

Open
a new bar
in Brussels center

specific market approach
missing gap:
students

Nightlife of Brussels

- The nightlife in the center is more focused on locals or tourists.
- Nightlife for students out of the center:
 - Brussels is not a very safe or friendly environment for bikes and steps: altitude differences, bumpy road, traffic, ...
 - significant amount of students feel unsafe to walk large distances at night or get in a cab with someone they don't know.
 - Using a private car is not a good alternative for most students and it is difficult to find parking spots.
 - public transportation stops around 01h00.

Students in Brussels

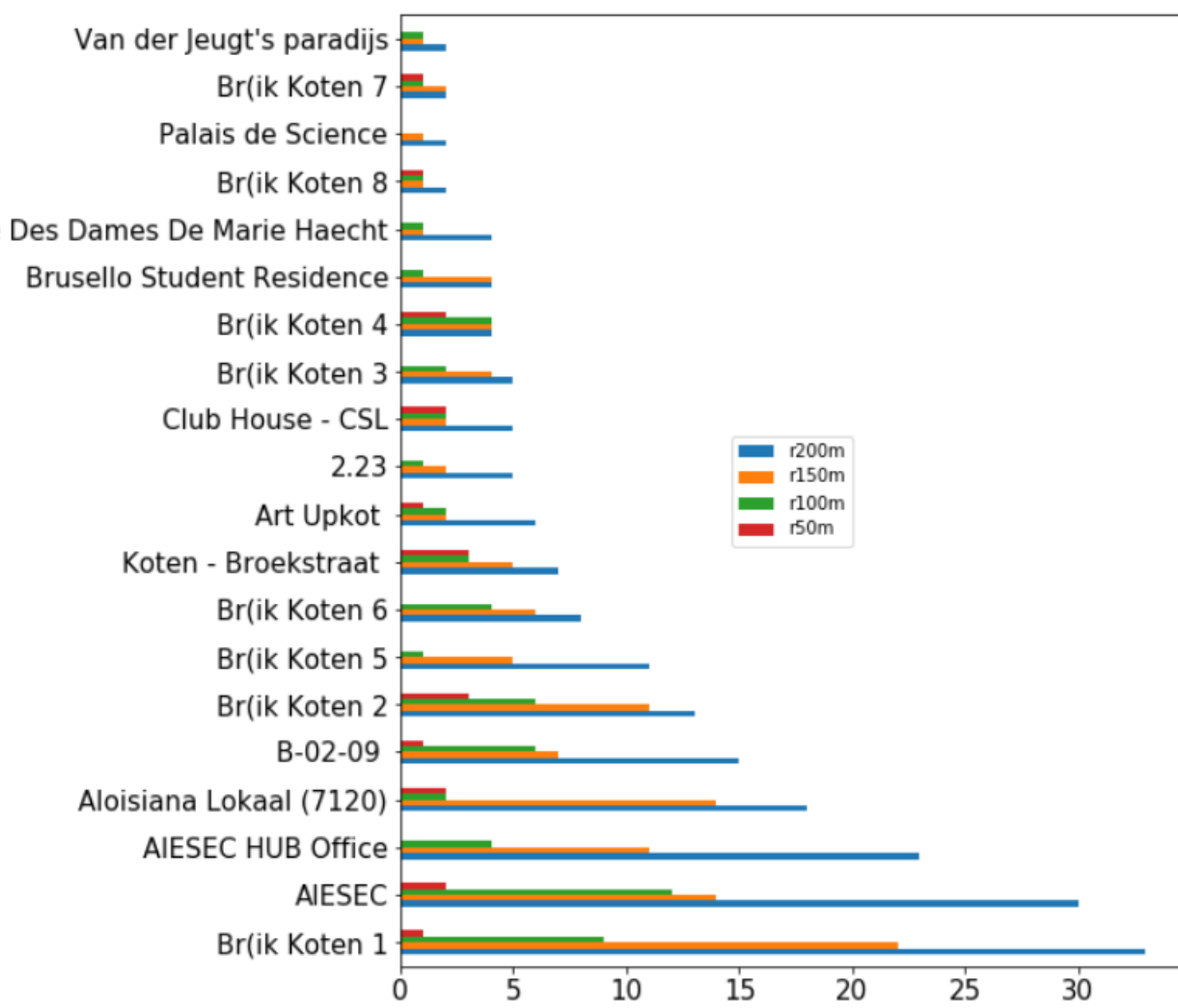
- most students of Belgium
- difficult for new students (Freshmen and international students) to make new friends
- not visible in the center
- there are a lot of dorms and schools

how much nightlife
in the center
around the dorms?

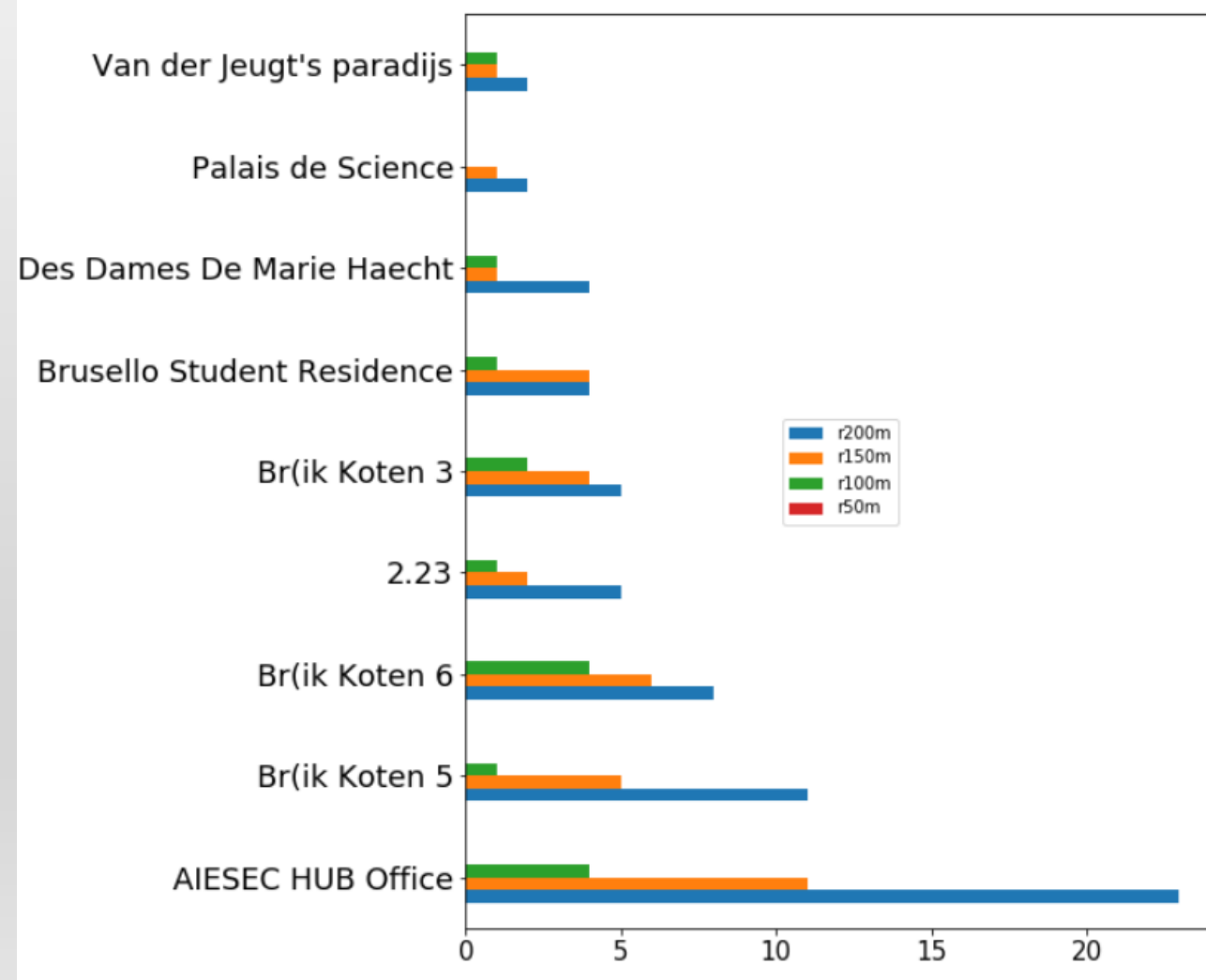
List of dorms with the amount of nightlife compared
Radius 200m, 150m, 100m and 50 m

	r200m	r150m	r100m	r50m
Br(ik Koten 1	33	22	9.0	1.0
AIESEC	30	14	12.0	2.0
AIESEC HUB Office	23	11	4.0	NaN
Aloisiana Lokaal (7120)	18	14	2.0	2.0
B-02-09	15	7	6.0	1.0
Br(ik Koten 2	13	11	6.0	3.0
Br(ik Koten 5	11	5	1.0	NaN
Br(ik Koten 6	8	6	4.0	NaN
Koten - Broekstraat	7	5	3.0	3.0
Art Upkot	6	2	2.0	1.0
2.23	5	2	1.0	NaN
Club House - CSL	5	2	2.0	2.0
Br(ik Koten 3	5	4	2.0	NaN
Br(ik Koten 4	4	4	4.0	2.0
Brusello Student Residence	4	4	1.0	NaN
Centre Scolaire Des Dames De Marie Haecht	4	1	1.0	NaN
Br(ik Koten 8	2	1	1.0	1.0
Palais de Science	2	1	NaN	NaN
Br(ik Koten 7	2	2	1.0	1.0
Van der Jeugt's paradijs	2	1	1.0	NaN

Not much nightlife around in total



No nightlife in radius of 50m



No nightlife in radius of 50m

