



shared **living** and **workation** spaces for purpose oriented
location-independent professionals

*property yield maximisation
enabling community value*

Driving Trends

- changing job market with ever growing number of **freelancers, remote-workers and 'digital nomads'**
- **coworking** — preferences for community work environments
- **coliving** — impending explosion of shared living-as-a-service
- **workations** — working on holiday whilst travelling
- coworking and coliving united as purposeful **live-work hubs**
- desire of city-dwellers to visit and reconnect with **countryside**
- **regeneration** of rural areas due to population migration
- digital nomads whom move location to location as a **lifestyle**

Opportunity

- individual properties and/or operating company
- **property-backed** investment
- **~16% annual yield**
- expansion target of 10 properties; **€10m valuation**
- future **self-funding expansion**
- possible diversification with **value-added programmes, city locations** and **new builds**
- **social impact** promoting revitalisation and entrepreneurship in areas suffering depopulation

Model

- acquisition of **low-cost** properties in under-developed locations
- **redevelopment** as destinational coliving hub
- consumer desirability is foremost the **community** not location
double and higher the rate of long-term rentals
- generally **30% cheaper** plus private bathroom versus competitors
- reliable revenue from **mid-term** stays (14–90 days)
improved occupancy and reduced staffing versus short-term hospitality
- **reduced overheads** on staff
using work-exchange programmes and by providing accommodation
- may leverage **tourism and events** segments for additional revenue
- strong community enables **expansion** with immediate demand from existing customers for new locations

Typical Property

- €200,000 acquisition
- €300,000 renovation
- €400–800 typical monthly rent per room
- 12–24 bedrooms (around 100 guests per year)
- under-developed areas yet within 3h of a major city
- reduced taxation through regeneration programmes
- may function as a hub, dynamising the local community

Market

- some operators with multiple locations; mostly **upper-market** positioning due to prime locations (€1500+/month)
- varied independent operators with inconsistent offerings; usually **few rooms** and small communities (around €1000/month)
- operators achieve **100–200 guests per year**; new mid-market space received 25 within first three months of opening
- no single multi-location operator is both well specified and affordable
- *Remote Year* received **200,000** applicants, for their programme including travel, accommodation and community (€2000/month)
- **40,000 applicants in 48h** for AirBnB sabbatical programme (albeit free!)
- 100m estimated current western market, forecast of 1 billion worldwide

Considerations

- **private** rooms and common facilities
a balance of shared and private spaces; rarely intentionally planned
- **community** and connection
fostering a sense of belonging through meals and events; often overlooked
- longer-term **affordability**
not only targeted with short-term rates for workations and retreats
- low-friction planning for **next location** every few months
a familiar operator can retain customers as they travel
- good **internet**
possible in some semi-rural locations, not just cities
- not an isolated **location**
main activity is work, but shops, outdoors and trips around are all necessary

Founder

- created **first ever** mixed use mid-term live-work space, operating for four years (2011–2014)
- replicated and adapted the **model** for a new operator
- capable with property renovation and **space planning**
- knowledge and guest of other operator's spaces whilst the sector has been developing
- involvement in the sector, initiating a **co-marketing** and consumer awareness mark

innovative foundations building appreciation

for further information

hub.house/proposition

jacob@hub.house