

Sjivn



THE WAIT

People do not enjoy waiting
for their flight in public areas
because it is noisy, uncomfortable,
offers no privacy, and unsanitary.

The COVID-19 pandemic has further
worsened people's concerns for
a healthier way to wait.

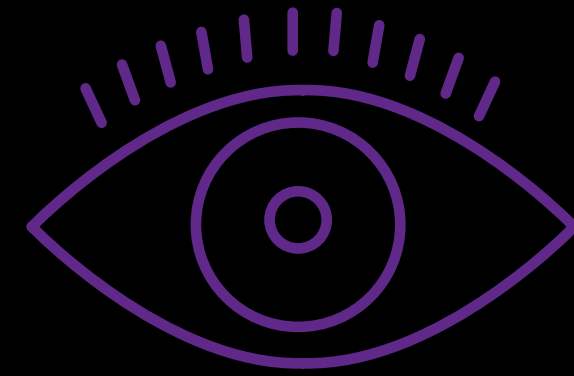
POSITIONING STATEMENT & OVERVIEW

Sojourn is the only short-term stay in international airport terminals that offers disinfected, comfortable, private rooms for a minimal fee—designed just for you and those you care about most.

Sojourn is a Boston based startup company that is looking to change the way people wait. Using a technological app-based platform we will offer short-term room rentals to international airline travelers.

These rooms will offer safe, luxurious, and private environments for our customers.

OUR VISION



Real-time online booking will allow for our customers to select the perfect room for their stay with us. Rooms will be offered for 2-hour blocks with no limit on consecutive block rentals.

Our customers can stay as short or as long as they would like. When your stay is over just walk out of your room and down to your gate as you are already in your terminal.

AIR TRAVELERS IN 2019



AIR TRAVEL INSIGHTS



750,000,000

travelers on
domestic flights
in 2019



93,000,000

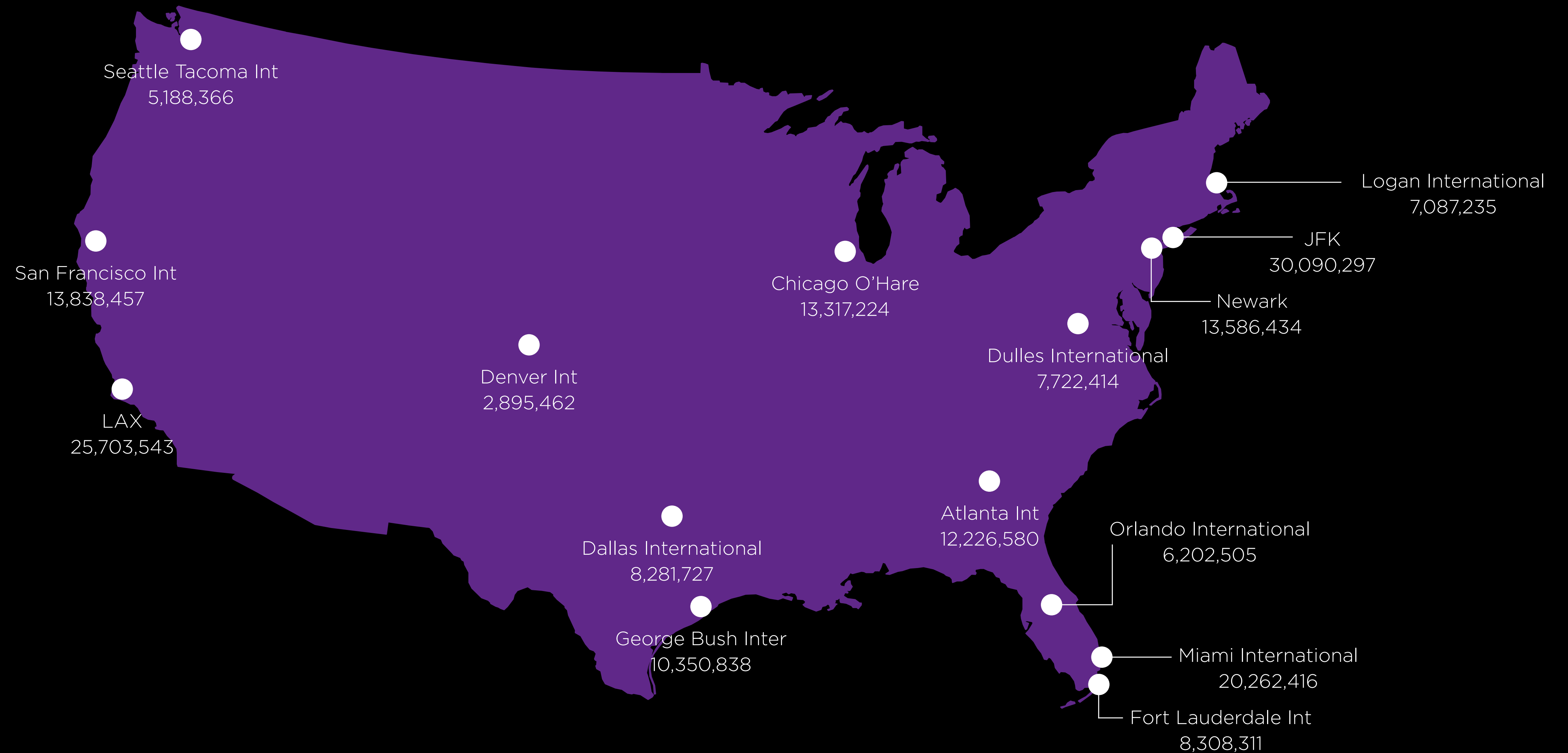
travelers on
international flights
in 2019



ZERO

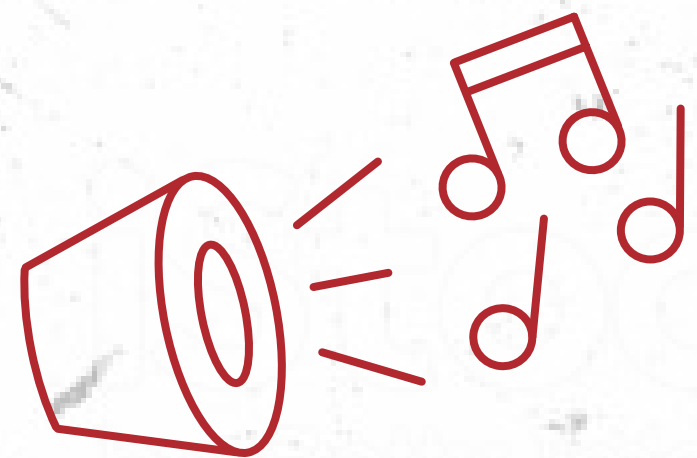
travelers enjoyed
the wait

BUSIEST INTERNATIONAL TERMINALS IN U.S.

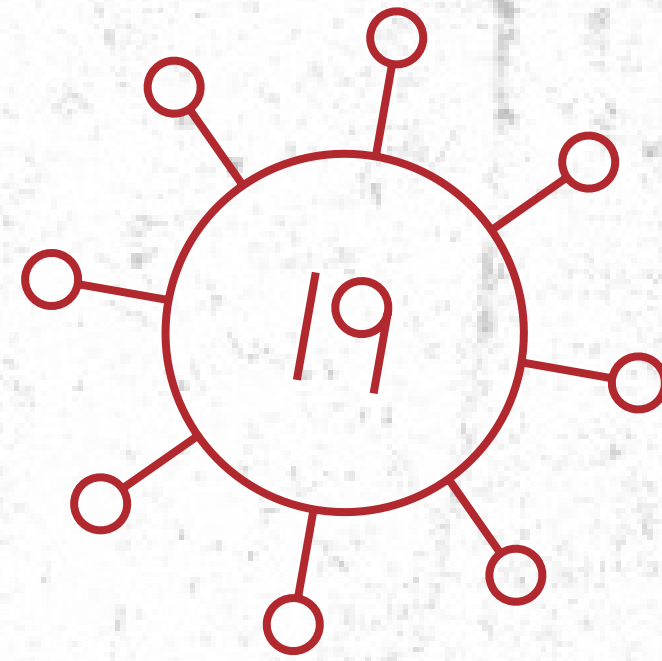
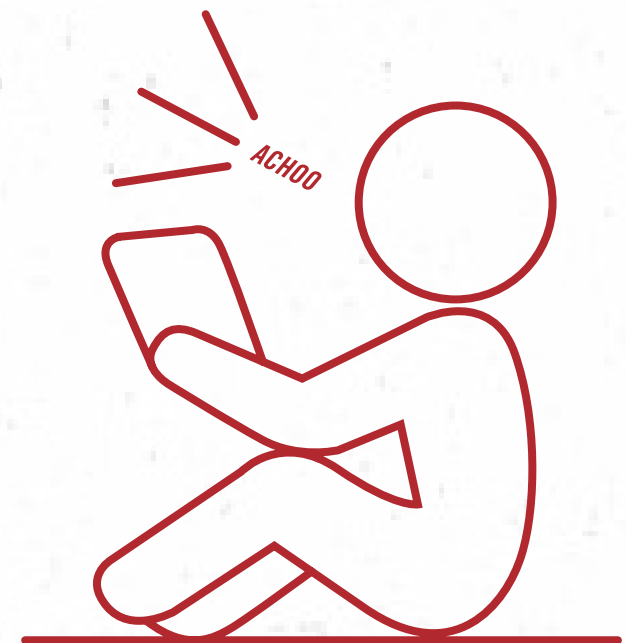
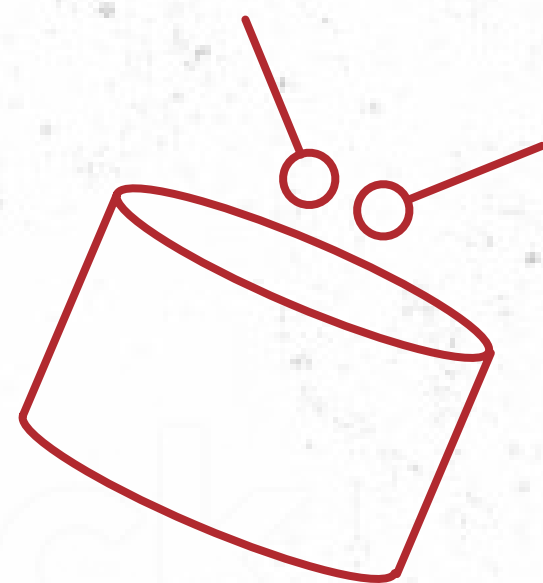
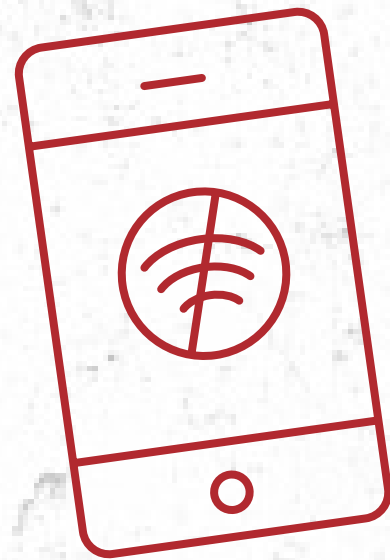


CURRENT OPTIONS WHILE YOU WAIT

PUBLIC WAITING AREAS



Not disinfected
No saved seating
No internet access
Noisy locations
Crowded
Uncomfortable

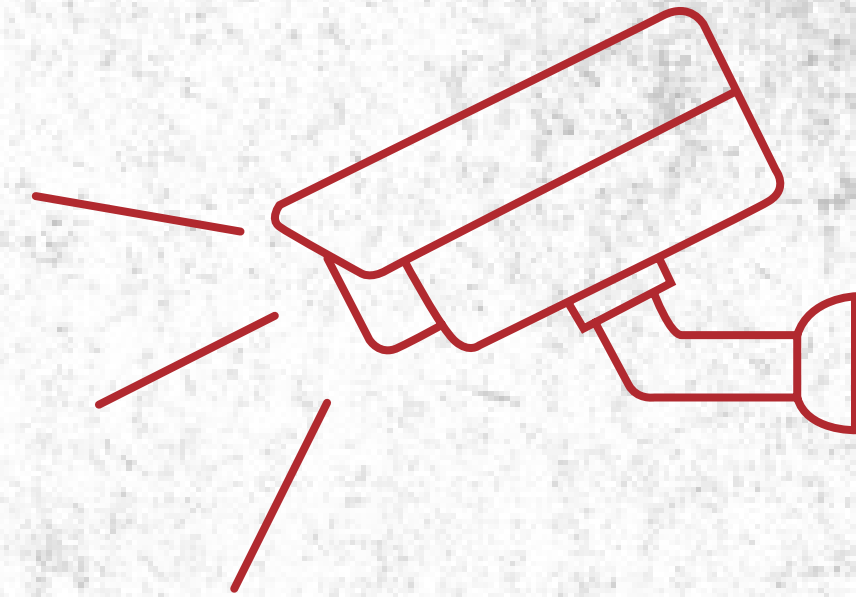


VS

PRIVATE LOUNGE



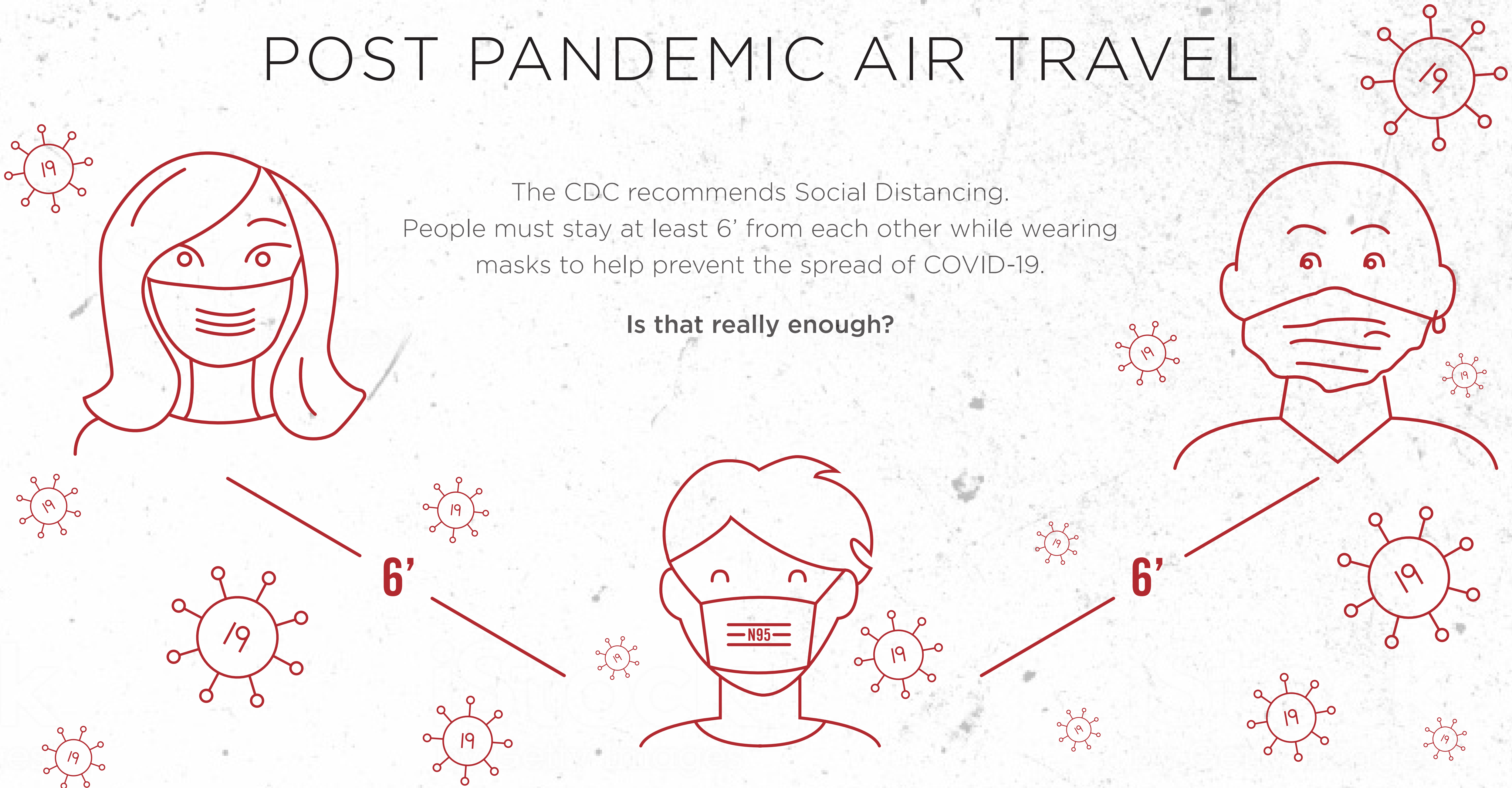
Not disinfected
Expensive
Exclusive
Memberships
Annual Fee
Little Privacy



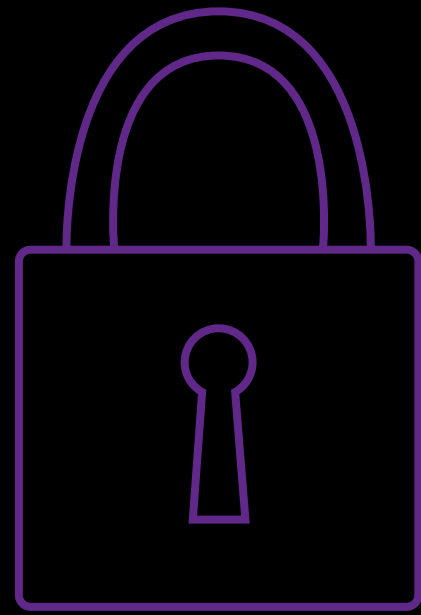
POST PANDEMIC AIR TRAVEL

The CDC recommends Social Distancing.
People must stay at least 6' from each other while wearing
masks to help prevent the spread of COVID-19.

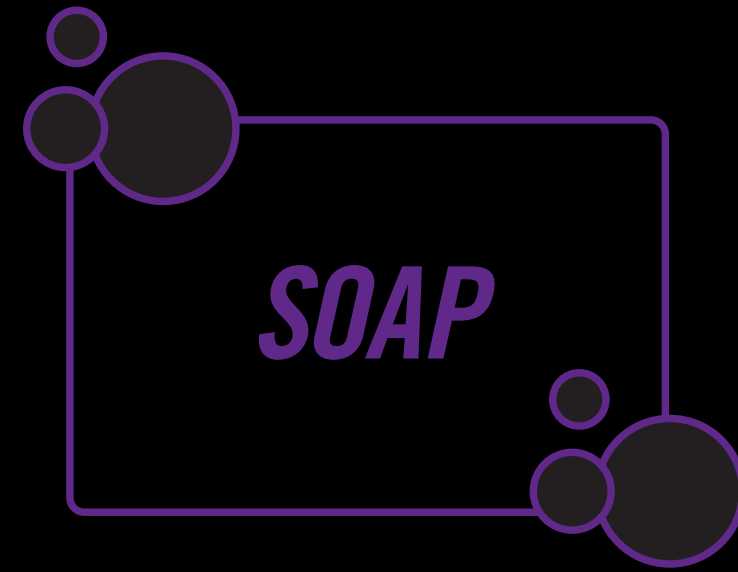
Is that really enough?



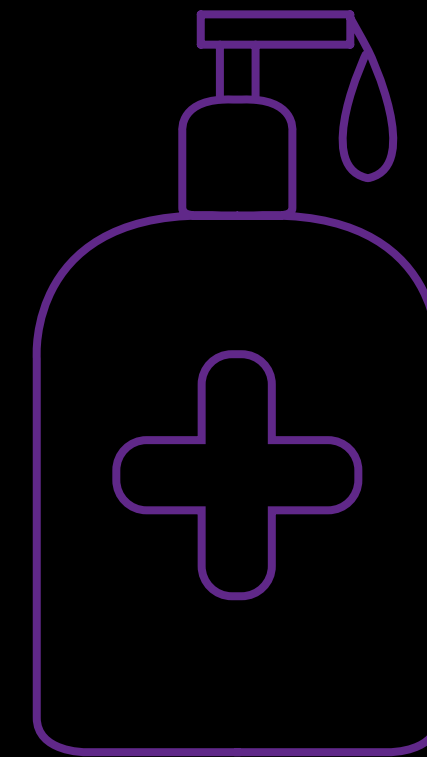
LIFE WITH SOJURN



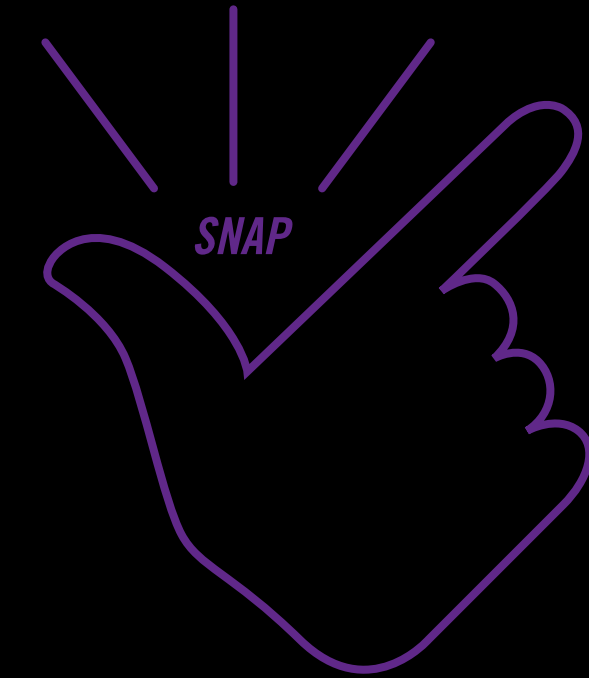
PRIVATE



CLEAN

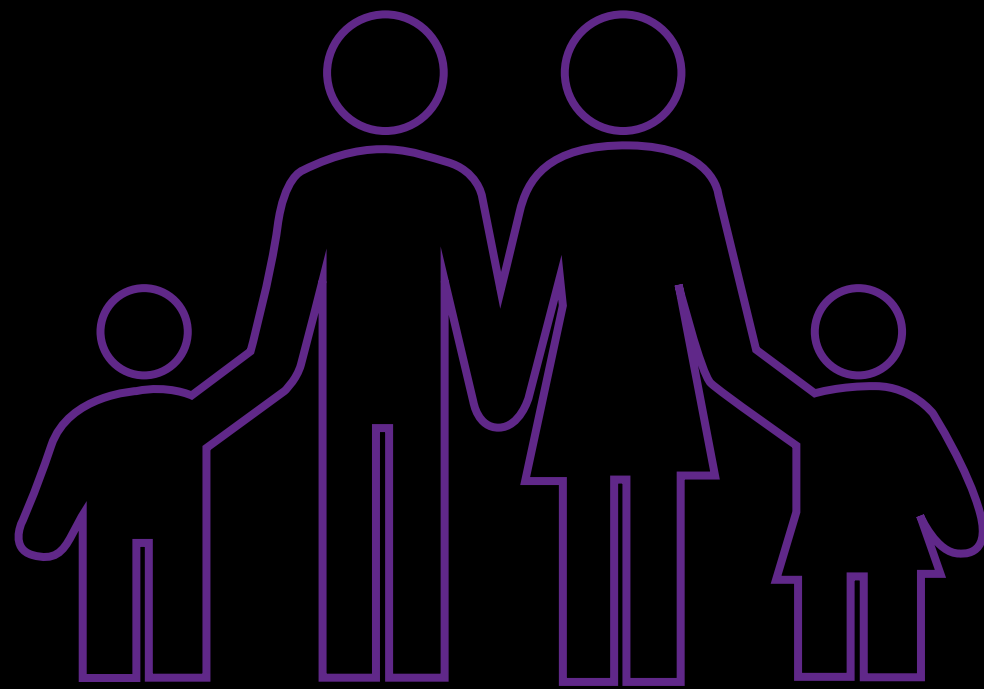


DISINFECTED

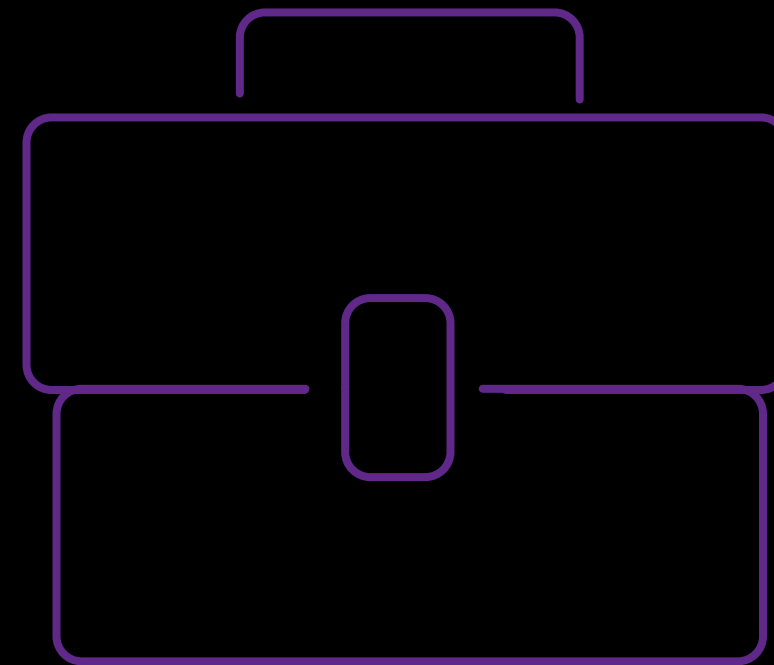


EASY

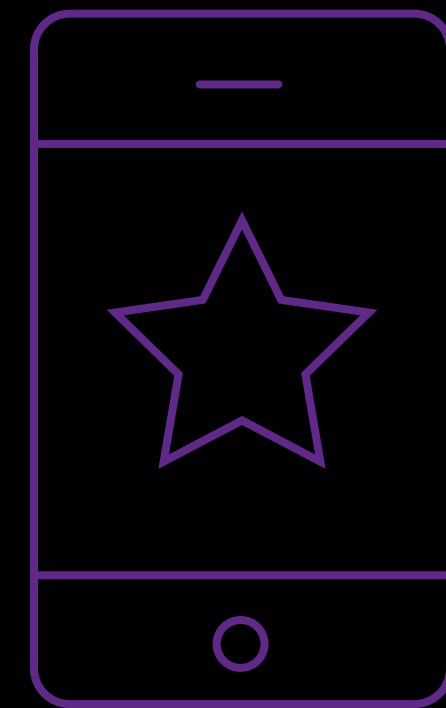
TRAVELER ARCHETYPES



FAMILIES

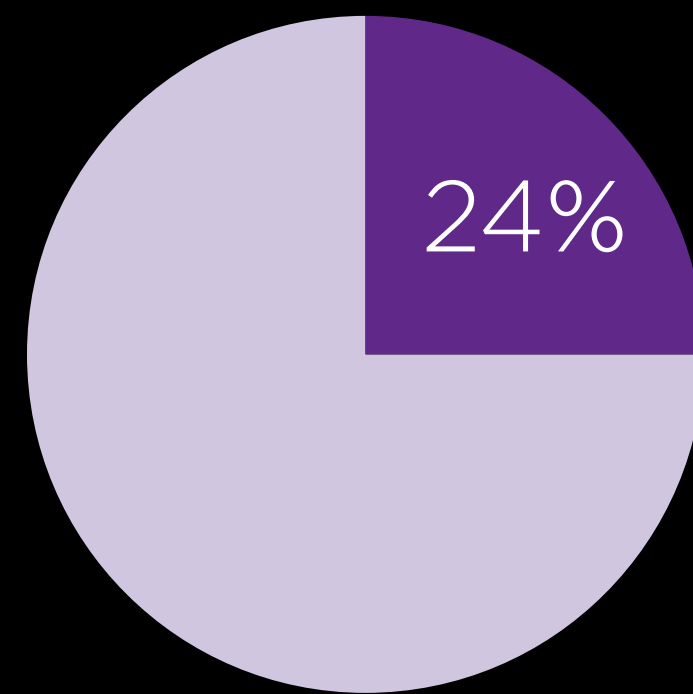
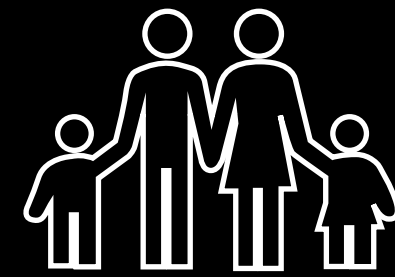


BUSINESS PROFESSIONALS

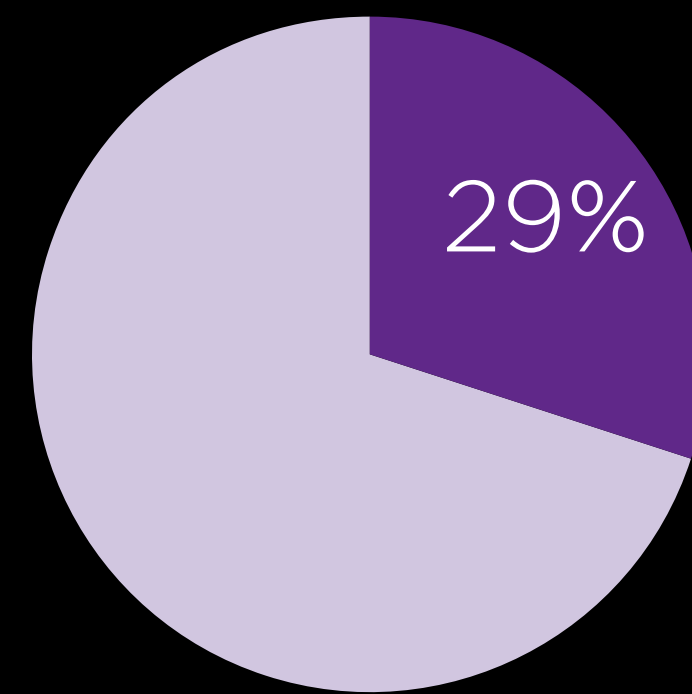


MILLENNIALS

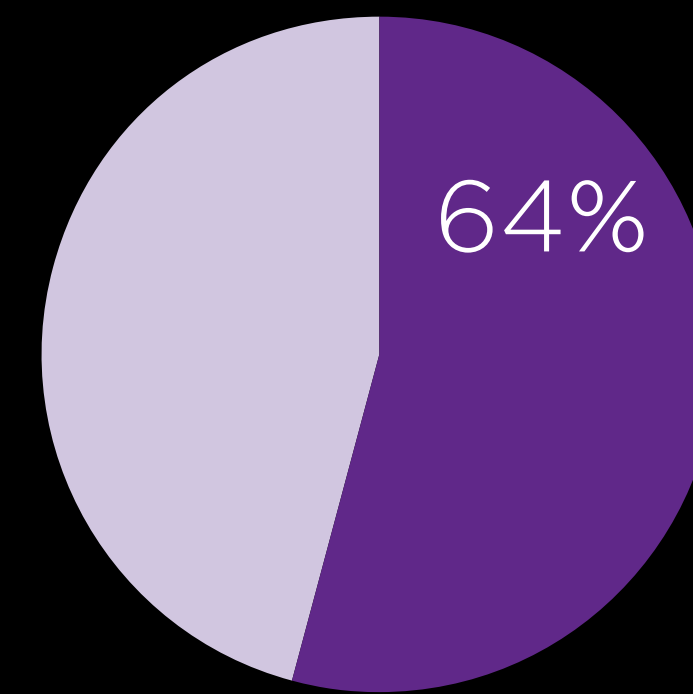
FAMILY AIR TRAVEL STATISTICS



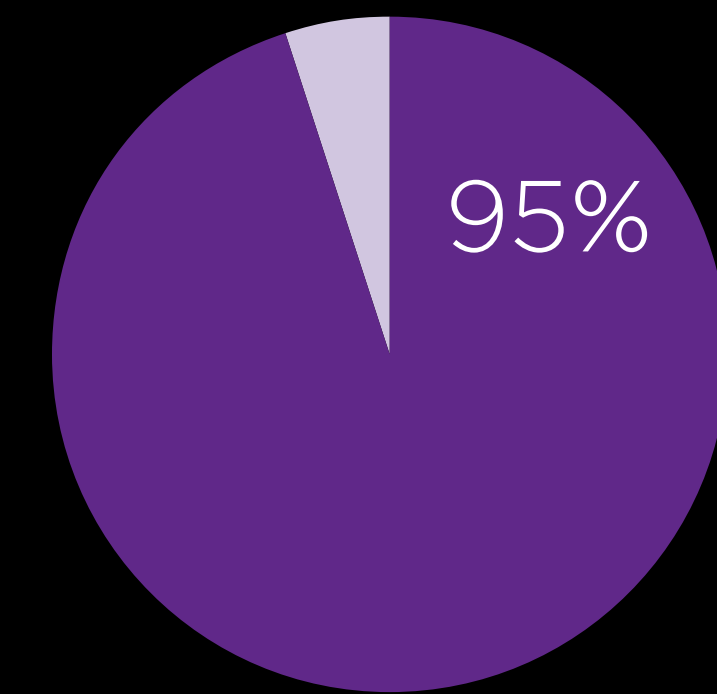
24% of families
have traveled
internationally



29% of people who
traveled in 2016 were adults
with children

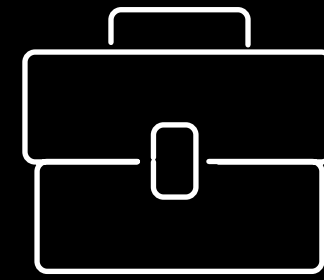


64% of millennial families
having taken at least one
international vacation
in the past year



95% of family travelers
said their priority was
keeping their families
entertained and happy

BUSINESS AIR TRAVEL STATISTICS



\$1.7
TRILLION

Amount spent
on global business
travel by 2022

445
MILLION

Number of
US business trips
in 2019

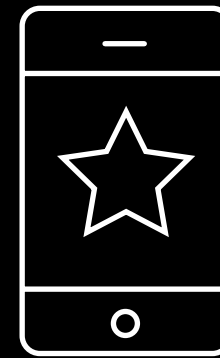
75%
PROFIT

Business travelers
make up 12% of an airline's
passengers but they
represent 75% of the profit

65%
STATUS

Millennial business
travelers view corporate
trips as a status symbol

MILLENNIAL AIR TRAVEL STATISTICS



\$5,000+

Millennials are most likely to spend \$5,000 or more on vacation

60%

Millennials are 60% more likely to upgrade for more legroom

35 DAYS

Millennials travels the most: 35 days a year

97%

97% of millennials use Wi-Fi or the internet and lean towards booking travel and stays that accommodate technological needs

FREQUENCY OF AIR TRAVEL

AVERAGE NUMBER OF TRIPS PER YEAR



HOW IT WORKS



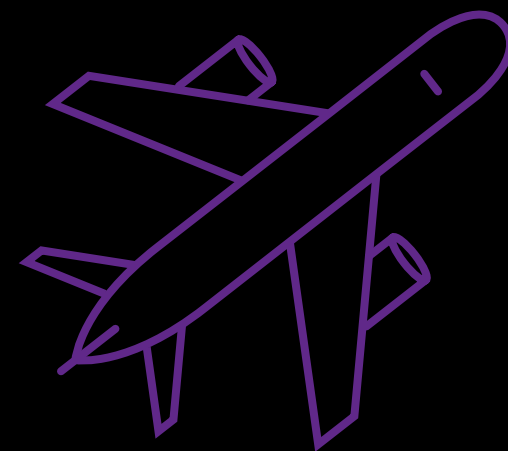
DOWNLOAD

APP can be
downloaded on any
smartphone
for free



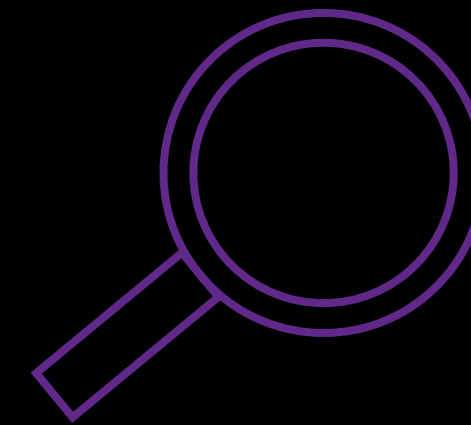
SIGN UP

Input personal data
and payment
information, both saved
for future use



SELECT AIRPORT

Select the
airport, date,
and time for
the stay



SEARCH & BOOK

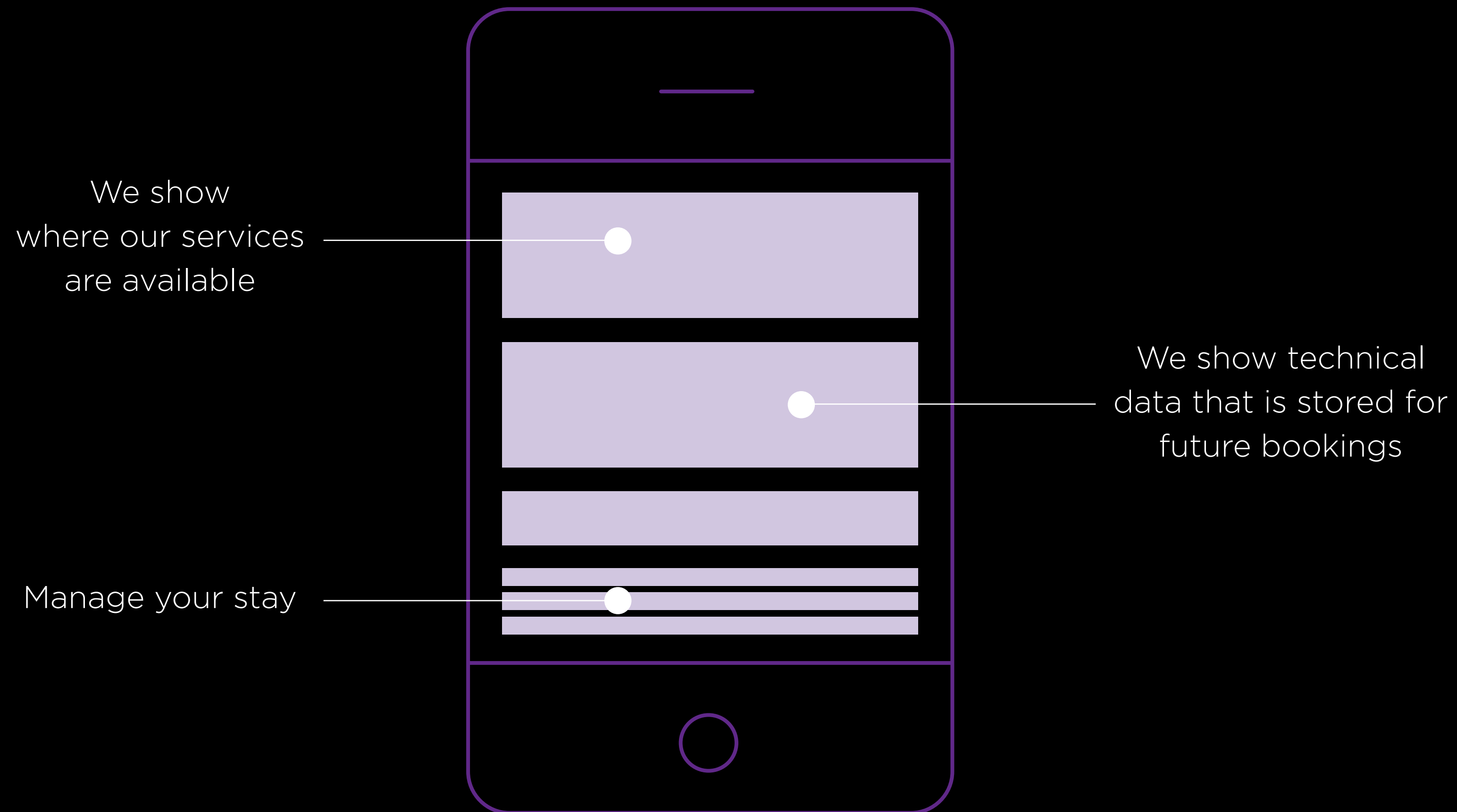
Select a room



ENJOY

Enjoy the wait,
we will let you know
when its time to go

APP BASED BOOKING PLATFORM



SHIFT TO TECH

65%

65% of hotel bookings were made on the same day as researching on a smartphone

70%

Over 70% of travelers in the US use their smartphones to research activities, locate restaurants, or look up directions

80%

80% of travelers prefer mobile and completed a booking on their smartphone, meaning that more corporate travelers are looking to book while on the go

90%

90% of travelers now have apps to make their life easier when at their destination with maps, airlines, weather and social media

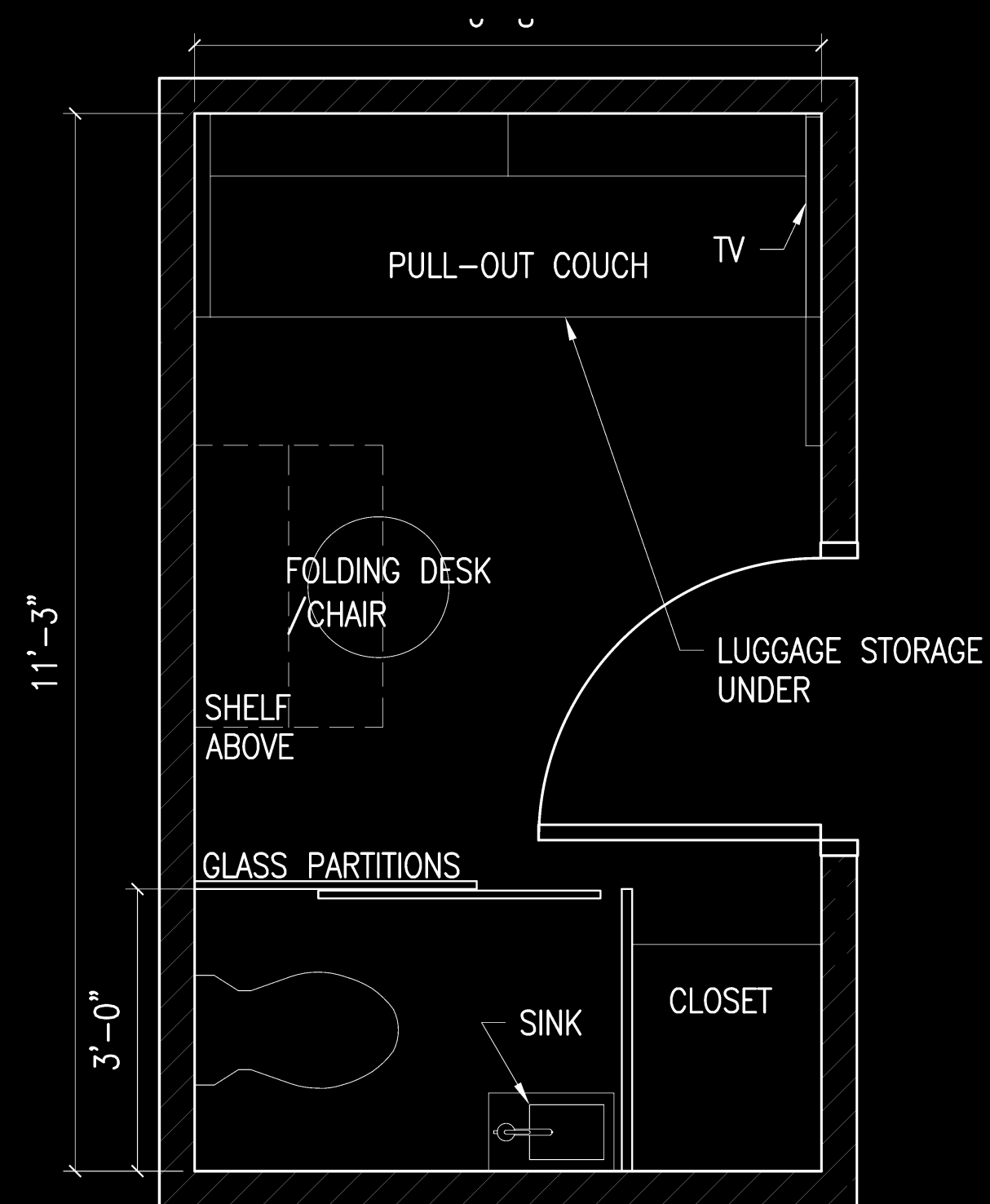
THE KEY TO COMFORT

It's just like staying at a hotel where guests receive an electronic key that is coded for a limited amount of time. This eliminates the need for check-in and check-out line and allows guests to travel with less hassle while adhering to social distancing recommendations.



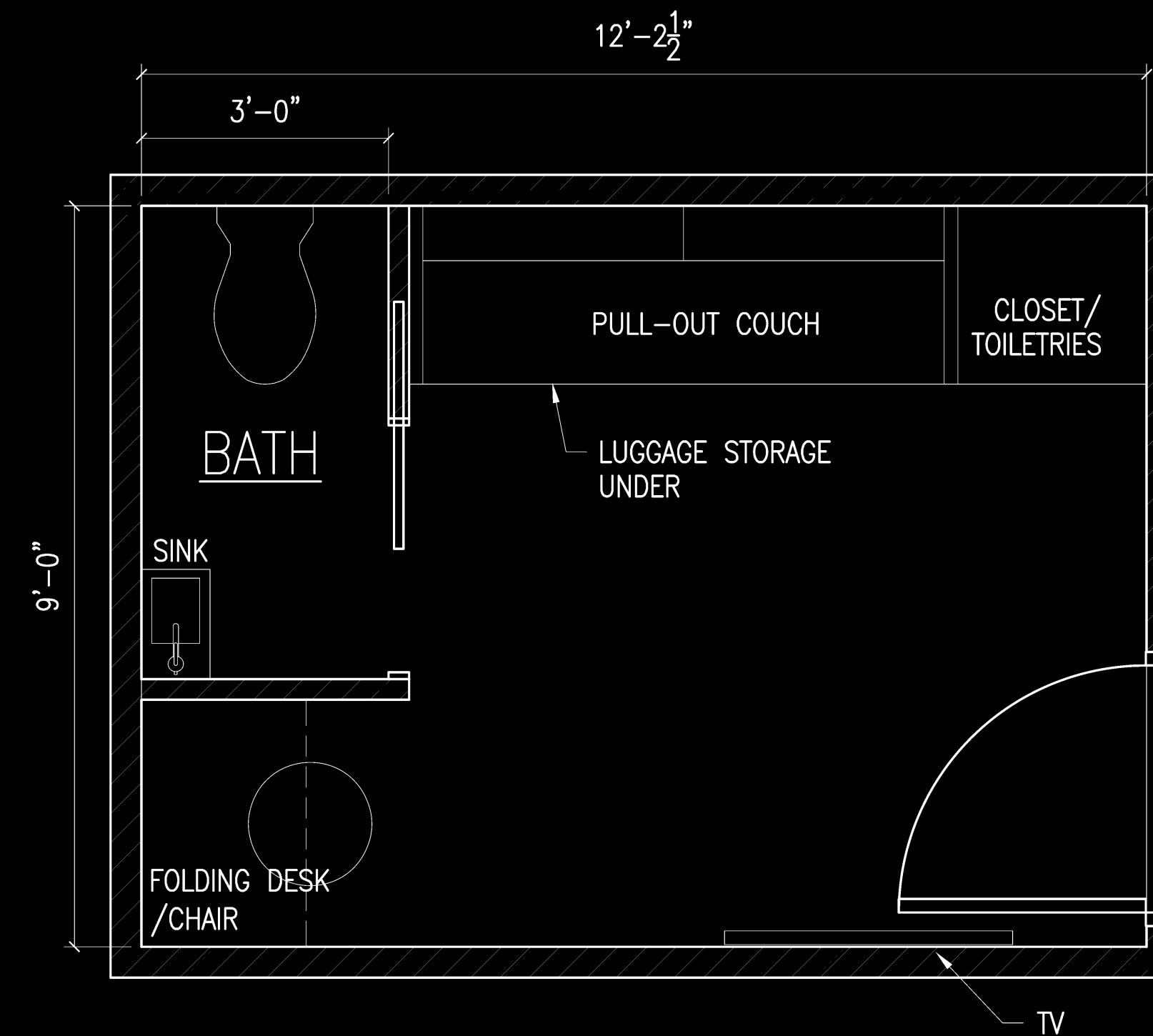
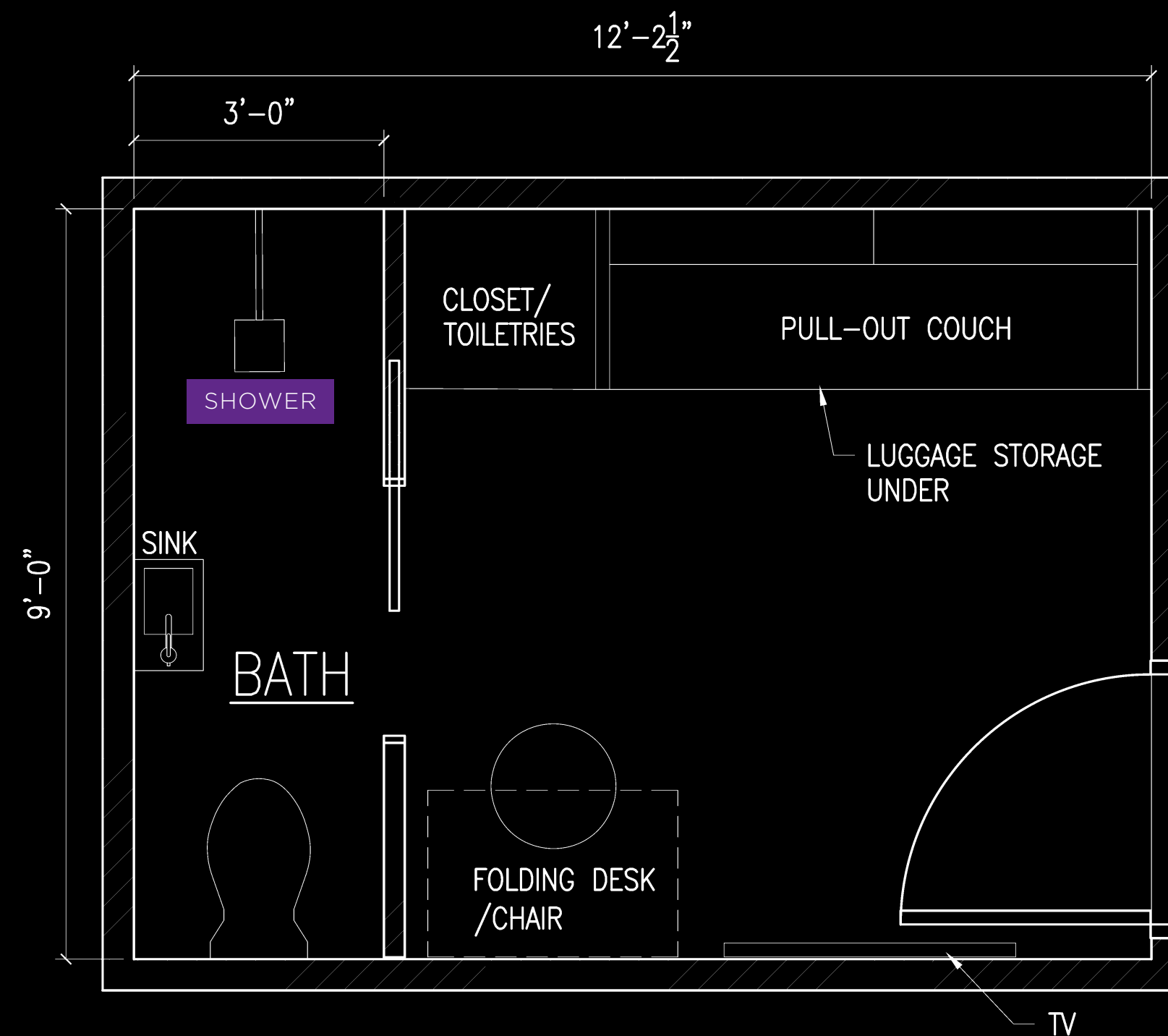
THE STANDARD ROOM

80 SQ. FT. OF COMFORT

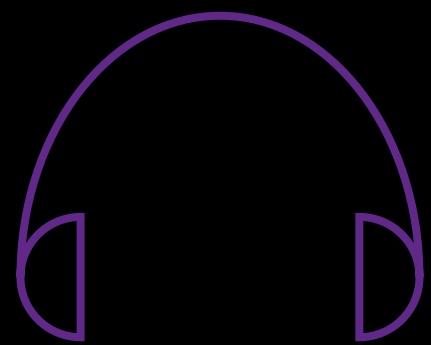


THE SUITE

110 SQ. FT. OF COMFORT



STANDARD IN EVERY ROOM



SOUNDPROOF

70 decibel maximum reduction will help guests relax while they escape the hectic and loud public waiting lounge, we got you covered



HIGH SPEED INTERNET

Secure high-speed Wi-Fi can be used by guests on many devices including a smart TV that allows streaming Netflix, Hulu, and gaming applications



AMBIENT LIGHTING

Guests can adjust lighting by changing the color, dimming, brightening, or selecting various mood presets



UV HEPA AIR FILTRATION

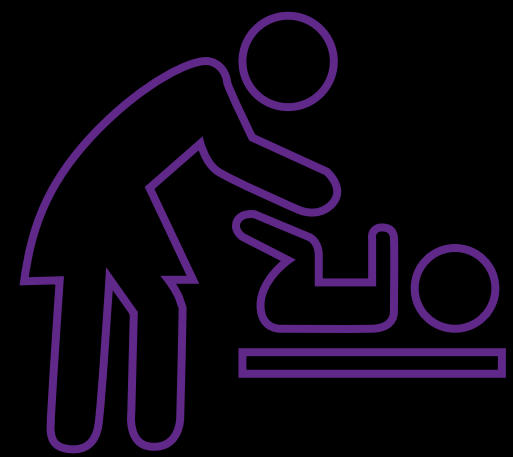
Air in each room will constantly be disinfected to provide a healthy breathing environment while non-allergenic essential oils will enhance a relaxing, and clean experience



NEST THERMOSTAT

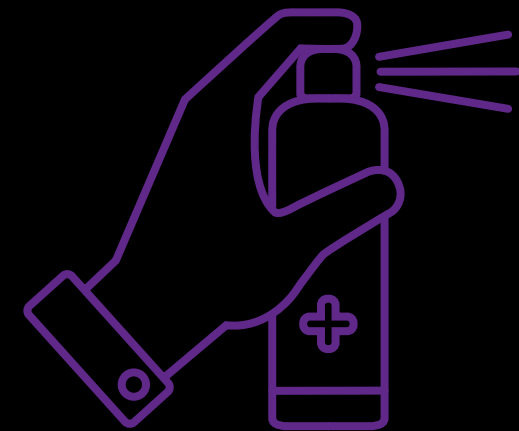
Thermostats in each room will give the customer complete control over room temperature to reach maximum comfort levels during their stay

IT'S IN THE DETAILS



BATHROOM INFANT CHANGING STATION

A dedicated and clean
bathroom in each room with
disinfected infant
changing station



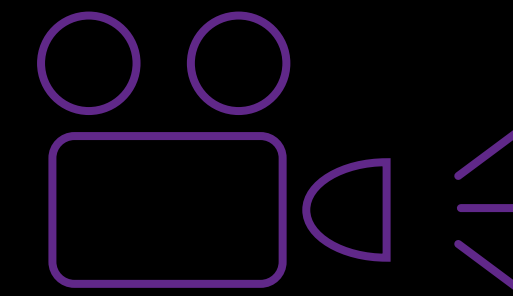
DISINFECTED METICULOUSLY CLEAN

Floor and bathroom
is disinfected after
every visit while black
light inspects
entire room while UV
light sanitizes



COVERED DESIGNER COUCHES

Coverlet for couches
is changed
after every visit



VISUAL AUDIO ENTERTAINMENT

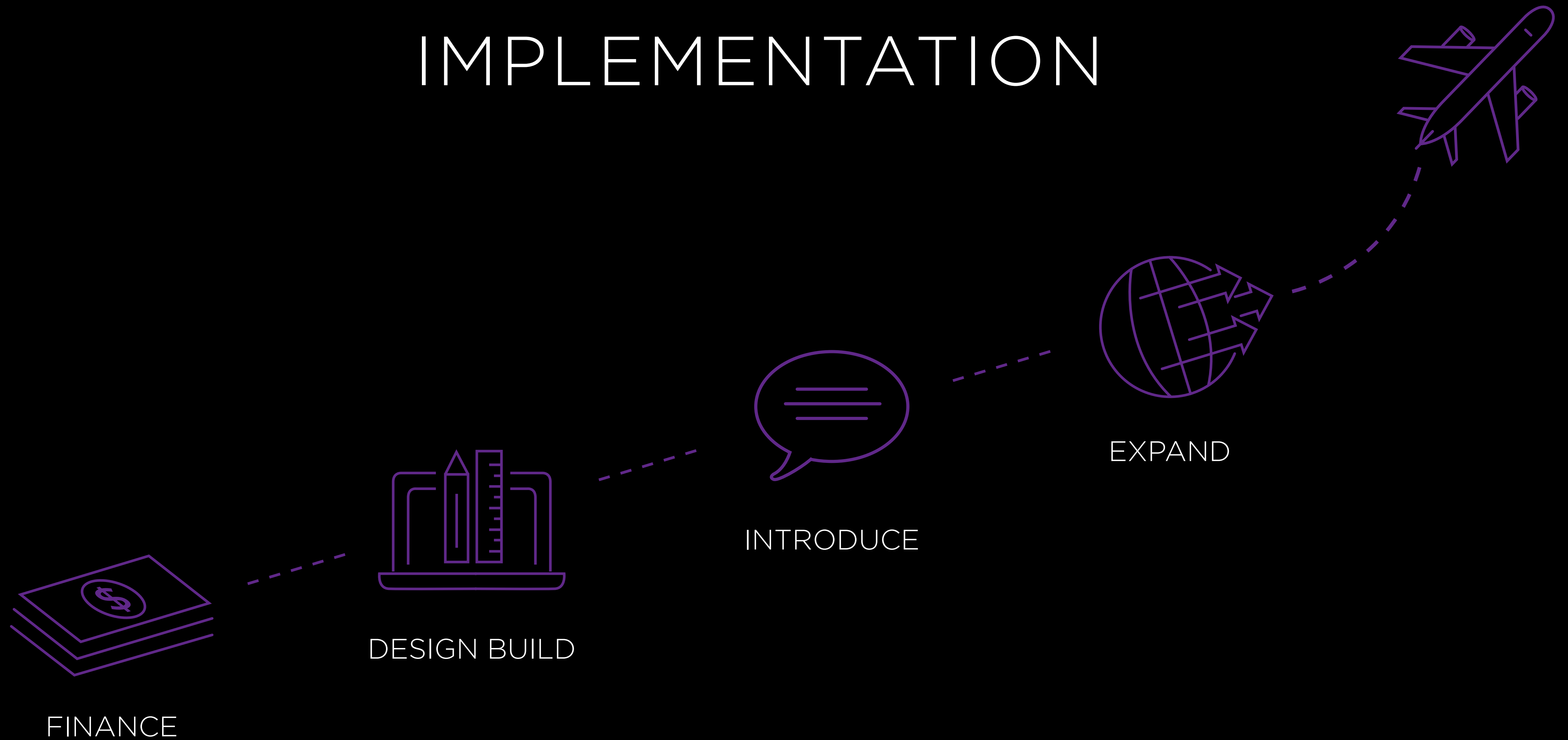
Music, cable and movies
will be available free of charge
for entertaining pleasure



TRANQUIL NATURE SOUNDS

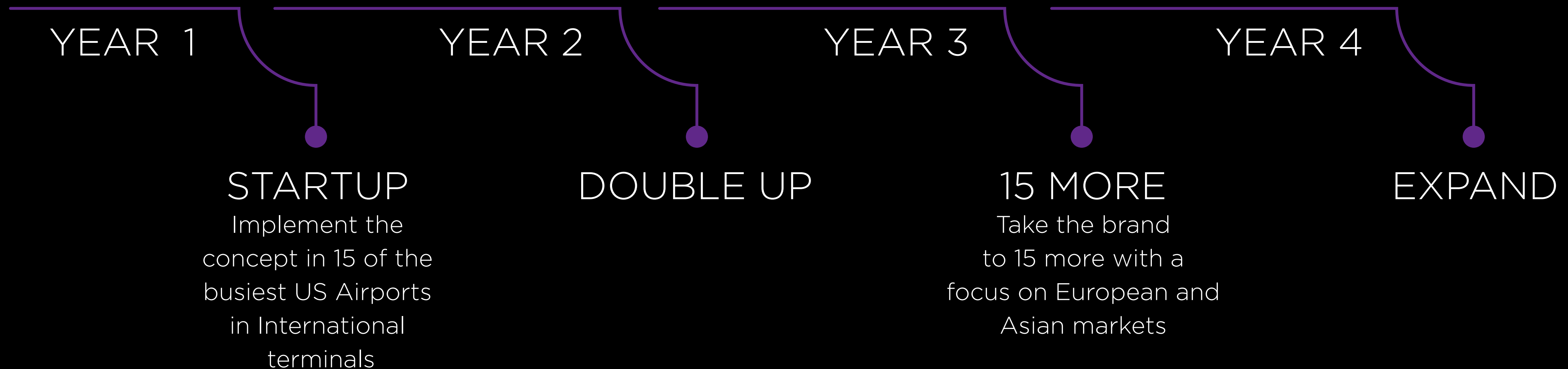
In room speakers allow
for ambient nature sounds to fill
the room and can be controlled
by the app

IMPLEMENTATION



IMPLEMENTATION TIMELINE

An aggressive implementation program will allow for Sojourn to create a competitive advantage over anyone who may enter the direct market space. Since all the real estate will be leased the site selection and permitting phase found in traditional real estate developments will not apply allowing for a speedy development timeline



PRICING STRATEGY

All prices are per 2-hour blocks additional fees may apply to increase the maximum occupancy of each room. Additional time in the rooms can be booked by the hour after the initial 2-hour block and is charged at 45% of the initial room fee.

\$79	\$89	\$99
80 Square Foot Room Half Bathroom 70" Flat Screen TV High Speed Internet	110 Square Foot Room Half Bathroom 70" Flat Screen TV High Speed Internet	110 Square Foot Room Bathroom With Shower 70" Flat Screen TV High Speed Internet

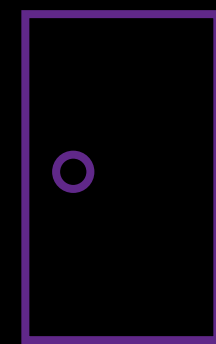
REVENUE ASSUMPTIONS

Revenue break down per room based on 50% occupancy for year one. Operating from 5:00 am to 1:00 am gives Sojurn 20 hours per day to maximize room revenue.

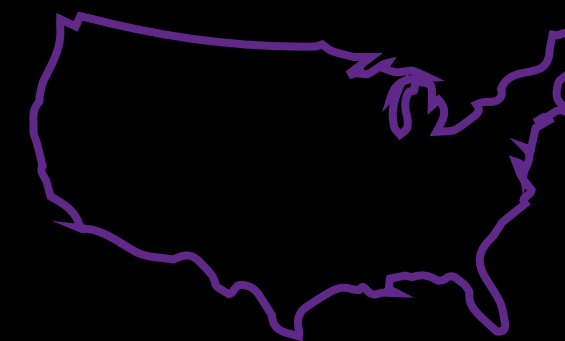
Initial room rental is a 2-hour minimum and additional time is by the hour at 45% of the original 2-hour fee.



50%
OCCUPANCY



30
ROOMS



15
LOCATIONS

4 bookings / room / day

ROOMS BREAKDOWN

ROOM STYLE	ROOMS PER LOCATION	ROOMS SQ FT LOCATION	COMMON AREA SPACE	
STANDARD 80 SQ. FT.	15	1200	0	
SUITE 110 SQ. FT.	10	1100	0	
SUITE 110 SQ. FT. W/SHOWER	5	550	0	
PER LOCATION TOTAL	30	2,850	2,150	TOTAL
15 LOCATIONS TOTAL	450	42,750	32,250	5,000
				75,000

SOJURN EBIDTA

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	CAGR
OCCUPIED ROOMS	314,813	1,136,063	1,957,313	2,778,563	3,599,813	33.4%
AVAILABLE ROOMS	629,625	2,272,125	3,914,625	5,557,125	7,199,625	
OCCUPANCY	50.0%	50.0%	50.0%	50.0%	50.0%	
	(000)	(000)	(000)	(000)	(000)	
SALES	\$26,968.9	\$97,322.7	\$167,676.5	\$238,030.2	\$308,384.0	33.4%
YOY GROWTH	N/A	260.9%	72.3%	42.0%	29.6%	
OPERATING EXPENSES	\$12,201.2	\$27,452.8	\$42,645.8	\$57,843.0	\$73,044.7	27.7%
	45.2%	125.0%	55.3%	35.6%	26.3%	
GROSS PROFIT	\$14,767.7	\$69,869.9	\$125,030.6	\$180,187.2	\$235,339.3	35.5%
% MARGIN	58.1%	67.8%	69.3%	70.0%	30.6%	
ADMIN & GENERAL	\$1,634.1	\$3,446.5	\$4,765.1	\$6,570.5	\$8,375.8	24.9%
EBITDA	\$13,133.6	\$66,423.4	\$120,265.5	\$173,616.7	\$226,963.5	36.0%
COMPOUND ANNUAL GROWTH IS DETERMINED COMMENCING YEAR 2						

Thank you