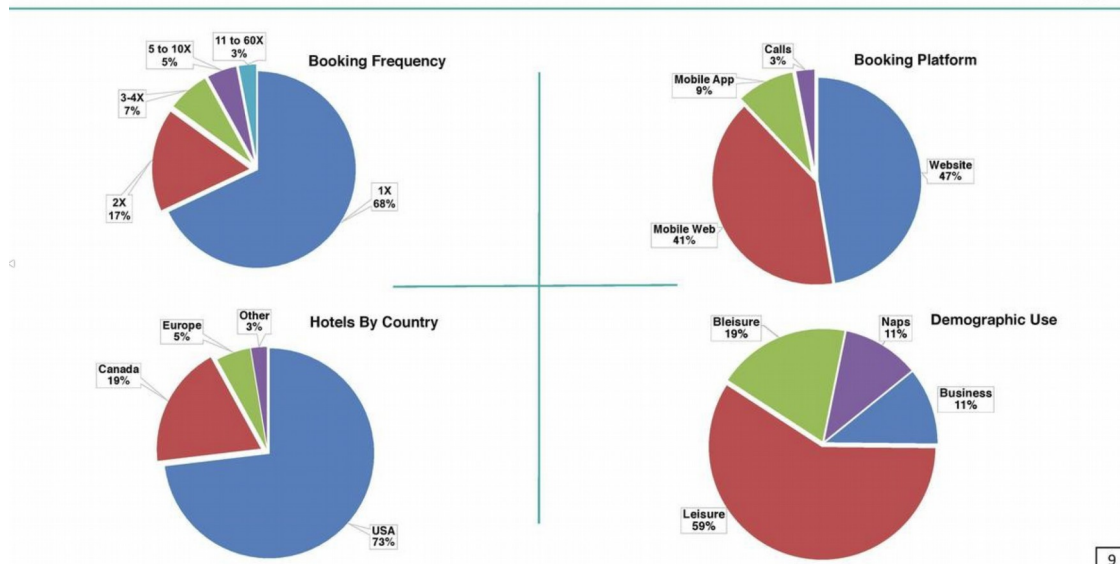


the idea has progressed and got off the ground it is proving to be very powerful, Accor had Formula 1 hotels from 1985 which are rebranded mainly as IBIS now Formulae 1 was a hybrid and Easy hotel ([and who have just had a great 2018](#))are mostly focused on Destination, and are closest to our concept. So Easy Hotel and Accors Formulae1 chain are where we find the DNA of our own concept.

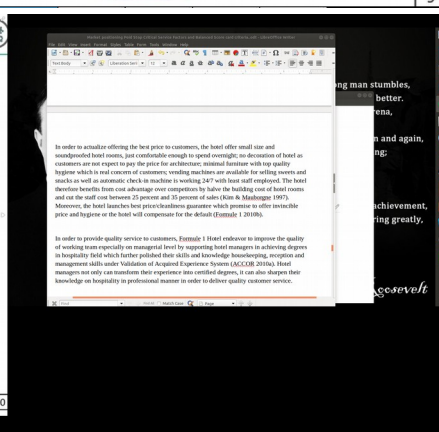
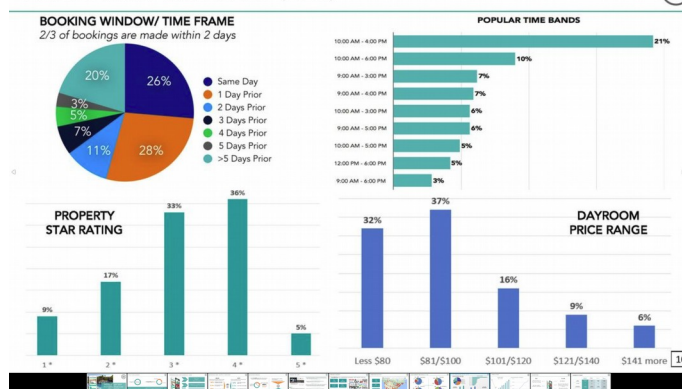
There are two basic types of Hotel, destination and Transit, our model is focused exclusively on Transit and technology/automation either we are very right or very wrong, only time will tell the combination of Technology IOT and Transit accommodation for business travelers is a new combination.

The Day use and hotels by day hotels 9-5 model is a technology-based innovation in the sector, if one considers the hotel star system to be one of higher levels of exclusivity then Day use models are actually antithetical to exclusivity Hotels by day say that 11% of their custom comes from business travel(See Slides) and 11% from Naps with 19% categorised as Business/Leisure

CUSTOMER METRICS (1/2)



CUSTOMER METRICS (2/2)



The idea of business lounge spaces in Transit locations is well known in Hotels and Airports, combining the co-working concepts and sharing economy are very well summarised in this slide in the Sleep Box for hoteliers PDF.

A new generation of consumers has a new set of expectations and needs.

The hotel industry has not changed and new expectations are not met.

What expectations do consumers have?

On-demand experience

amazon

Frictionless experience

zipcar

Curated community

wework

Day Use, Modular Cabin Format en-suite, Smart IOT Vending Travel and Sleep essentials, Napping, Business Lounge, EV charging convenience, At prime transit locations for Business Travel Motorists
Ultra Budget, friction-less, On Demand business travel community