

# EXPERIENTIAL LIVING

PITCH DECK 2022



# Remote Work Is Here To Stay

Data scientists predict that **25%** of all professional jobs in north America will be remote by the end of 2022, with the trend continuing to increase in the following years (1). This will give rise to digital nomads, people who prefer being on the move from one place to the other while working online regularly.



## PROBLEM 1

# Global Rental Market Restricts Mobility

While remote work opportunities allow for workers to live wherever they want, the current housing market makes changing homes very difficult



1-year lease agreements



Increasing Rents



Background Checks



Seasonal Rates



Moving is hard



Lack of amenities

SOLUTION

# Company's Subscription Living Makes You Independent

COMPANY XYZ's subscription living makes changing places a seamless experience



Global Flat  
Rate



Diverse Range Of Purpose-  
built Standard Housing Units



Storage And Moving Services  
Worldwide



One-time KYC  
Compliance

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## PROBLEM 2

# Current Rentals Are Not Suited For Digital Nomads

There is a lack of focus on work-friendly accommodations by both residential rentals as well as the hospitality industry, forcing professional to work out of cafes and bars



Lack of work-related equipment (workstation, screens, computer accessories, recording devices etc)



Inability to search for rentals based on work amenities



Lack of community while working out of short-term rentals



Difficulties in adjusting due to changing surroundings

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## Company: Offering "Homes", Not Housing

We aim to provide the new generation of workers with standardized purpose-built properties and the feel of home through community development

### COMPANY XYZ Community: Feel At-home

- Stay connected through mobile app
- Community building events
- Plan & book online
- Get your opinions heard

### COMPANY XYZ Housing: You Know What You Get

- Resorts, homes, hotels
- Accommodation of choice
- Standard work-related amenities
  - High Speed Internet
  - Dedicated workstations
  - Work Screens
  - Book your Equipment (Recording Devices etc.)

# Why Now?

## **Skyrocketing Rents And Mortgage Payments**

Central banks worldwide are aggressively raising interest rates, leading to expensive mortgages. Therefore, the demand for rentals have increased in the recent years and have consequently led to dramatic increase in rents. This is the ideal time to offer global flat rate through subscription living to provide tenants the flexibility to decide where they want to live and work throughout the world.

## **Covid-19 Has Changed The Working Culture**

COVID-19 completely changed the working environment. Organization realized the importance of remote work and the financial and operation viability surrounding it. More and more workers are looking for remote opportunities, hence the number of digital nomads worldwide (especially Gen Z) is expected to grow exponentially.

# How It Works

1

Buy one of the subscriptions offered by COMPANY XYZ.

2

Get enrolled in our community app and look for places worldwide. Plan your living with friends on the app.

3

Book one of our places throughout the globe. If you are shifting from one of our location to another, get your stuff delivered through our logistics service.

4

Travel to our location, the new place will have all the facilities as the previous one you lived in. Live, work and enjoy our community events



# Market Opportunity



## Global Residential Real Estate Market Size 2022

The global residential real estate market was valued at \$1X.X T in 2022. (2)



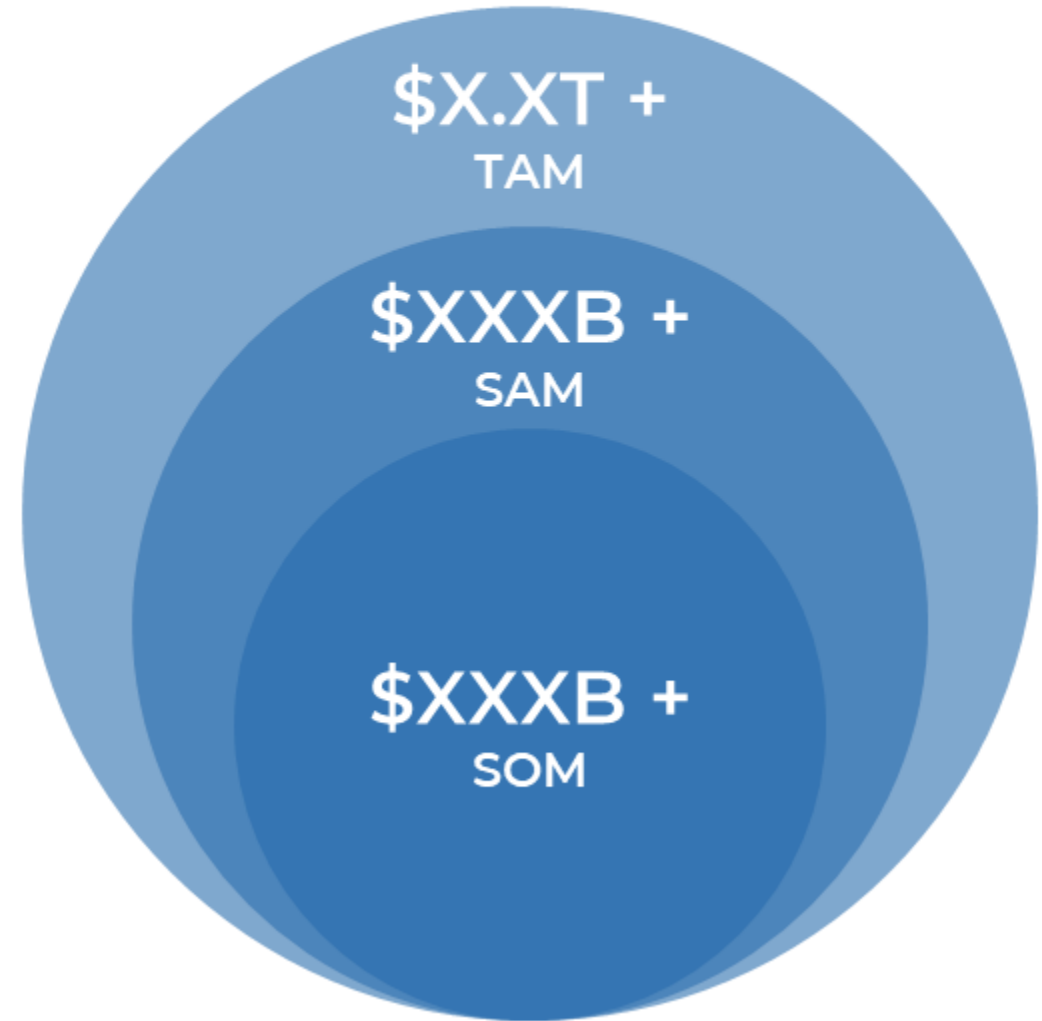
## Digital Nomads

Annual revenue potential from a 6-month average subscription of USD XXXX per month, for XX million digital nomads worldwide. (3)



## High Income Digital Nomads

Annual revenue potential from a 6-month average subscription of USD XXXX per month, for digital nomads earning more than USD XXXk per annum.



# Business Model

Straight-forward subscription that can be shared by 5 family members

Pure	Prime	Premium
€XXXXX/per month	€X,XXX/per month	€X,XXX/per month
<ul style="list-style-type: none"><li>➤ Location: Asia + selected destinations</li><li>➤ Up to 2x locations in one month</li><li>➤ Event access</li><li>➤ XX hours hotline</li></ul>	<ul style="list-style-type: none"><li>➤ Location: All locations of Pure + selected major cities</li><li>➤ Up to Xx locations in one month</li><li>➤ Registered address</li><li>➤ Event access</li><li>➤ Relationship Manager</li></ul>	<ul style="list-style-type: none"><li>➤ Location: In all cities</li><li>➤ Storage space*</li><li>➤ Fully flexibility</li><li>➤ Registered address</li><li>➤ Event access</li><li>➤ Concierge</li></ul>

# Competitive Landscape

Current competition lacks a holistic focus on work-friendly environment, global flat rates, and the flexibility to live and work out of any location worldwide



## Hospitality

- Co-living (Airbnb)
- Hotels
- Resorts

## Key Competitor

- [Hospitality](#)



## Residential Real Estate

- Real Estate Companies
- Homeowners

## Key Competitor

- [Real Estate](#)

# Our Board Members

**A** has over 25 years of experience operating in various fields such as fashion, travel and luxury real estate. His er has allowed him to become a pragmatic multitasker. He is not only a long-time supporter of the worldwide Start-Up Community but also a seasoned retail and tourism

**B** was forged as a creative in international agencies. He has brought his expertise to the startup as a CDO and helped build new products and technologies in the area of blockchain/crypto currencies. B is also the author of three books about innovation in tech, mobile and

**J** has 25 years of experience in tourism management and marketing. He started at moved on with the Canadian government representing and promoting Canada as a world-class travel destination all over Europe. Through his premium he has built more than 30 strong new innovative brands in the past 10 years.

**P** is a well-experienced entrepreneur/investor with over 10 years of experience in the fields of Aviation, Tourism, Power and Energy.

**L** started her er with a "dual study" program at With different

# Use Of Funds

**XX%**

**Sales &  
Marketing**

**XX%**

**Development**

**XX%**

**Administrative**

Operations and other SG&A  
to support expansion

**\$X,XXX,XXX  
INVESTMENT**



# Appendices



# Market Analysis



# Global Housing Market



The global residential real estate market is expected to reach **USD 1.1 trillion** by 2025, growing at a CAGR of 4.5% from 2020 to 2025.

Higher preference for homeownership among millennials is pushing the dominance of the segment in the market



## Key Trends:

Housing prices have increased in most of the countries.

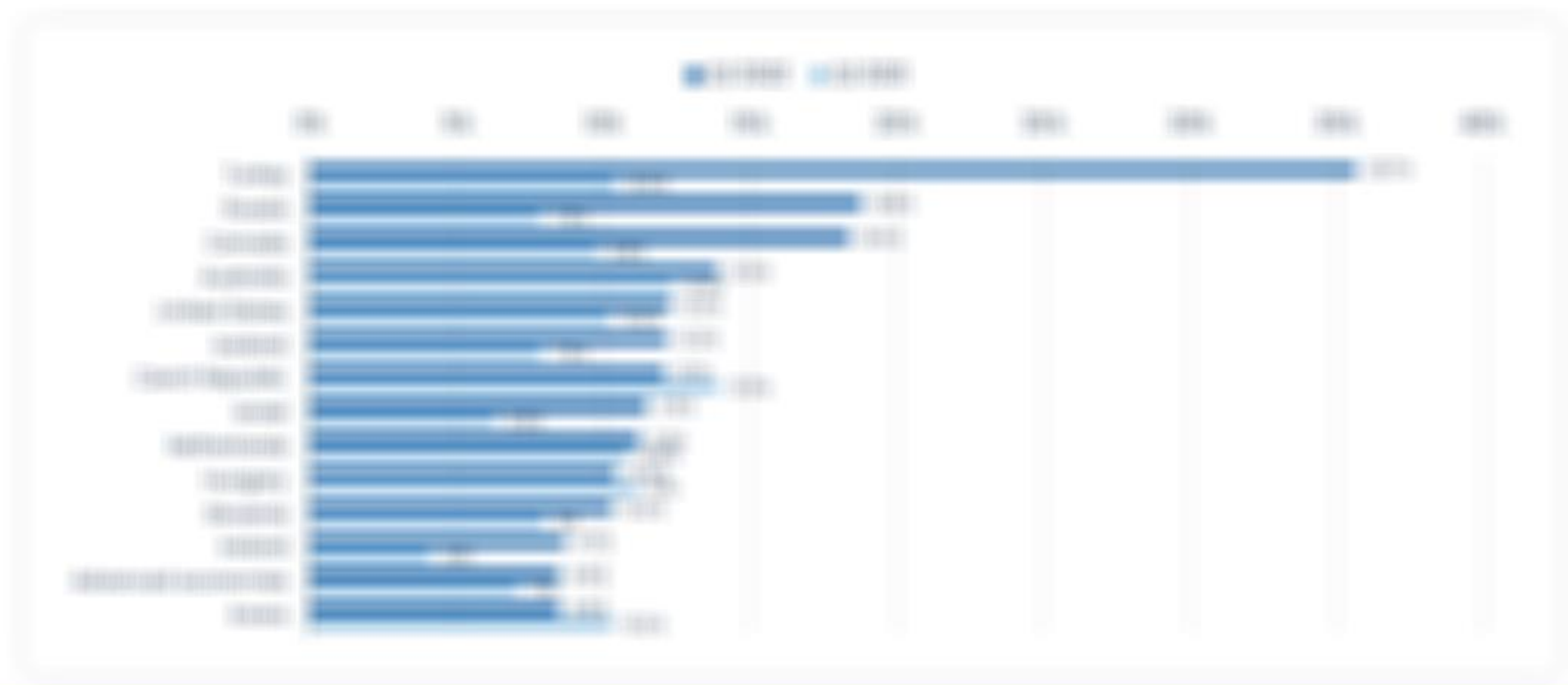
The house prices to income ratio has also increased in numerous countries, which means that the prices have increased at a faster pace than the household income.





# Annual Change In Real House Prices In Selected Countries Worldwide In 1st Quarter 2021 And 1st Quarter 2022

Annual change in real house prices in selected countries globally 2021-2022



# Global Real Estate Rental Market

The global real estate rental market grew from **USD 1.1 trillion in 2019** to **USD 1.3 trillion in 2023** at a compound annual growth rate (CAGR) of **4.5%**.

The real estate rental market is expected to grow to **USD 1.5 trillion by 2028** at a CAGR of **3.5%**.



## Key Stats – Digital Nomads



**XX M**

Estimated number  
of digital nomads  
worldwide



**\$XX B**

Digital nomads'  
contribution to  
global economy  
each year



**XX%**

Digital nomads  
that are from  
the US



**XX%**

Self-employed  
digital nomads

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# Key Trends



## Digital Nomads In The US

USA is one of the top countries with the greatest number of digital nomads. The growing trend can be examined from the fact that the number of digital nomads in the US more than doubled, from

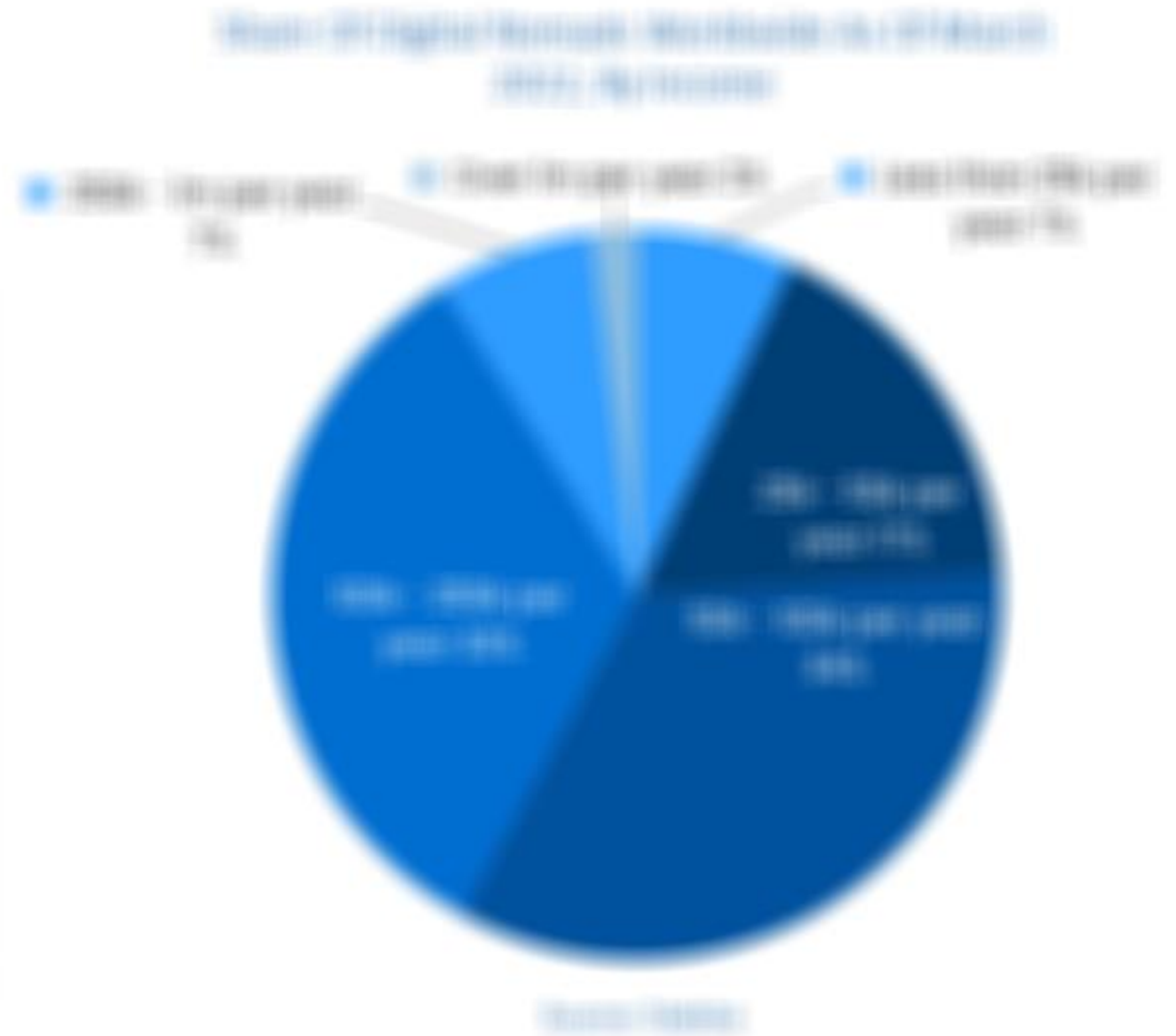


# Key Trends



## Majority Of Digital Nomads Belong In The High-income Group

- 60% of the digital nomads worldwide earn more than \$10,000 per annum.
- 40% of the digital nomads worldwide earn more than \$20,000 per annum.



An aerial photograph of a tropical resort, likely in the Maldives, featuring numerous overwater bungalows with thatched roofs. A central area contains a large swimming pool, a lounge with several umbrellas and lounge chairs, and a curved walkway. The entire scene is overlaid with a semi-transparent blue filter.

# Key Competitors

## Subscription-based luxury travel

- Closed-ended luxury vacation club with owned Real estate

- Open-ended luxury vacation club with leased real estate
- Affordable subscriptions with variable nightly rates

- Introduced luxury travel subscription with no nightly rates, taxes or fees
- Highly complementary with Club offering

