# C:\Users\Meetasha\Desktop\Semester 8\Innovation\WhatsApp Image 2018-04-03 at 9.02.48 PM.jpeg

# Concept

Shared serviced apartment is the idea of bringing the affordability and experience of hostels along with the luxury and better amenities of a serviced apartment together. It is a place to stay for long term (usually more than a month) with room-mates and enjoy the services of a well-furnished flat, loaded with amenities. By sharing the serviced apartment, the high cost of a serviced apartment can be shared amongst the flat-mates (optional) making it feasible for longer stay. The hospitality of big hotel chains gives them an edge to cater the audience needs better than anyone else.

# Target Audience

College students who are looking for a home like feel and better amenities than a hostel.

# Revenue Streams

Accommodation Fee collected from the occupants

# Customer Acquisition Method

Tie up with Educational Institute, social media marketing and Hoarding outside the building (vicinity of Educational Institute)

# Pain Points

* Customer need: Accommodation
* Customer problem: A comfortable home-like place to stay

# Intellectual Property

No IP conflict as checked on <http://www.wipo.int/portal/en/index.html> on 2/04/2018

# Capital Structure

|  |  |  |  |
| --- | --- | --- | --- |
| **Financial Investment** | **Amount** | **Interest** | **Years** |
| Friends | ₹ 30,00,000 | 6% | 5.00 |
| Investment via NBFC | ₹ 100,00,000 | 15% | 5.00 |
| Self | ₹ 110,06,000 | 10% | 5 |

# Break-Even

18 months

# Critical Success Factors

* Hassle free stay
* Already setup and fully furnished apartment
* Additional amenities: personal bathroom, living room, kitchenette, etc.
* Located in the vicinity of Educational Institutes
* Joint-Venture partnership
* Educational Institute tie-ups