

CREATING A TOTALLY UNIQUE EXTENDED- STAY EXPERIENCE

Presentation

MODERATORS

Development workshop



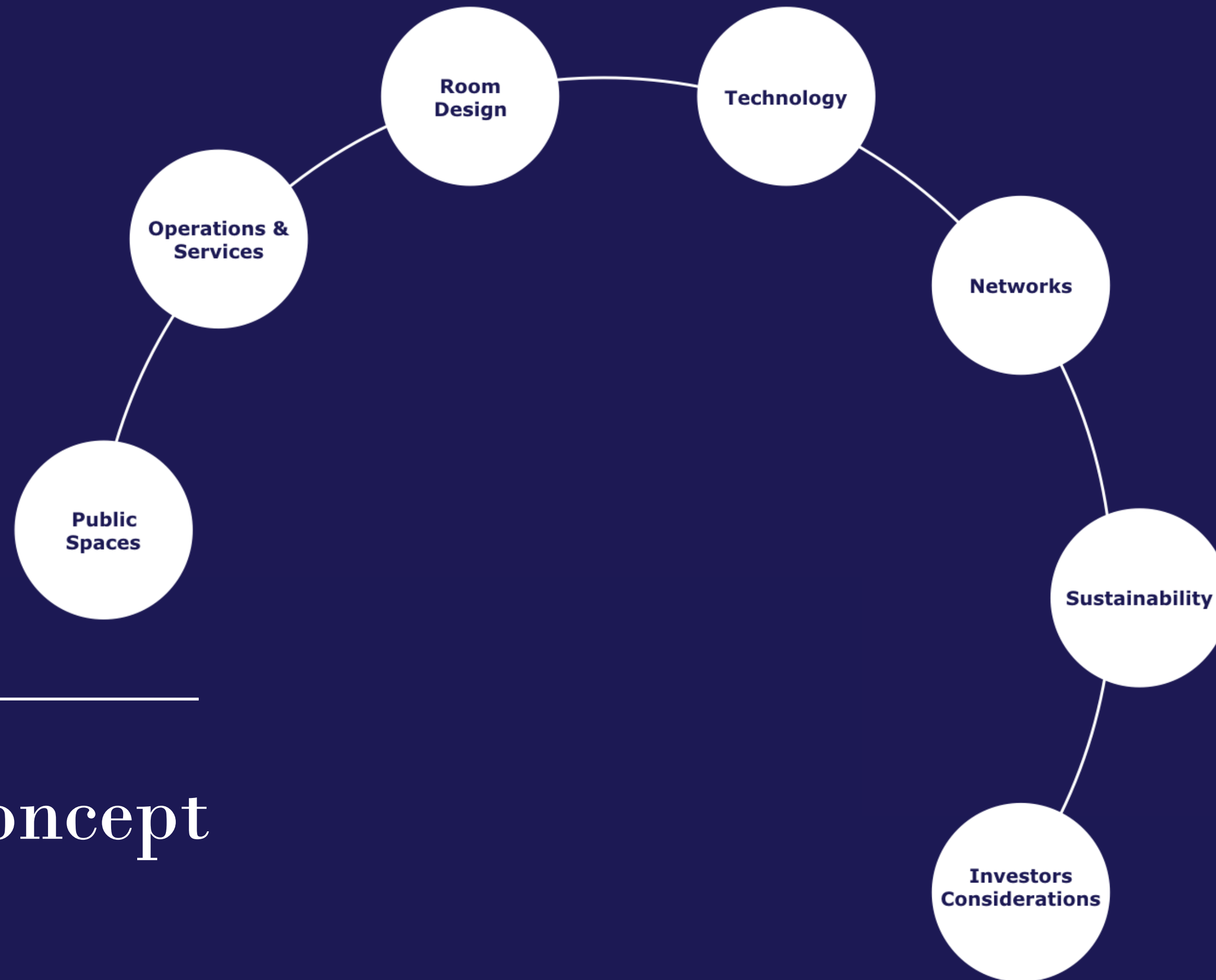
Jonathan Humphries

Owner & Chairman
HoCoSo



Kilian Vollbach

Concept Development Coordinator
HoCoSo



Create the
Recharge concept

Yuto Guest at Recharge



©Mikio Hasui from FvF

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



Yuto
Guest
at Recharge

©Mikio Hasui from FvF



Guest Journey



PUBLIC SPACES

What does he see?

- 1 | A feeling of great energy when you walk into a place (authenticity of design)
- 2 | A place where community can easily happen



Public Spaces
Guy Nixon

Operations & Services
Georgios Ganitis

Room Design
Janice Mitten

Technology
Séverine Obertelli

Networks in the Neighborhood
Chalana Perera

Sustainability
Jouke Baaima

Investors Considerations
Navneet Bali

OPERATIONS & SERVICES

Is there someone welcoming him?

1 | A new interpretation of a concierge

2 | Giving a face to all staff



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ROOM DESIGN

How does Yuto's home for the next 3 weeks look like?

- 1 | Universal and age-less design, maximisation the usability of the room
- 2 | Interactive life wall



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TECHNOLOGY

What impact plays technology into Recharge's concept?

1 | AI to deliver optimum customer experience

2 | Connected technology



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NETWORKS IN THE NEIGHBOURHOOD

How does Recharge take benefit of its surroundings?

1 | Locally sourced 24-h concierges

2 | WhatsApp Group for guest community



Networks in the Neighborhood *Chalana Perera*

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SUSTANABILITY

How sustainable is Recharge?

1 | Use modern techniques to operate a building

2 | Use local and sustainable techniques throughout the entire operation



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INVESTORS CONSIDERATIONS

What's in it for the investors?

- 1 | Stabilized EBITA relative to cost per square meter**
- 2 | Scalable proof of concept**

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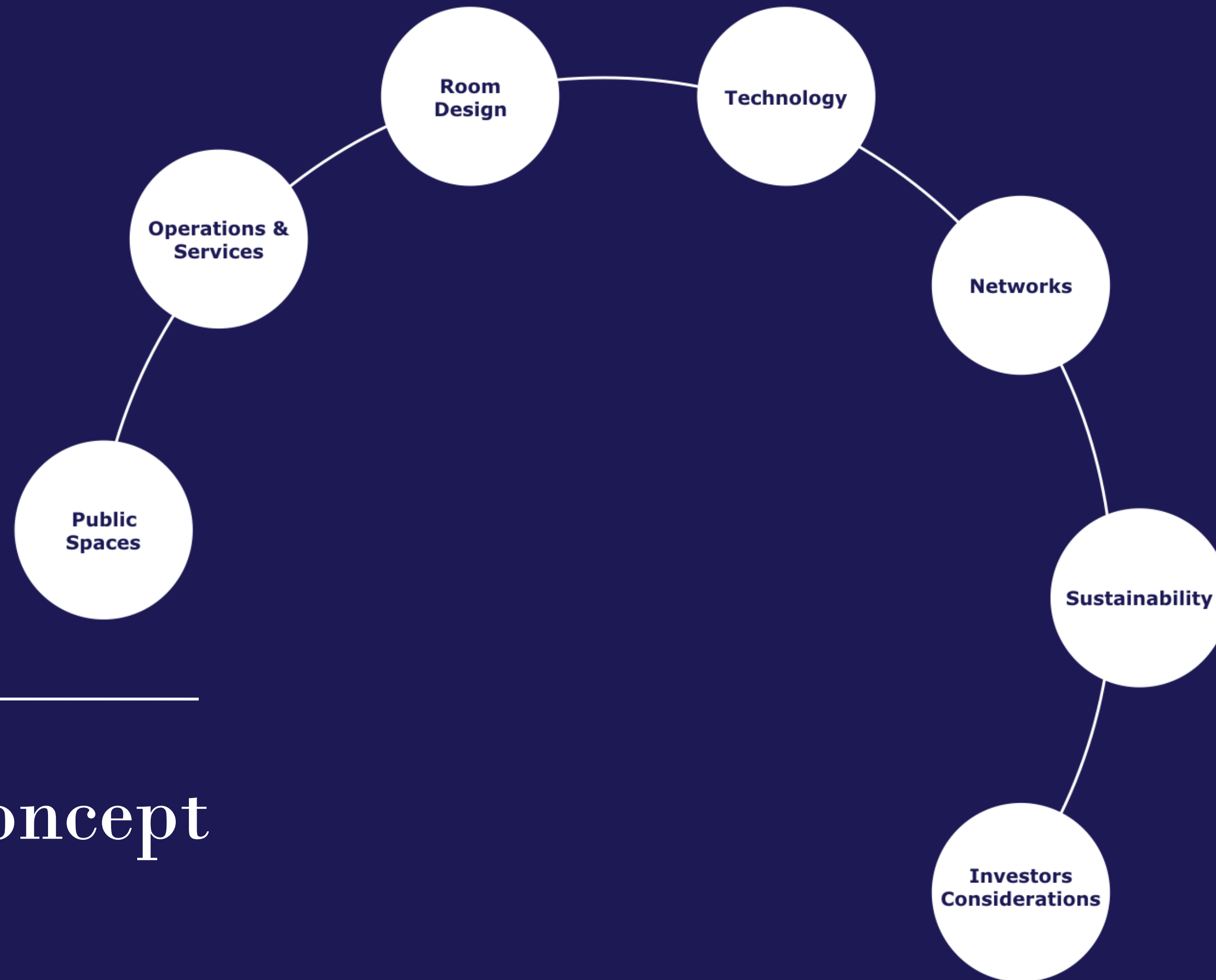
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Thank you!