

# EDULOUNGE

## Authors:

Inthezar Bai Ayunan

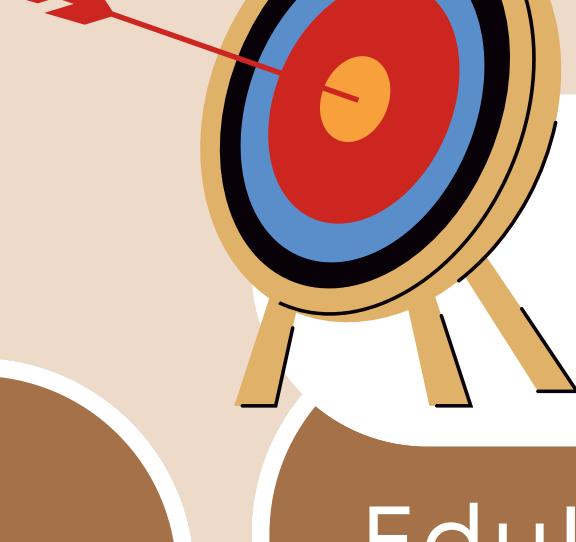
Nicole Joy Dawis

Mecah Secad

Rea Tapang

## PRODUCT DESCRIPTION

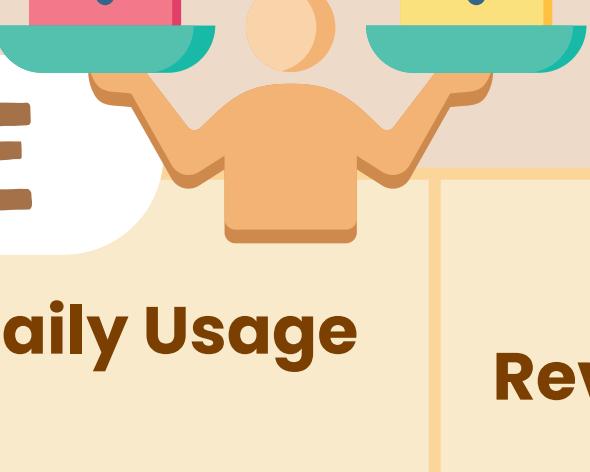
EduLounge is a study hub and co-working space offering cubicles, open areas, nap rooms, conference rooms, and services like tutoring, printing, and a snack bar. It's designed to be affordable and accessible.



## TARGET MARKET

EduLounge targets a diverse range of users, including students, professionals, and individuals seeking a focused environment for study or remote work. It offers flexible, affordable, and personalized spaces tailored to the unique needs of its users. With customizable rental options, EduLounge caters to students, professionals, and exam takers alike providing a convenient, supportive space that empowers users to achieve their academic, professional, and personal goals.

## PRICING STRUCTURE



Services	Rate (₱)	Daily Usage	Daily Revenue (₱)
Cubicle Area	30/hr	15 users x 5 hrs	2,250
Open Space	20/hr	20 users x 5 hrs	2,000
Conference Room	150/hr	4hrs/day	600
Nap Room	5/hr	4hrs/day	300
Printing Service	1.50/page	15 pages	22.5
Snack Bars	50	25 transaction	1,250
Tutoring Service	200	3hrs/day	600
Total Daily Revenue:			₱ 7,022.5

## DEMAND & SUPPLY GAP

Based on our study, EduLounge projects **9,720** hours of usage per year, the highest among competitors. This highlights a clear gap in supply, giving our hub the opportunity to capture unmet demand in the market.

## FINANCIAL ASSUMPTIONS

Revenues are projected to grow **5%** annually, from **₱1.7 million** in **Year 1** to over **₱2 million** in **Year 5**. Costs grow slowly at about **2% per year**, ensuring positive cash flow and stable profitability.

## LOCATION

**C.M. Recto, Poblacion District, Davao City.**

## MARKETING STRATEGIES

Our promotions focus on social media platforms like **TikTok**, **Instagram**, and **Facebook**, paired with student discounts, loyalty programs, and partnerships with campus influencers. Events, workshops, and referral programs help build a strong student community.

## SOCIO-ECONOMIC IMPACT

EduLounge supports the local community by creating jobs, promoting academic success, and offering affordable learning spaces. It also practices proper waste management in compliance with Davao's ordinances, contributing to sustainability and responsible urban growth.

## RETURN ON INVESTMENT & PAYBACK PERIOD

EduLounge is profitable, breaking even at **₱5,860 daily** revenue but already averaging **₱7,022 per day**. **ROI** increases steadily, with net income rising from **₱150,000** in Year 1 to nearly **₱400,000** in Year 5. The payback period is just over one year, meaning the initial **₱400,000** investment is quickly recovered and profits grow sustainably.



### EduLounge Capital & Expenses

Category	Amount (₱)
Owners' Capital	400,000.00
Start Up Cost (permits + furnitures + equipments)	478,700.00
1st Month Operating Expenses	124,915.20
Total Requirement	603,615.20

## START-UP COST AND FINANCING

The owners contributed **₱400,000** in capital. Start-up costs, including permits, furniture, and equipment, total **₱478,700**. For the first month, operating expenses are about **₱125,000**. Altogether, the business needs around **₱603,700** to launch and operate in the first month.