital advertising and SME growth.

Source: GLSB Business Plan & Budget 2025, pp. 5–11

Why GLSB is the Right Anchor?

Desa Kirana 360

Desa Kirana 360 sits inside GLSB's existing mandate: aggregation, travel marketplace, digital advertising and SME growth.

Source: GLSB Business Plan & Budget 2025, pp. 5–11

The Policy Doorway: Cross-Selling 2.0 + Carve-Out

Desa Kirana 360

The proposal should be framed as an ecosystem cross-selling project, not as a cold vendor software sale.

Cross-selling logic

- Leverage MARA Corp Group strength
- Aggregate existing entrepreneurs
- Use JV/SPV/equity models where relevant
- Target captive market, government contract and open market
- Subject to approval and governance

Implication for Desa Kirana 360

GLSB can package the tech partner's offer as a KKDW/MARA ecosystem activation — with pilot, proof and rollout economics.

Source: MARA Corp Retreat with YAB DPM/KKDW Minister, pp. 15–16

What Desa Kirana 360 is

Desa Kirana 360 | GLOCAL LINK TRAVEL & TOURS (M) SDN BHD

A digital-commercial layer that makes selected Desa Kirana villages visible, trusted, bookable and measurable.

1

Verified village profile

Official story, location, facilities, operators, community products and safety/quality notes.

2

360° immersive tours

Virtual walk-through for homestays, attractions, culture spaces, food/craft locations and local experiences.

3

Travel marketplace

Packages, booking enquiries, operators, guides, transport and optional OTA/agent integrations.

4

Digital marketing engine

Social media traffic, Facebook community distribution, paid/organic campaigns and influencer-ready assets.

5

Commercial dashboard

Traffic, shares, leads, operator onboarding, package interest, bookings, ad inventory and revenue reporting.

Outcome: Desa Kirana becomes more than a campaign — it becomes a measurable rural-tourism operating system.

Why the Homestay-tech Partner Matters?

Desa Kirana 360

GLOCAL LINK TRAVEL & TOURS (M) SDN BHD

The partner brings the exact missing layer: technology, community distribution and proof that 360° content can drive engagement.

Technology capability

The missing digital layer for rural tourism activation

360° Virtual Tours

Subdomain Branding

Reservation / Enquiry Gateway

Photoshoot Services

In-tour Advertising

Immersive Presentation
Turn curiosity into bookings.

Bookable Experience
Convert enquiries into confirmed stays.

Operator-ready Digital Tools
Manage, engage and grow from one platform.

Market access

Community reach that can turn awareness into demand

~97,455
Estimated Members
Massive homestay community reach across Malaysia.

25,691
Pending Approvals
Strong pipeline of operators ready to join the platform.

1. **Community Reach**
   Large Homestay & STR Community on Facebook
   Engaged hosts & operators.
2. **Discover & Distribute**
   Multiple Facebook Groups
   Broad distribution of listings, promotions and updates.
3. **Platform & Approval**
   Structured Homestay Platform
   Centralised listings, verification and quality standards.
4. **Demand & Enquiries**
   Travel Enquiries
   Turn awareness into real bookings and stays.

Multi-Group Distribution
Listings and offers shared across active Facebook groups.

Quality & Trust
Verification and moderation ensure trusted experiences.

Daily Enquiries
Consistent flow of stay enquiries from the community.

Community distribution
Reach active homestay communities.

Operator pipeline
Verified operators ready to grow.

Demand generation
More enquiries. More bookings.

Reach. Trust. Demand. Your gateway to rural tourism growth.

Proof of engagement

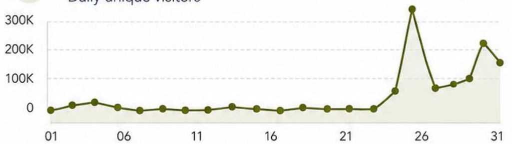
Case evidence that immersive content can drive attention

CASE STUDY:
Homestay Teratak Kasih | Oct 2019

2,800+
Facebook shares
Users shared the website link on Facebook.

1,148,976
Unique visitors
Total unique visitors to the website in October 2019.

Web traffic spike in October 2019
Daily unique visitors



Sustained impact
Multiple traffic surges driven by social sharing and word-of-mouth.

Social proof
2,800+ Facebook shares proved the content was valuable and share-worthy.

Traffic spike
1,148,976 unique visitors in Oct 2019 with multiple high-traffic days.

Replicable model
360° virtual tours generate engagement that's easy to adopt and scale.

Proven. Measurable. Scalable. Turn engagement into bookings.

Sources: INAP Business Model, Community to Platform, Homestay Teratak Kasih case study

Operating Model: Who Does What

Keep ownership and implementation clean, so the pilot is easy to approve and easy to scale.

Desa Kirana 360

KEMENTERIAN KEMAJUAN DESA DAN WILAYAH

Policy owner / programme sponsor

Provides endorsement, Desa Kirana access, village coordination, success criteria and scale-up decision.

→

GLOCAL LINK (SUBSIDIARY OF MARA CORPORATION) COLLABORATION • SYNERGY • VALUE CHAIN

Commercial anchor / cross-selling vehicle

Leads proposal, coordinates stakeholder buy-in, manages commercial contract, reporting and monetisation.

→

JV Partner

Technology specialist / implementation partner

Provides platform, 360° tours, community reach, onboarding, operations and analytics under protected IP terms.

→

Communities

Operators / beneficiaries

Provide stories, homestays, experiences, local products and service delivery on the ground.

Simple deal logic: JV Partner gives GLSB the right-to-propose/right-to-market → GLSB cross-sells to KKDW → pilot proves impact → rollout monetises.

Desa Kirana 360

GLOCAL LINK TRAVEL & TOURS (M) SDN BHD

Commercial Model: Zero-capex Entry, Shared Upside

The pilot should not transfer platform ownership; it should create a right to commercialise once results are proven.

Pilot stage

Commercial principle:
• Zero/low capex to GLSB and KKDW
• Partner absorbs initial tech/content setup for selected locations
• GLSB contributes mandate, access and cross-selling channel
• KPIs determine full rollout

JV partner return:
• Preferred implementation role
• Data/proof generated
• Rollout revenue rights agreed upfront

Rollout stage

Revenue streams:
• Implementation / 360° production fee per village or package
• Monthly platform/service management fee
• Booking / package commission
• Digital advertising / sponsorship inventory
• Training & onboarding fees
• Analytics/reporting subscription

Strategic options

Optional after proof:
• KKDW license / white-label
• GLSB formal JV/SPV with partner
• Revenue-share master agreement
• Co-ownership only if paid and documented
• Expansion to other KKDW programmes, agencies and tourism clusters

Commercial terms are draft assumptions; subject to legal, procurement and board approval

Pilot Proposal: 90 Days to Proof

Desa Kirana 360

Start small, produce visible results, then move KKDW to a full rollout decision.

0–2 weeks

Mobilise

Finalize pilot sites, project charter, stakeholder map, access schedule, branding rules and data baseline.

3–6 weeks

Produce

360° capture, village storytelling, operator onboarding, package content, verification and landing pages.

7–10 weeks

Activate

Facebook/community distribution, digital ads, travel-agent outreach, campaign tracking and lead capture.

11–12 weeks

Report & decide

Dashboard report, village/operator feedback, commercial model validation and rollout recommendation.

Suggested pilot size

3–5 Desa Kirana locations, enough to test different village profiles without delaying rollout.

Pilot deliverables

Landing pages, 360° tours selected sites, operator profiles, campaign assets, dashboard and KKDW reporting pack.

Decision gate

Proceed to paid rollout, refine model, or convert into license/white-label discussion.

KPIs that Make KKDW Comfortable

Desa Kirana 360

Measure both tourism activation and economic impact; do not only measure website traffic.

1 Reach

Unique visitors
Social shares
Video/360° views
Campaign impressions

2 Trust

Verified listings
Tour completion rate
Direct enquiries
Reduced uncertainty before visit

3 Conversion

Package enquiries
Booking intent
Agent leads
Operator follow-ups

4 Community

Operators onboarded
Village products listed
Guides trained
Local SME participation

5 Commercial

Potential revenue
Ad/sponsor inventory
Commission pipeline
Scale-up cost per site

Dashboard principle: one view for KKDW impact, one view for GLSB commercial performance, one view for operator/community adoption.

Recommended KPI framework based on platform + public-sector reporting needs

Governance, IP and Risk Controls

This is where the pitch must be tight: no “free platform” confusion, no unprotected IP, no procurement overclaim.

Protect the JV partner

• Platform source code and technology stack remain partner-owned
• 360° production workflow and content templates remain partner IP
• Data usage rights defined for pilot and rollout
• White-label/co-ownership only by separate paid agreement
• Exclusivity, if any, must be paid or time-limited

Protect GLSB

• GLSB receives right-to-propose and right-to-market to KKDW
• Commercial margin / management fee defined upfront
• Partner performance obligations documented
• Clear reporting line to KKDW/MARA Corp
• Exit, non-circumvention and confidentiality clauses included

Protect KKDW

• Pilot is low-risk and subject to governance
• No commitment to buy/co-own until proof
• Procurement/LOA compliance retained
• Communities are onboarded ethically
• KPIs and reporting are transparent

Governance model is draft; to be reviewed by legal/procurement/LOA owners

Scale-up Roadmap

Desa Kirana 360

GLOCAL LINK TRAVEL & TOURS (M) SDN BHD

A staged approach keeps the proposal realistic while preserving the option for national expansion.

0

Phase 0

Commercial alignment

GLSB–JV partner MOU / term sheet
Right-to-propose + IP protection
Pilot cost and revenue-share terms

1

Phase 1

Pilot launch

3–5 Desa Kirana locations
90-day campaign
Dashboards and proof report

2

Phase 2

KKDW rollout

Scale to 25 Desa Kirana locations
Operator onboarding
Marketplace + campaign calendar

3

Phase 3

Expansion

Other KKDW programmes
FELDA/FELCRA/RISDA/KEJORA opportunities
License, SPV or co-ownership option

Decision checkpoints after every phase: commercial results, stakeholder acceptance, community readiness, compliance readiness, and platform scalability.

The Ask from GLSB

Three approvals are enough to move this from idea to pilot.

1. Approve positioning

Adopt Desa Kirana 360 as a GLSB-led cross-selling proposal to KKDW, powered by a proven homestay-tech partner under an unincorporated JV/strategic partner arrangement.

2. Approve pilot engagement

Authorise a short-form term sheet/MOU with the partner covering zero-capex pilot, right-to-propose, IP protection, revenue share and non-circumvention.

3. Approve KKDW approach

Allow GLSB to present the pilot to KKDW as a low-risk Desa Kirana activation with a 90-day proof plan, measurable KPIs and staged rollout options.

Next: align deck, MOU terms, pilot budget assumptions and stakeholder meeting pack

Desa Kirana 360

From rural destination branding to measurable rural-tourism commerce