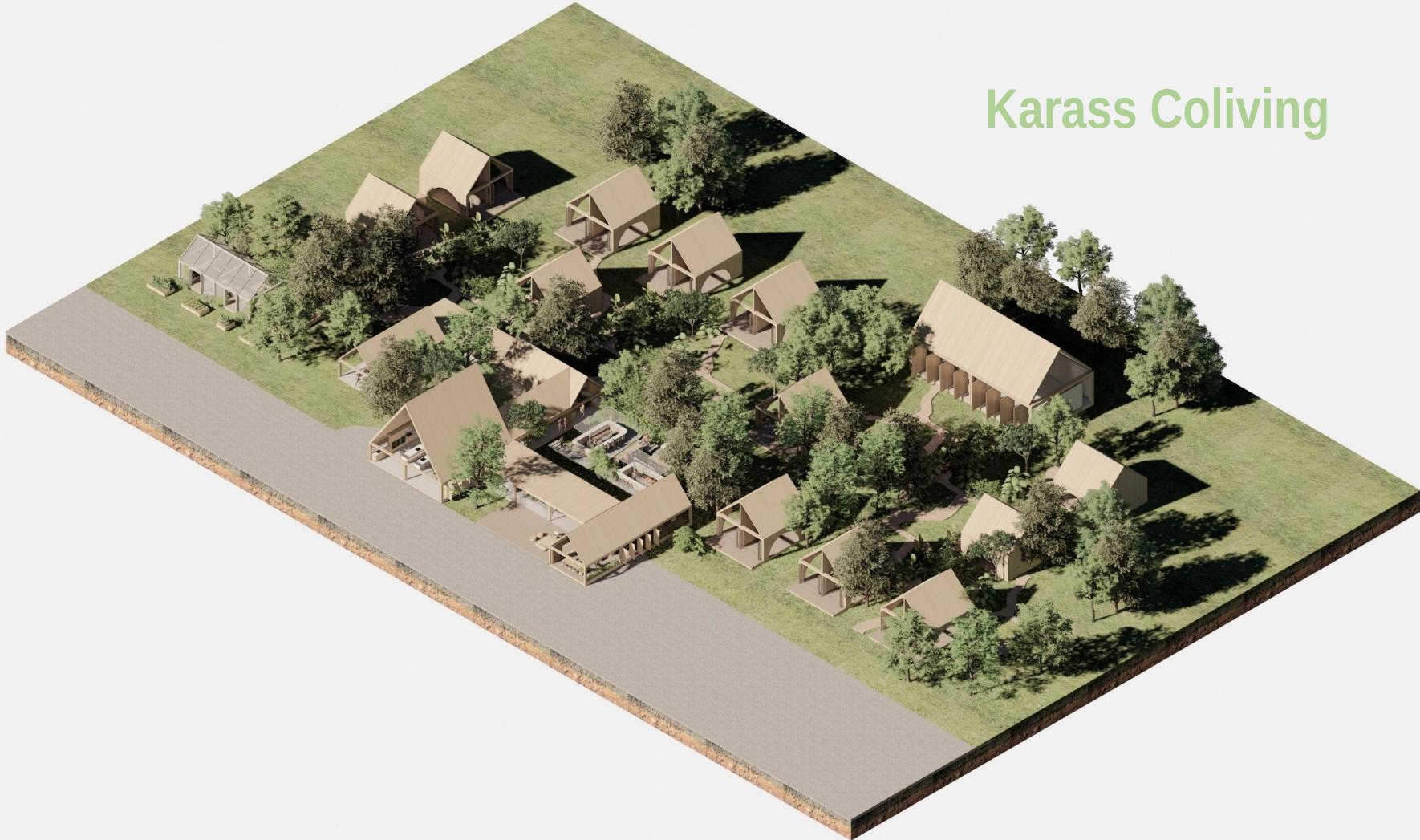


Karass Coliving

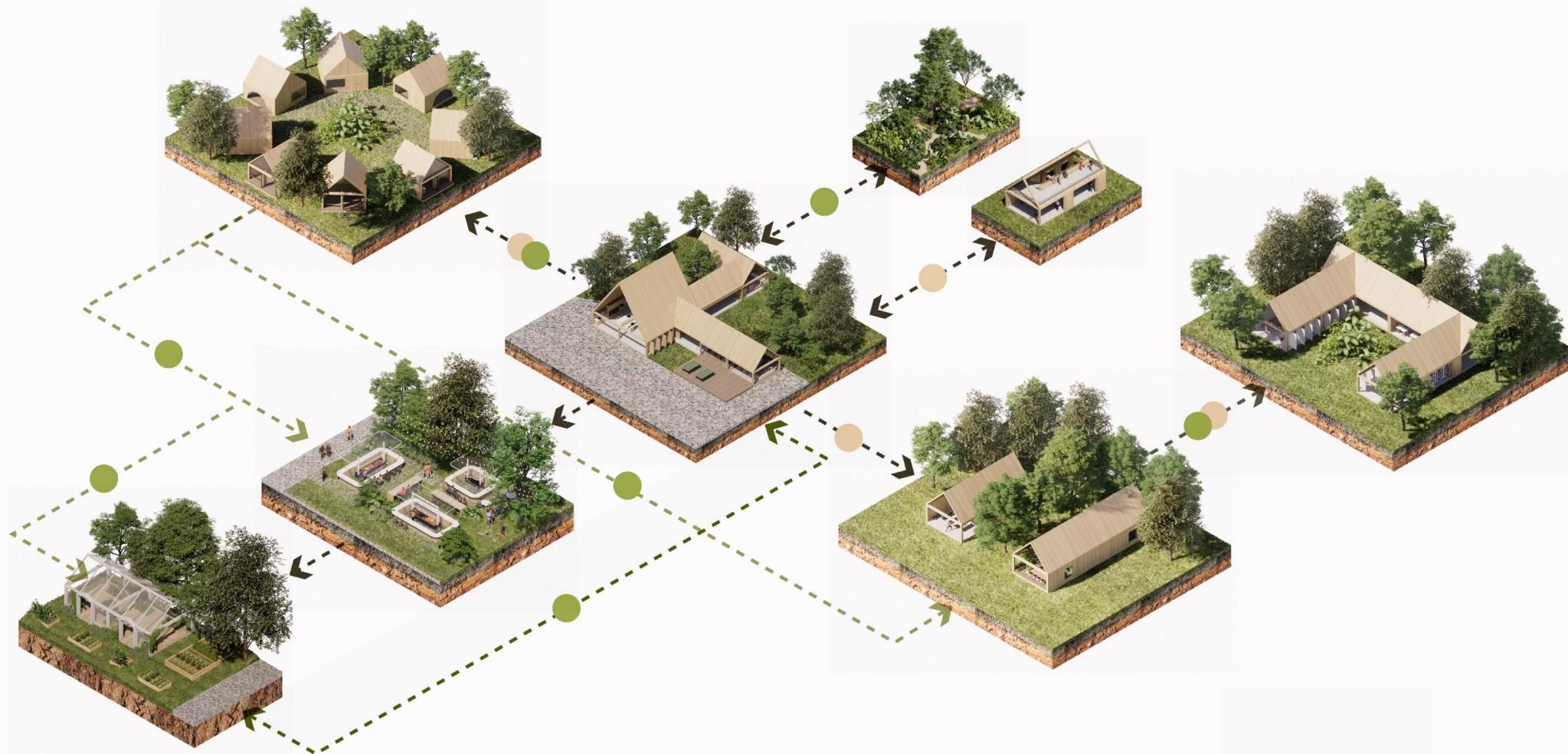


Karass aims to be the world's best designed and best value chain of luxury, medium to long term, coliving retreats



What We Want To Build

- a collection of 7 structures totaling ~12000 ft² of constructed space
- on approximately 1-2 acres
- in a green, open, rural space in close proximity to downtown Medellin. We have specific locations identified.
- comprised of a villa-like primary shared space, a secondary activity space, and 20 private cabin units distributed across 5 buildings.



Operational Details

- Minimum two week bookings
- On site community manager to help guests with check-ins and as needed and to organize and manage events
- Guests do many things for themselves that a traditional hotel would have staff do. Cook, clean private rooms, make coffee, make drinks. Extra cleaning and services can be purchased as if desired.
- Cleaning and maintenance will be handled via contracts with third party providers
- The founding team will be active in the day to day operations of the project



What Is Coliving?

In the era of digital nomads, many people in STEM and creative fields are realizing that they can live a higher quality of life by working remotely. However, when showing up to a new city or country, one of the biggest issues for many people is a sense of loneliness and a lack of community. Living with other people in similar situations is one of the most common ways to address this but finding suitable living situations, especially for people traveling with the responsibility of a full time career can be a serious challenge. Full time coliving spaces are an attempt to provide a setting for this type of communal living.

The coliving label can be applied to many housing setups aimed to cater to this cohort. Some are self organized by participants in airbnbs and apartments but a number of full time coliving space businesses are starting to cater to this lifestyle as well.



Common Issues With Other Spaces

- Cheaply converted spaces provide a poor quality of life and inconsistent amenities for long term traveling remote workers
- Insufficient space for all tenants to use all amenities
- Lack of cleanliness
- Lack of Amenities necessary specifically for longer term travelers, like sufficient storage and laundry facilities
- Booking prioritizes short term over long term tenants
- Lack of Communal space, activity space, creative space

We feel, from experience, that existing coliving spaces fall severely short on the actual implementation of a good coliving experience for medium to long term travelers.

We can do better.



How Are We Different?

- New construction, purpose built for coliving, not a cheaply renovated old house
- Every element designed with long term stays in mind
- We own, not rent the property
- Built by a team with years of coliving experience
- Designed as a growth business, not a side project



Strategic Opportunities

- Leveraging highly desirable locations where construction cost is affordable.
- Arbitraging prices between low local market expenses and international high end hospitality rates
- Drastically Reduce Staffing Cost and Management effort compared to a hotel
- Attention To Detail
- Great Architecture
- Minimize dependence on Hotel Aggregators who take cuts of profit via reduced turnover



Competitive Landscape

Small Independent Operators

Great communities but often insufficient money and effort spent to design the physical spaces due to lack of budget leading to sub optimal and inconsistent experiences

Funded Chain Coliving Spaces: Outsite, Selina, Roam (Out of Business), Cohabs

- Outsite(higher end) and Selina (lower end) market to long term travelers but highly optimize their experiences for short term travelers.
- We believe Roam was the first brand to get the experience of long term coliving right but they aimed to rent in some of the most expensive markets in the world (SF, Tokyo, London). We believe they simply choose the wrong economic model and aim to combine their quality of experience with a better economic model.
- Cohabs provides both a good experience and good physical space and has raised substantial money. They are however focused on the Urban market in Europe. So from a brand perspective they are one of our biggest competitors but they have little to no overlap with our markets.

Our Growth Plan

- **Phase 1 (Current)** - Build Prototype property in Medellin
- **Phase 2**- Raise new round, Build two new spaces to prove secondary markets (Croatia, Thailand)
- **Phase 3**- Raise substantially larger round and go into growth mode.



Our Financial Model (first property)

- Projected Construction Cost: \$2.1 Million
 - Projected Potential Net Revenue: \$65.9k / month, 790k/ year
 - Potential Gross : 418k / year
 - We believe there are also substantial opportunities to further leverage network effects to produce drastically higher amounts of revenue after we achieve larger scale
 - Corporate Sales
 - Group travel programs
 - Targeted sales to our community
 - Other services for nomads
- * More in-depth financial projections can be provided on request

Our Fund Raising Goals

The founding team has committed \$700k of their personal funds to this project. We are looking to raise the remaining \$1.4M to build the initial property via equity, debt, or convertible debt investments. Any equity investment will be backed by the physical property purchased and constructed in addition to future revenue streams.

Investing In Colombia

- Tourism to Colombia has increased by 167% over the last 10 years
- From 2011 - 2019 property prices in Medellin grew by 93%
- The founding team feels strongly that Medellin real estate is a great market to invest in and is primed for explosive growth over the coming decade. It is already a digital nomad hub and is a very short flight from the US but only gets a small fraction of the tourism that similar markets like Thailand get.

Founder: Andrew Max



From the U.S., Andrew has spent the last 6 years running a small software consulting firm focused on full stack web app development. For the last 5 of those years, he has been living as a Digital Nomad in over 25 countries while working full time as a developer. He has had the opportunity to live in many coliving spaces as well as other long term remote living environments and has a strong sense of what elements make a great living experience.

On the side, Andrew also has experience in real estate, with three profitable residential renovation flip projects under his belt including the restoration of a 165 year old school house loft conversion in Pittsburgh Pennsylvania. He has picked up a good working knowledge of architecture styles and construction techniques over the years.

Contact

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