Shine

Redefining hotel rooms

Shine is based on

An emotional approach

- It is an experience guests cannot live at home (as it used to be in early days when people stayed in hotels)

- A big screen is always seen with a WOW

- Interaction puts users in the center of the action, elevating the guest experience

- Personalization is key, guests expect to personalize almost everything in their lives, and their hotel experience should be no different

A strategic approach

- All rooms equipped with Shine need an APP to control it

- It becomes a communication channel between customers and hotels

A global transformation approach

- Exploring hotel room uses and business models

Shine is the tool that enables the room to be transformed when and however the guests want. Shine brings back the old hotel concept where guests would go to a specific hotel because they know there was something they do not have at home.

Shine
The product

For all rooms

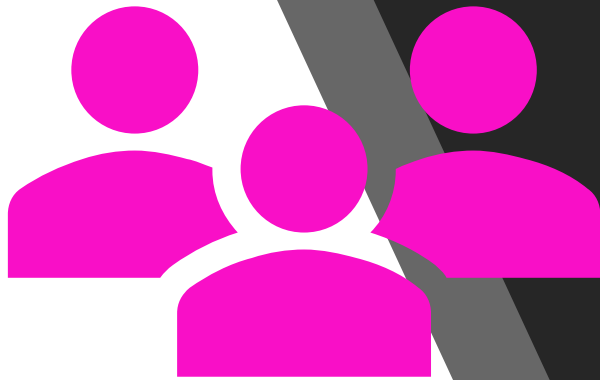It is a product meant for all kinds of rooms, based on a plug&play concept

Not a VIP product

Accessible to all budgets

Problem solving

Shine helps hotels to sell their worst rooms

Key Values (For guests)

Cinema

- A projection system from a different perspective: your hotel room bed
- Who has ever seen *Game of Thrones* in the cinema?
- Who has ever seen the *clásico* in the cinema?
- Who has ever shared the phone/laptop screen in the cinema?
- All this while chilling in your bed with a drink

Room Presence

- Shine is a companion that drives the experience to its best
- Device that you don't have in your house. You can have a projector at home, but you won't have Shine, Shine is specifically designed for hotel rooms

Easy control and adaptability

- Requires a mobile app to use the device and all its functionalities

Key Values (For hoteliers)

In order to use Shine, users must download the App. It is one of the most difficult issues hoteliers face today

A new communication channel. Communication with guests is intrusive, with Shine we created a new communication system in hotels that uses the standards the guests are used to in a daily basis: app and on-screen notifications. You will no longer need to knock on the door to communicate with your guests

New use for the hotel rooms. Shine brings more possibilities to fill your rooms: invite guest for all multimedia related events such as a football game screening, cinema releases, or even a live concert!

Identity & Innovation. A room with Shine is a Shine Room, bringing hotel rooms to a whole new level. Shine brings a real stand out concept, it is a game changer in how hotel rooms are seen today. Shine transforms the rooms almost literally with a very little intervention

Open. Shine is a product adapted to the hoteliers needs, from the projection system (cinema) to a fully automated room (domotics)

Cost effective. It is a good solution for rooms that have no pleasant views or not views at all, noisy rooms or such that tend to be problematic for the hoteliers. Cost 0 if you increment in 8 € / room

And, it is cheap. Innovation in hotels tends to be expensive and comes with a complicated deployment. Shine is affordable and designed following the plug & play concept

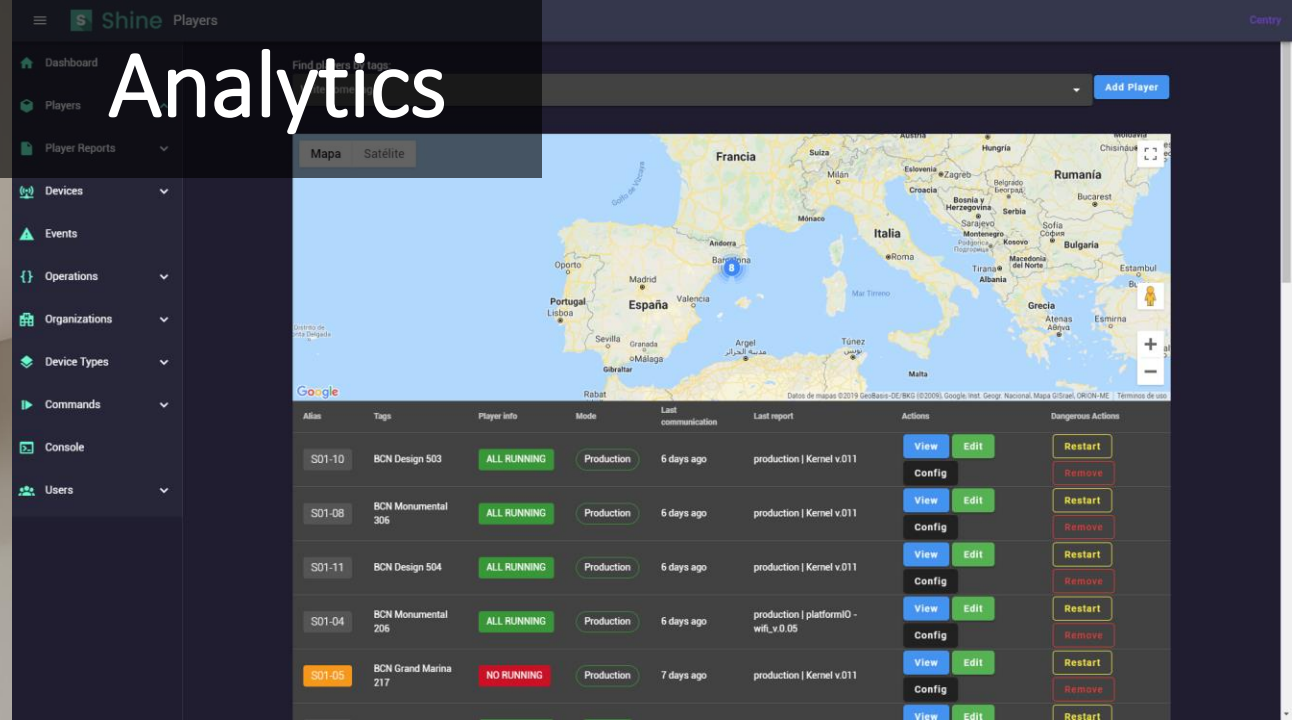**Shine brings high added value with a minimum investment**
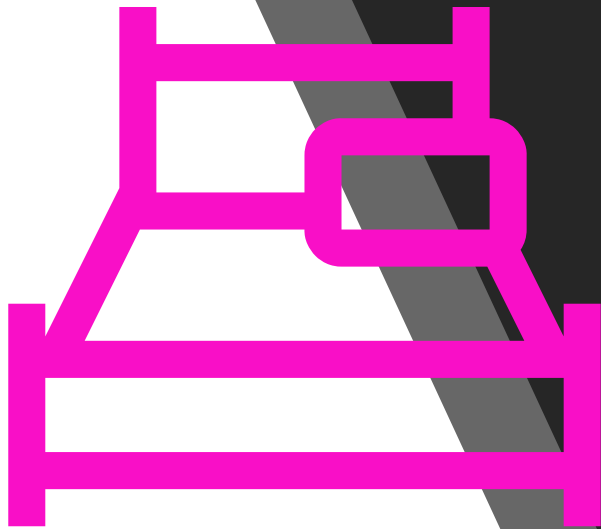
Mobile APP

Projection

Player

Analytics

Competition analysis

There is no direct competition but there are different options in the market

Broomx

Projected VR. Focused in entertainment and events. You cannot watch an HD movie with their projector

Traditional TV screens (Samsung, LG, HP...)

They come with new features and always improving image quality, but they are not different than the ones that customers can get at home

Chromecast and similar devices.

Only focused in video casting. They can be integrated in Shine

There is a huge market share for Shine, millions of hotel rooms that can be equipped with our solution. Shine can become a real game changer for the audiovisual industry

Business model

A renting model by which we are fully in charge of the installation and maintaining of the product in exchange of:

1- Commissioning and Installation fee per room

2- Monthly fee per room that includes

- Renovation of the hardware every 3 years

- Hardware service

- Hoteliers/guests support

- Software

Business model Canvas

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
There is no much room for innovation in hotels since the all you can eat service In the hotel rooms, no substantial innovation has been made since the Minibar A hotel room does no longer offer a better experience than the one we have at home in terms of equipment	Big Projection Smart and interactive contents platform for a big screen Unique plug and play installable box All controlled via mobile APP	Redefining hotel room experience	First to market	Hotels

EXISTING ALTERNATIVES	KEY METRICS	HIGH-LEVEL CONCEPT	CHANNELS	EARLY ADOPTERS
VIP rooms, only accessible for a few No mainstream innovation available	Apps downloaded Minutes per room per user % functionalities usage Impact on hotel reviews Shine Rooms active reservations	Big screen in a small room Maximised experience Your own cinema room	Salesforce LinkedIn	Eurostars Hotel Company A hotel chain with a clear objective to differentiate it's brand through innovation

COST STRUCTURE	REVENUE STREAMS
Development and support platform Hardware production costs Logistics: installation and maintenance Others: sales force, marketing, support...	Commissioning and Installation fee per room Monthly fee per room that includes: Renovation of the hardware every 3 years / Hardware service / Hoteliers-guests support and software

Where do we want to be?

YEAR	INSTALLATIONS	HOTELS	COUNTRIES
2020	50	10[1]	1 (Spain)
2021	400	50[2]	2 (Spain & Portugal)
2022	5000	300[3]	Europe
2023	15000	1000[4]	Europe & US
2024	30000	2000 [5]	Europe & American continent

[1] Average of 2 rooms per hotel

[2] Average of 8 rooms per hotel

[3] [4] [5] Average of 15 rooms per hotel

Who do we need to make it possible?

Team

PRODUCT & IT	MARKETING	SALES & OPERATIONS
DEV front / Back	SEM Specialist	Account Manager
APP DEV	Affiliate Marketing	
UX Design	Partnership Marketing	

Investment

MARKETING	CONTENT
Organic	Affiliation
Paid	Translations
Branding	

What do we want to achieve with the financing?

Install Shine in different hotels internationally

- Reach an agreement with a hotel group
- Set Shine as specific room option (branding)

New room uses

- Start a pilot with a streaming platform: Netflix, HBO, Disney...
- Shine rooms hosting specific events: Superbowl, football, movie release...

Product

- Hardware and software improvement

Why should you invest in Shine?

- Market: + 17 million hotel rooms

- Our model is based in capitalizing the already existing market, charging a residual part of the daily revenue per room

- We have already installed and tested 17 Shine devices in 7 different hotels

- Scalable model

- Experienced team involved from the beginning of the project