

TEAM - 1

ISBU HOTELS

Positioning Statement



For Truck Drivers and travelers
Who want cheap and short stay
ISBU is a container hotel
that delivers affordable and comfortable
experience

Unlike the brick and mortar hotels
our container hotel provides cost effective
structurally stable and a safe stay.

Problem statement

According to AITWA,
26,650 died due to
drowsy driving.

Lack of cheap roadside
motels and resthouses
for people who travel
long distances

The brick and mortar
industry has a huge
environmental footprint that
is often overlooked.



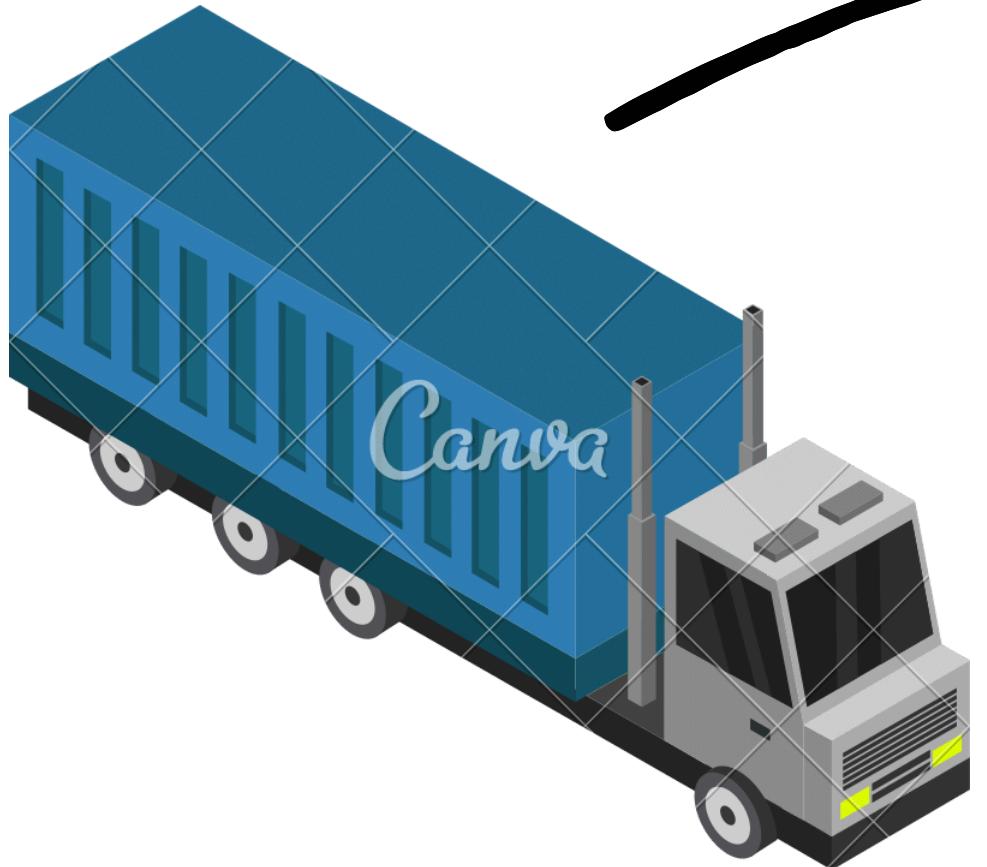
Solution



The Journey

From rust to roadside

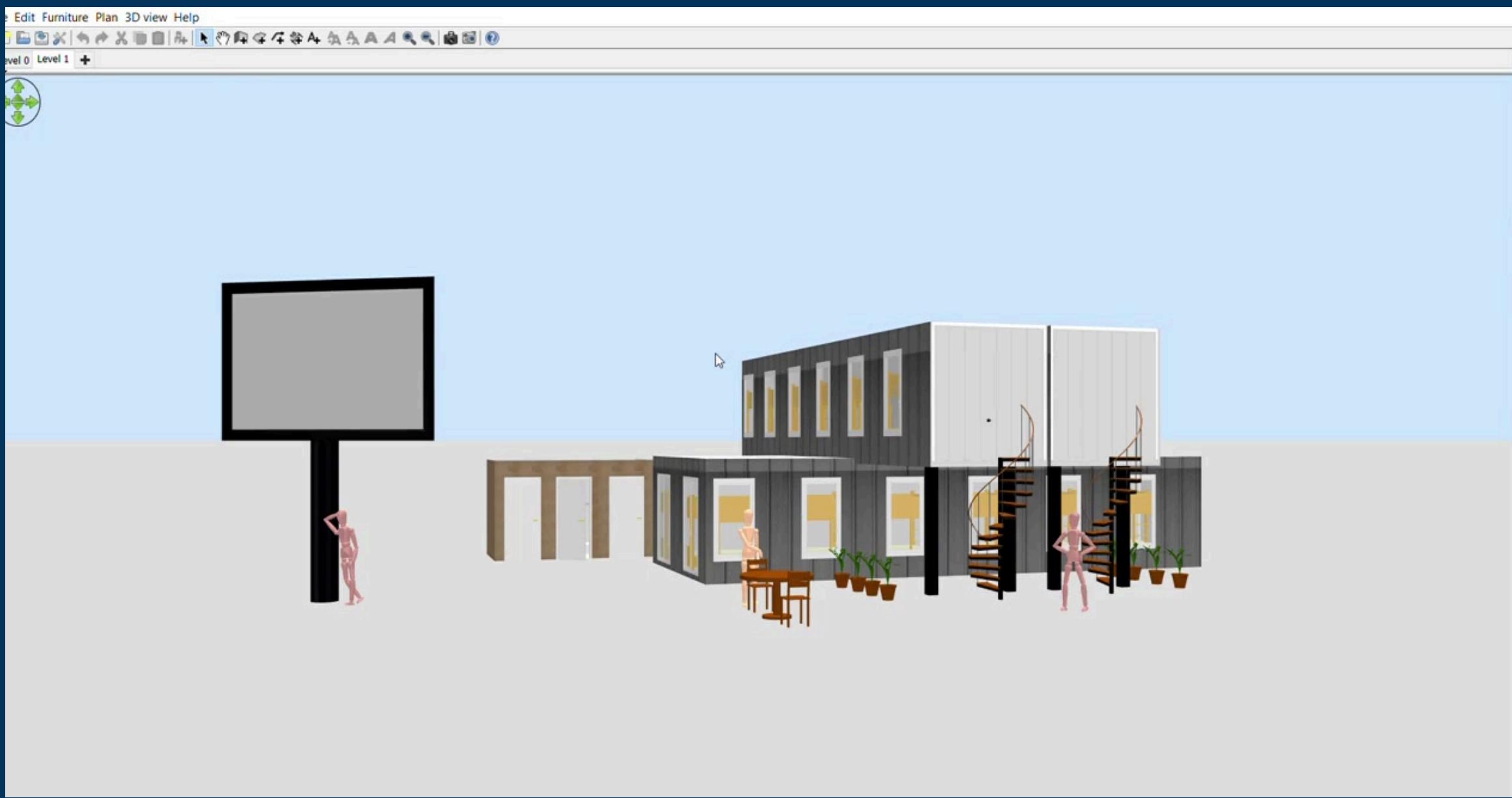
Shipping container
transported to workshop



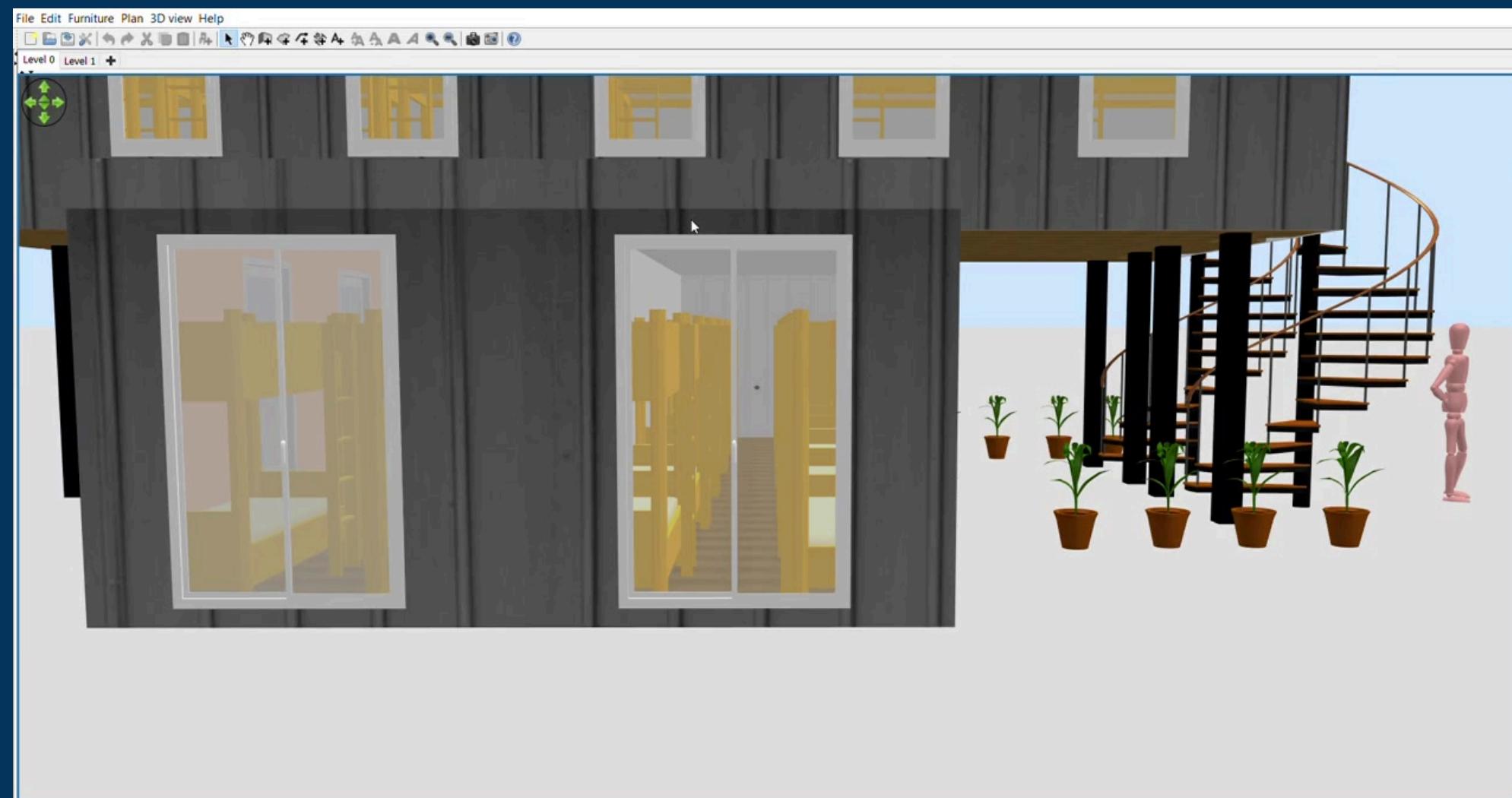
Work in progress



Hotel Design



Drivers' Room



01

Using
containers

02

Cheaper,
durable and
very rigid

03

Mobile

New v/s Existing



01

Using brick
and mortar

02

Costly, prone
to cracking

03

Not mobile

BUSINESS MODEL CANVAS

KEY PARTNERS

- Shipping container suppliers
- Roadside dhabas & petrol bunks owners

KEY ACTIVITIES

- Marketing
- Hotel management
- Repurposing old containers

KEY RESOURCES

- Container box
- Land
- Staff

VALUE PROPOSITION

- Affordable
- Abstract
- Accessible
- Reliable
- Safe

CUSTOMER RELATIONSHIP

Providing a pleasant stay

CHANNELS

Physical presence of hotels on highways, website

CUSTOMER SEGMENT

Truck drivers
Travellers

COST STRUCTURES

- Container cost
- Land cost
- Labour cost
- Maintenance

REVENUE STREAMS

- Renting of rooms
- Food stall- dhaba

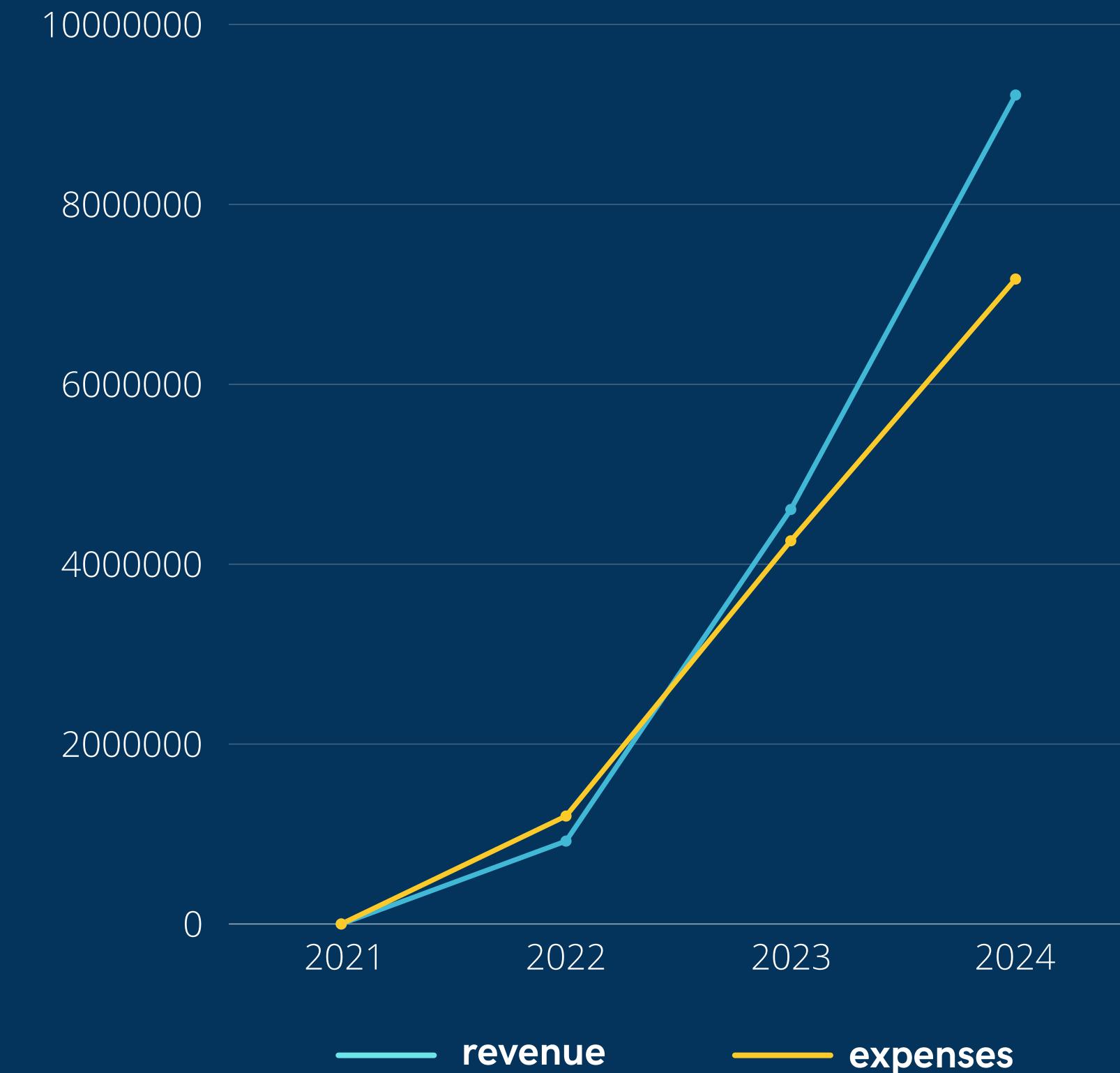
Financials



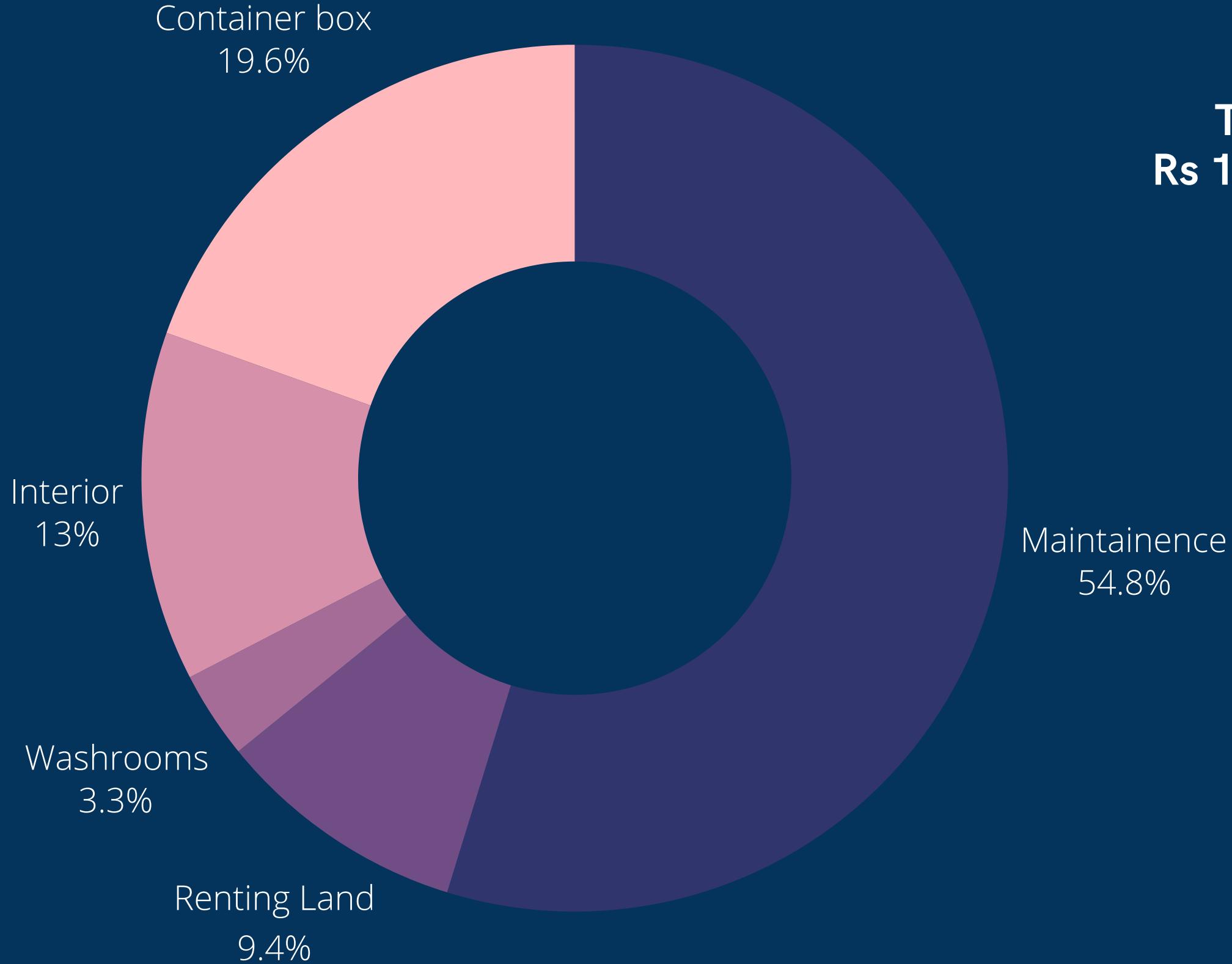
Rs 10 per hour



Rs 400 per night



Expenses breakdown



Total Expense :
Rs 12,26,000 per year

What's happening next?



Aesthetic luxury
hotels



Resorts



Gen Z and green
travelers



Glamping



ISBU HOTELS

we contain happiness