

2025 SaunaStay Business Plan Summary



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1. Executive Summary

Summary

Unique value proposition (UVP)

1.1 Summary

A Vision for the Future of Sauna Booking

SaunaStay is a proposed Helsinki-based startup in the planning phase. We envision an AI-powered platform that connects sauna enthusiasts across Europe with diverse sauna experiences, filling the market gap for a dedicated sauna booking platform. Our user-friendly solution will offer comprehensive information, personalized recommendations, and easy online booking. We are committed to accessibility and cultural integrity, promoting saunas accessible to all while honoring traditional practices. Our vision is to become the leading global platform for sauna bookings, fostering a vibrant community and making the unique benefits of sauna culture accessible to everyone.

1.2 Unique Value Proposition

SaunaStay's unique value proposition (UVP) lies in its ability to seamlessly blend the ancient traditions of sauna with modern technology to create a convenient, personalized, and accessible sauna experience for everyone. We achieve this through:

AI-powered personalization: Our intelligent algorithms analyze user preferences to recommend the perfect sauna match, saving time and enhancing satisfaction.

Extensive sauna selection: We offer the largest and most diverse collection of saunas across Europe, catering to various preferences and needs.

Immersive 360° virtual tours: Users can experience the ambiance of a sauna before booking, ensuring an informed decision and enhancing the experience.

Smart sauna controls: We integrate with smart saunas, allowing users to control settings remotely for ultimate convenience and accessibility.

Accessibility focus: We provide detailed accessibility information for each sauna and offer features like voice-activated booking, making the sauna experience inclusive for all.

Cultural integrity: We highlight traditional Finnish sauna practices and foster cultural exchange, preserving the rich heritage of sauna culture.

Sustainable Development: We're committed to building an eco-friendly platform by using energy-efficient code, minimizing data usage, optimizing for battery life, and choosing sustainable cloud hosting providers.

2. Problem Analysis

Imagine: It's a chilly Saturday morning. You picture yourself sweating out stress in a cozy sauna, maybe with a view of a snowy landscape. But finding the right one? That's where the trouble starts. You jump between websites, scroll through endless social media posts, and land on spa pages with blurry photos and zero info about what kind of sauna they even have! Do they have a cold plunge? Is it wheelchair accessible? Who knows! Calling them means playing phone tag, and their website looks like it's from the 90s. Frustrated, you give up and just stay home. No sauna Zen for you today.

Here's the problem:

- **Info Overload:** Finding sauna details is like a scavenger hunt.
- **Limited Choices:** Can't find the right sauna in the right place.
- **Mystery Saunas:** No clue what you're getting until you get there.
- **Booking Hassles:** Phone calls and clunky websites? No thanks!
- **Scattered Information:** Information about saunas is spread across various websites, social media pages, and individual sauna websites, making it time-consuming to find and compare options.
- **Limited Selection:** Many existing platforms focus on specific types of saunas or limited geographic areas, restricting users' choices.
- **Lack of Transparency:** It can be difficult to get a clear picture of a sauna's amenities, atmosphere, and accessibility features before booking.
- **Inconvenient Booking Process:** Booking often involves phone calls or navigating outdated websites, leading to a cumbersome and time-consuming experience.
- **Accessibility Challenges:** Finding saunas with specific accessibility features can be particularly challenging for users with disabilities.

That's where SaunaStay comes in. We're like the ultimate sauna matchmaker, bringing all the info you need to one place, with easy booking and a focus on accessibility. So you can skip the stress and get straight to the relaxation.

3. Market Analysis

3.1 Market Analysis

3.2 SWOT analysis

3.3 Competitor Analysis

3.1 Market Analysis

The global wellness market is booming, valued at \$4.4 trillion in 2020 and projected to reach \$7 trillion by 2025 (Global Wellness Institute). In this thriving market, saunas are prominent, offering proven relaxation, detoxification, and cardiovascular health benefits.

Finland: The market is robust with over 3 million saunas for a population of 5.5 million, and 83% of Finns enjoying a sauna weekly (Finnish Sauna Society).

Germany: The German sauna and spa market generates an estimated €15 billion annually, with sauna usage increasing by 25% in recent years and over 30 million regular sauna users (German Sauna Association).

Other European Countries: Growing interest in wellness tourism and Nordic spa traditions fuels increased demand for sauna experiences across Europe.

However, the current sauna landscape is fragmented. Online booking options are limited, and accessing comprehensive information about various saunas can be challenging. This gap presents a significant opportunity for SaunaStay.

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3.2 SWOT analysis



3.3 Competitor analysis

Competitor	Focus	Strengths	Weaknesses	SaunaStay Advantage
Saunatime	Public saunas in Finland	Local focus, established presence	Limited selection, basic functionality	Wider selection (across Europe), AI personalization, advanced features (virtual tours, smart controls)
Booky	General booking platform	Wide range of services	Limited sauna selection, basic search filters	Sauna specialization, comprehensive platform, detailed sauna information, accessibility focus
Booking.com	General travel booking	Large user base, established brand	Limited sauna-specific features, lack of specialized information	Dedicated sauna platform, comprehensive information, personalized recommendations, focus on sauna culture
Wellness apps/platforms	Various wellness services	Variety of wellness offerings	Lack of dedicated sauna focus	Sauna specialization, curated selection, detailed information, and technology-driven features for sauna enthusiasts

4. Solution

SaunaStay is an AI-powered platform, currently in development, that will simplify the sauna search. Soon, you'll be able to skip the hassle of jumping between websites and deciphering cryptic descriptions. We're bringing all the saunas to you, with detailed profiles, vibrant photos, and even virtual tours so you can "step inside" before you book. Our AI will act as your sauna matchmaker, finding the perfect fit for your needs. And booking? Quick, easy, and online. We're even prioritizing accessibility, with detailed information and features like voice-activated booking. SaunaStay will be your one-stop shop for stress-free sauna booking, so you can skip the hassle and get straight to the relaxation you deserve.

Here's how we're making finding your perfect sauna a breeze:

Centralized Marketplace: We're building a platform that brings together a wide variety of saunas, so you can easily compare options and find the perfect fit. No more jumping between websites or relying on scattered information.

Detailed Sauna Profiles: Each listing will provide comprehensive information, including sauna type, amenities, photos, virtual tours, and accessibility features, ensuring transparency and informed decision-making.

AI-Powered Personalization: Our intelligent algorithms will analyze your preferences to recommend the ideal sauna match, saving you time and enhancing your experience.

Effortless Booking: Say goodbye to phone tag and clunky websites! SaunaStay will enable quick and secure online booking with just a few clicks or a simple voice command using Alexa or Siri

Enhanced Accessibility: We're prioritizing inclusivity by providing detailed accessibility information and features like voice-activated booking, making sauna experiences more accessible to everyone.

With SaunaStay, finding and booking your perfect sauna will soon be stress-free and enjoyable. We're your passport to relaxation and the ultimate sauna experience.

4. UI Prototype

