

RECHARGE

SNACK NAP AND GET BACK

THE OUCH



companies want more
efficient employees



employees are not as
efficient after lunch



the hotel rooms are
unoccupied during day time

OUR SOLUTION

RECHARGE



is a corporate service for companies that aim at providing a perfectly timed "lunch and nap" package to their employees, a few meters away from their workplace.

HOW DOES IT WORK ?



- Creates a Recharge account
- Buys “nap credits”
- Distributes them to employees



- Subscribe to Recharge
- A meal tray is delivered if no room service
- Room cleaning is outsourced if necessary

HOW DOES IT WORK ?



MARKET

46

Fortune 500 companies
with offices in Paris

Y1 10%

Y2 30%

Y3 60%

5 

15 

Expand
internationally 

16 500 

49 500 

100 000 + 

PRICING

1 credit = 5 euros



12 credits - 60 euros



17 credits - 85 euros

REVENUES

20%

commission on Nap price

Y1 200 000 EUROS

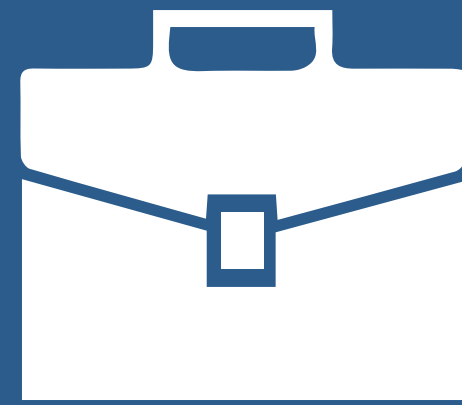
Y2 600 000 EUROS

Y3 1 200 000 EUROS

Assuming :

300 upper-level employees per
company

BENEFITS FOR HOTEL



60 euros



10 euros

20% Commission - 10 euros

40 euros



85 euros



15 euros

20% Commission - 17 euros

53 euros

COMPETITION

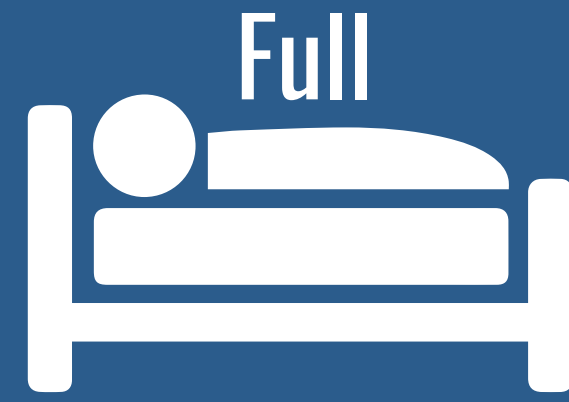


- Very low privacy
- Queue to sleep
- Very short naps
- Hygiene problems
- Not externalized



- Dangerous for hotel's image
- Still a very uncommon practice
- May lead to illegal activities
- Exclusively B2C

COMPETITIVE ADVANTAGE



MARKETING PLAN



Target senior HR officers

Target Work Councils

Create our own blog

Share content on social media



Located next to large companies

Visit them and talk with the managers

Marketing toolkit

Insist on flexibility and our services

TEAM



JEREMY
DESIGN GURU



HENRI
PROGRAMMING MASTER



MICHAEL
MARKETING STAR
P&G



MAJA
SALES WIZ
ACCOR HOTELS

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