

CREATING A TOTALLY UNIQUE EXTENDED- STAY EXPERIENCE

Development workshop

 HoCoSo

SPEAKERS



Speaker 1

Jonathan Humphries

Owner & Chairman

HoCoSo



Speaker 2

Kilian Vollbach

Concept Development Coordinator

HoCoSo

WHAT WE DO...

1

**Product
& Concept Creation**
for both portfolio & individual
asset developments.

WHAT WE DO...

1

PRODUCT & CONCEPT CREATION

2

Strategic Project Scoping, Execution & Asset Management

with a focus on strategic business planning, partner selection, and market & financial feasibility studies.

WHAT WE DO...

1

PRODUCT & CONCEPT CREATION

2

STRATEGIC PROJECT SCOPING
EXECUTION & ASSET MANAGEMENT

3

HOSPITALITY EDUCATION



Hospitality Education

for companies and academic institutions, with a focus on course development, training and teaching innovation.

HOW WE WORK

Our company embraces global mobility trend

We offer our team members full flexibility

Team members located in

- Zürich [HQ]
- Berlin
- London
- Amsterdam
- Beirut

Conducting business worldwide with temporary project offices



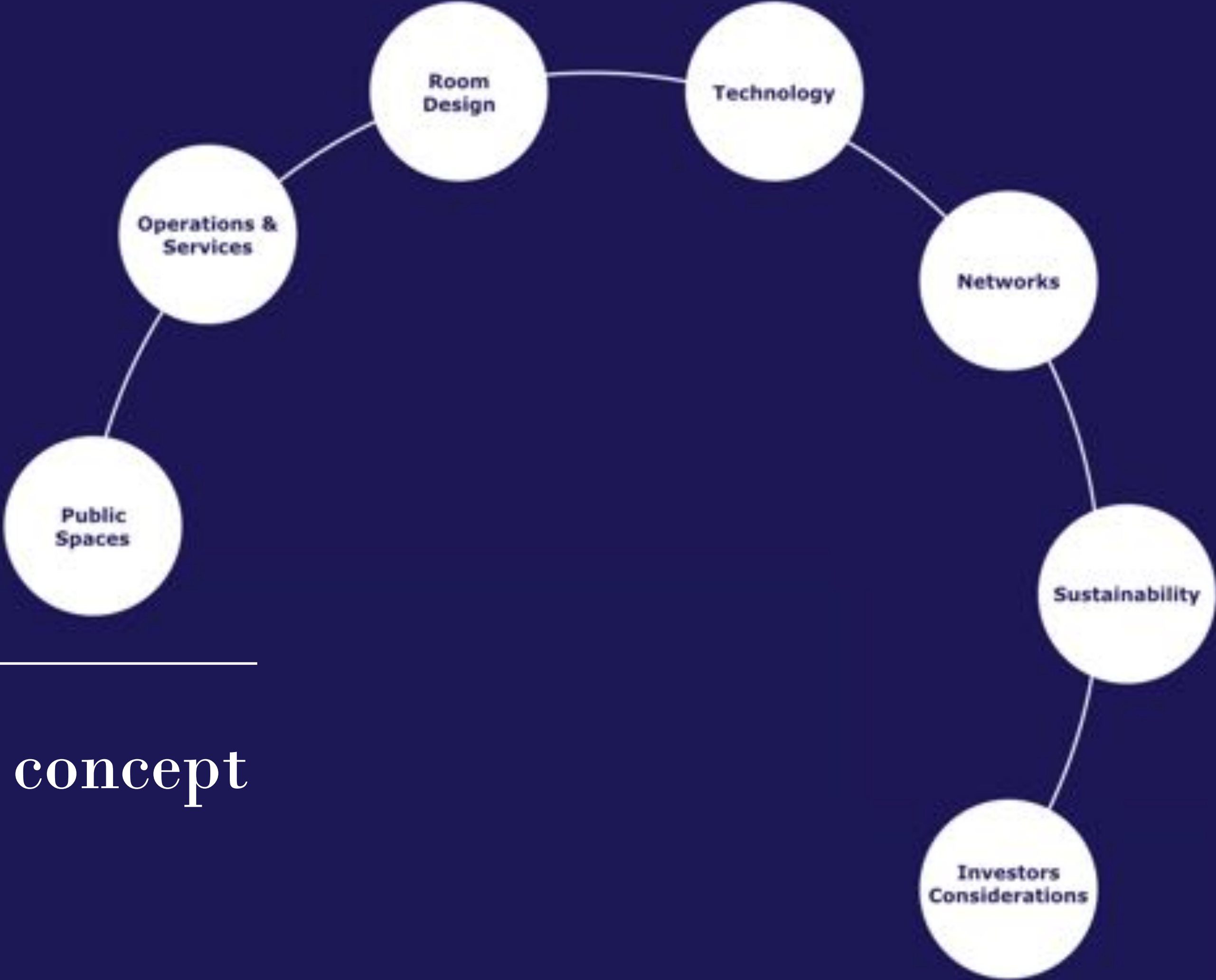
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Development workshop



CREATING A TOTALLY UNIQUE EXTENDED-STAY EXPERIENCE

Development workshop | Inspiration



Create the
Recharge concept



1 | THE MODERN TRAVELER

THE MODERN TRAVELER

Tabitha Swanton

Age | 25

Origin | Canadian

Based | Berlin

Influences

Art, music, culture and social media

Pain Points

- Working remotely
- Irregular working hours
- Lacking the motivation to go to the gym

Job

Freelance graphic designer

Feelings

Loves to merge work and social life

Price Sensitivity

Medium

Overall goal

To structure life in the most efficient way possible



©Ricarda Mesner from FvF

THE MODERN TRAVELER

Jonas Ober

Age | 40

Origin | Germany

Influences

Social & professional network

Pain Points

→ Struggles to be work efficient with the kids at home

Job

Entrepreneur & business school lecturer

Feelings

Family first

Price Sensitivity

Low

Overall goal

Work efficiently to be able to spend as much time with the family



©Oke Hauser from FvF

THE MODERN TRAVELER

Yuto Abe

Age | 42

Origin | Japan

Influences

Is a book lover

Pain Points

→ Meeting locals

→ Finding unique and authentic places

Job

Japanese journalist

Feelings

Wants to experience the local crowd & culture

Price Sensitivity

Low

Overall goal

To travel around the world and live as a modern nomad



©Mikio Hasui from FvF



2 | FOCUS GROUP TOPICS

PUBLIC SPACES



Locke

PUBLIC SPACES



PUBLIC SPACES



PUBLIC SPACES



Group leader

Guy Nixon

Founder & CEO

at Native

SERVICES & OPERATIONS



How many
employees does
Stay Kooook
have?

SERVICES & OPERATIONS



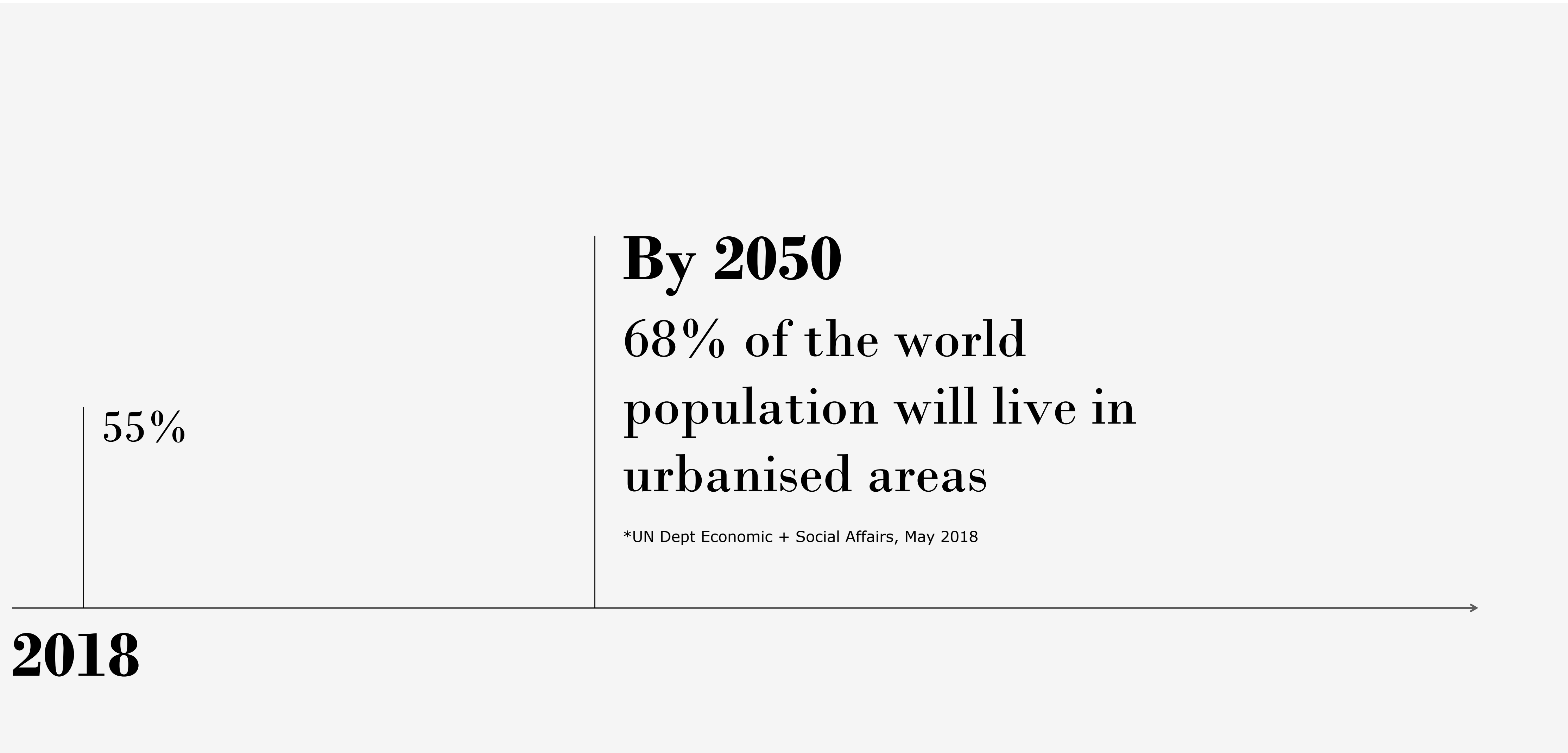
Group leader

Georgios Ganitis

Regional General Manager

Adina Apartment Hotels

ROOM DESIGN

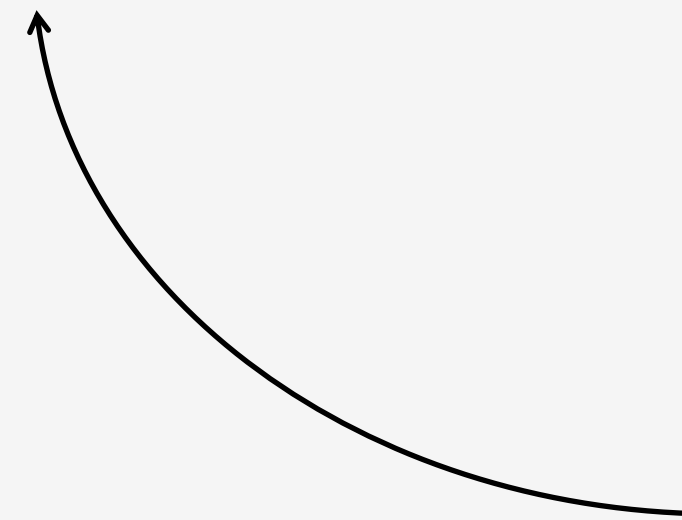


ROOM DESIGN



ALEX
Lake Zürich

ROOM DESIGN



Inspiration



ROOM DESIGN



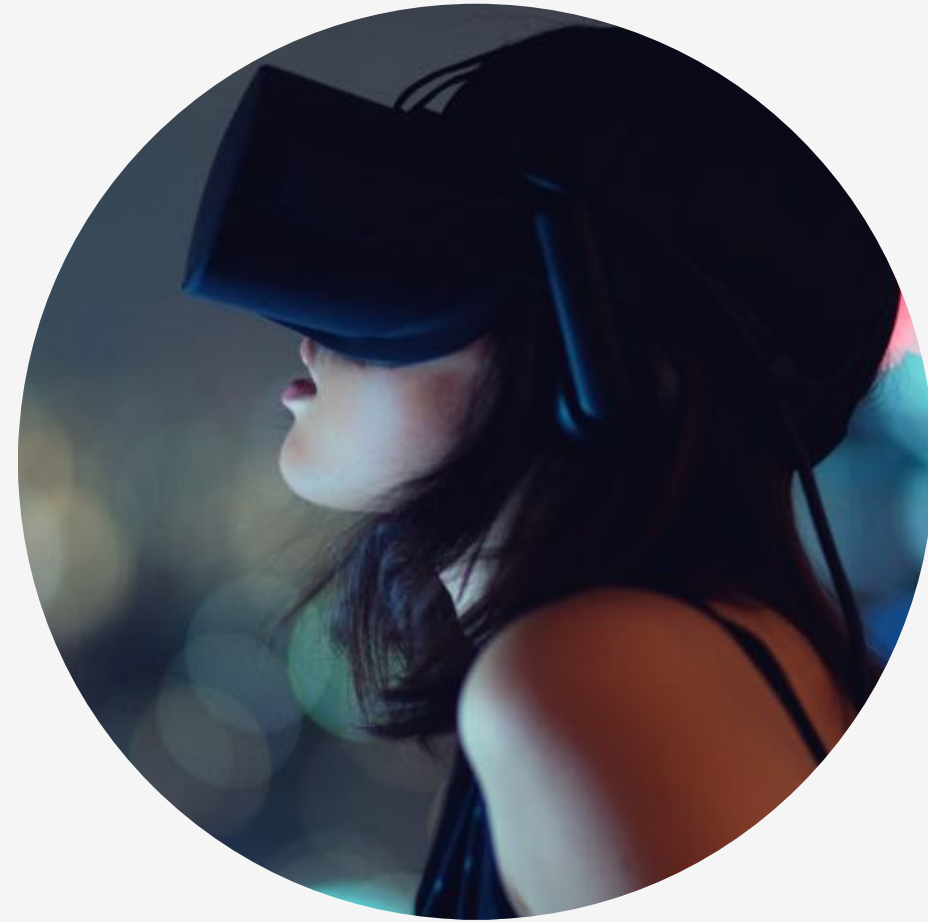
Group leader

Janice Mitten

**Partner, Head of Business
Development**

Dexter Moren Assoc.

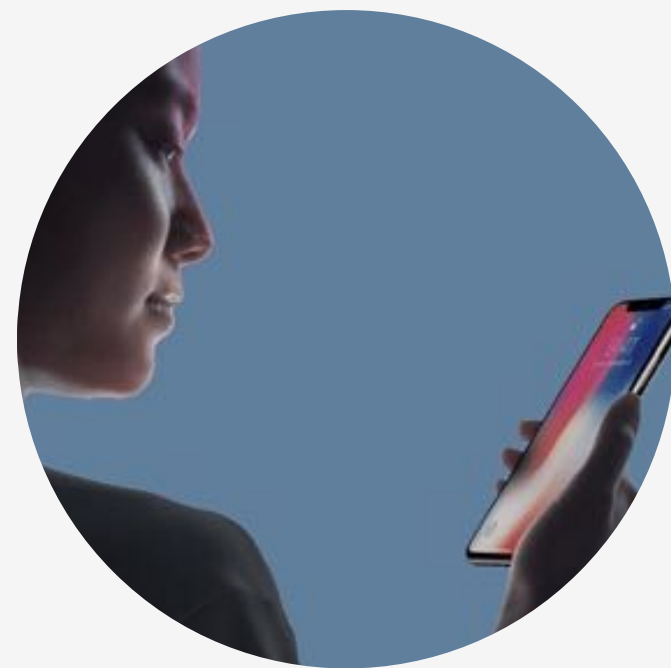
TECHNOLOGY



Virtual reality



Revenue management



Face & voice
recognition [check-in]



Google Interpret



Robot Connie
Hilton partnership with IBM

TECHNOLOGY



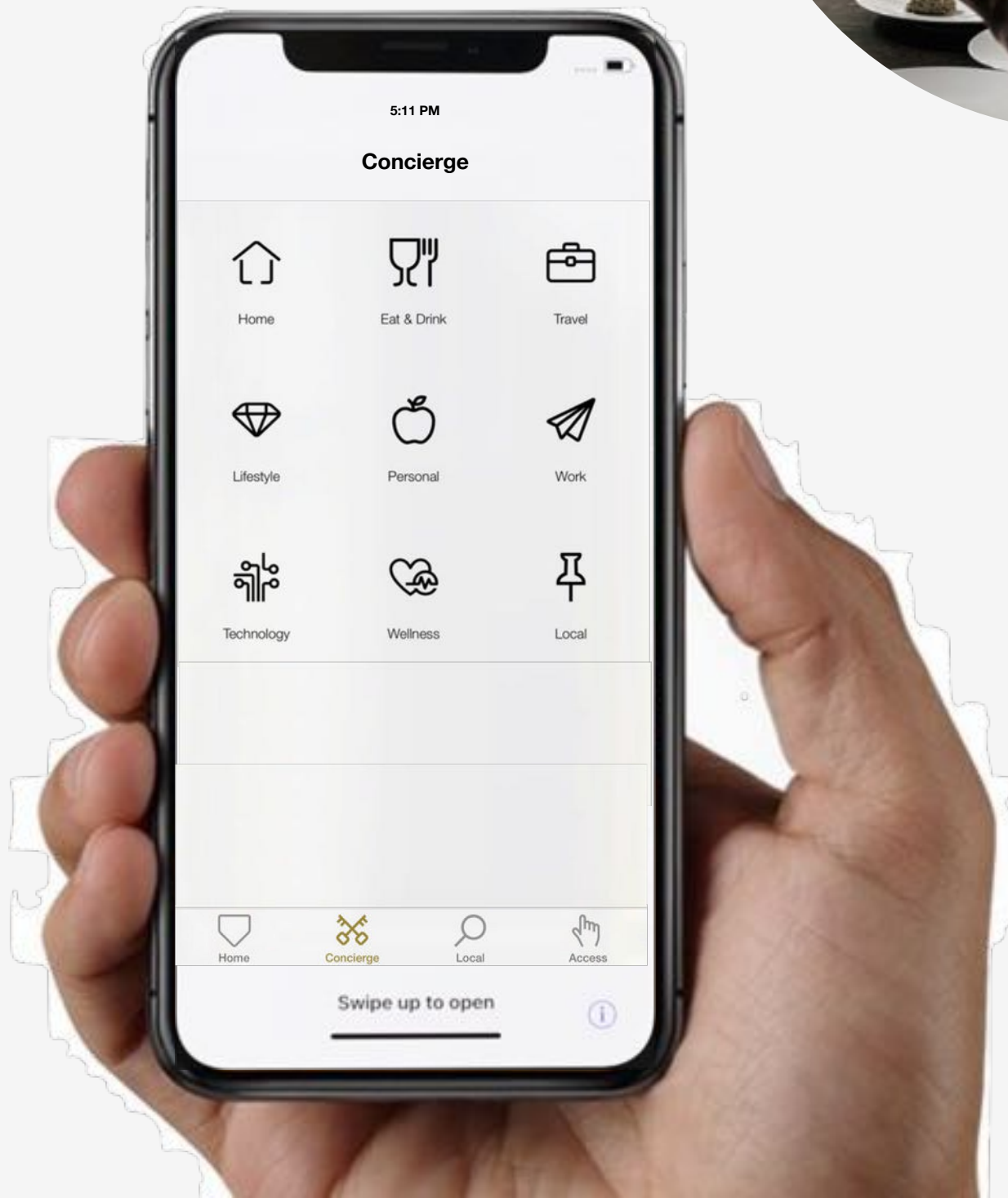
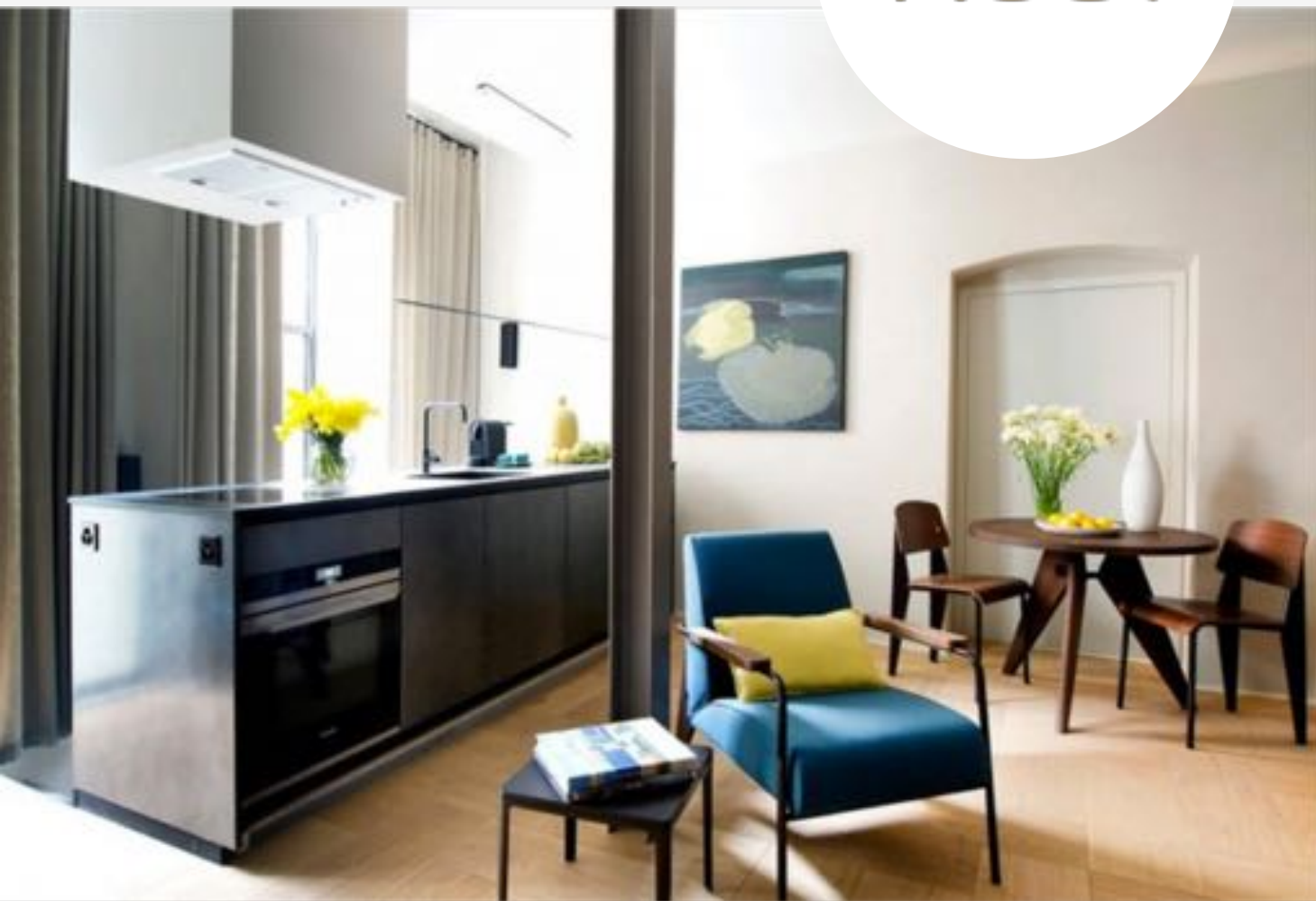
Group leader

Séverine Obertelli

Head of Sales & Mkt

EMEA, Maxxton

NETWORKS IN THE NEIGHBOURHOOD



NETWORKS IN THE NEIGHBOURHOOD



Group leader

Chalana Perera

Real Estate

Development Manager

at Yays

SUSTAINABILITY



**Waste reduction
& elimination**



**Eco-friendly
materials**



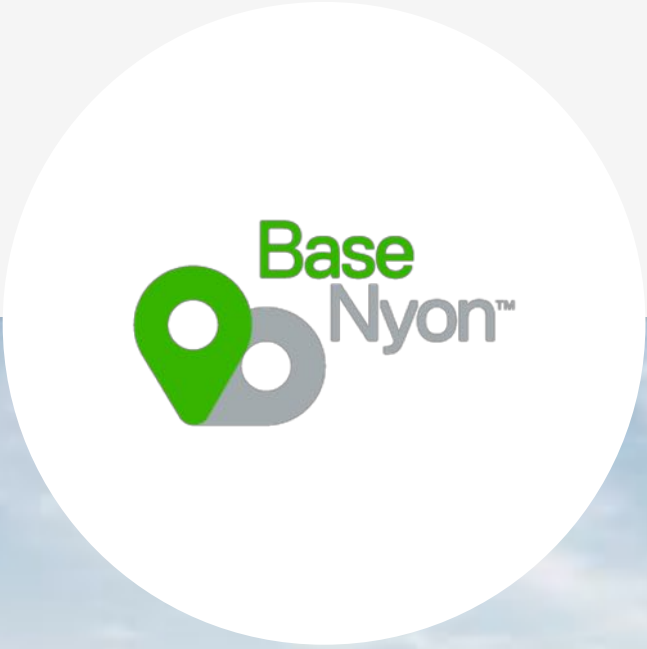
**Local
products**



**Environmental
education**

SUSTAINABILITY

“BaseNyon uses 100% chemical free cleaning products only!”



SUSTAINABILITY



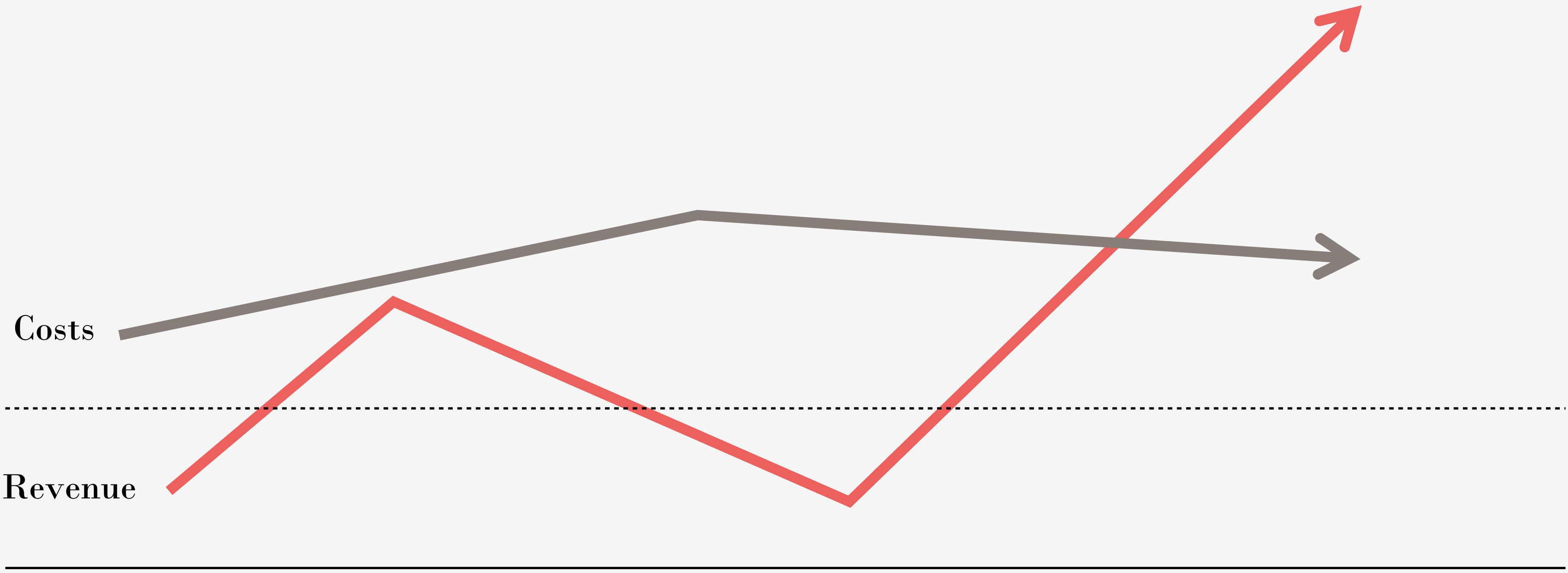
Group leader

Jouke Baaima

Director, Co-owner

at Corporate Housing Factory

INVESTORS CONSIDERATIONS



INVESTORS CONSIDERATIONS



INVESTORS CONSIDERATIONS

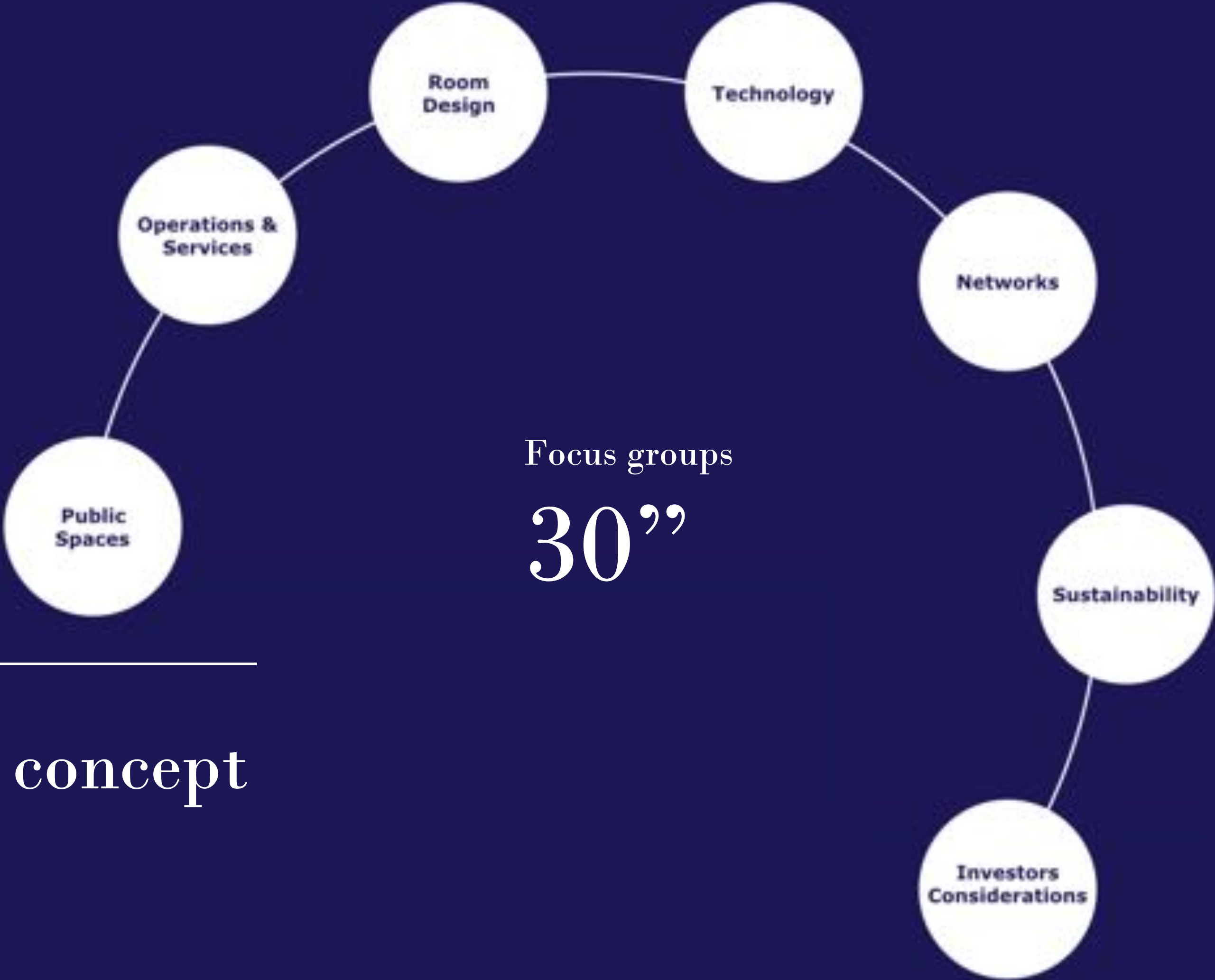


Group leader

Navneet Bali
Chairman of
Meinger Hotels

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Development workshop | Work flow

Grouping
5''

Brainstorming
10''

Listing
10''

Prioritizing
5''

Focus group 30''	Key things 2
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