



THE SYNERGY HOTEL

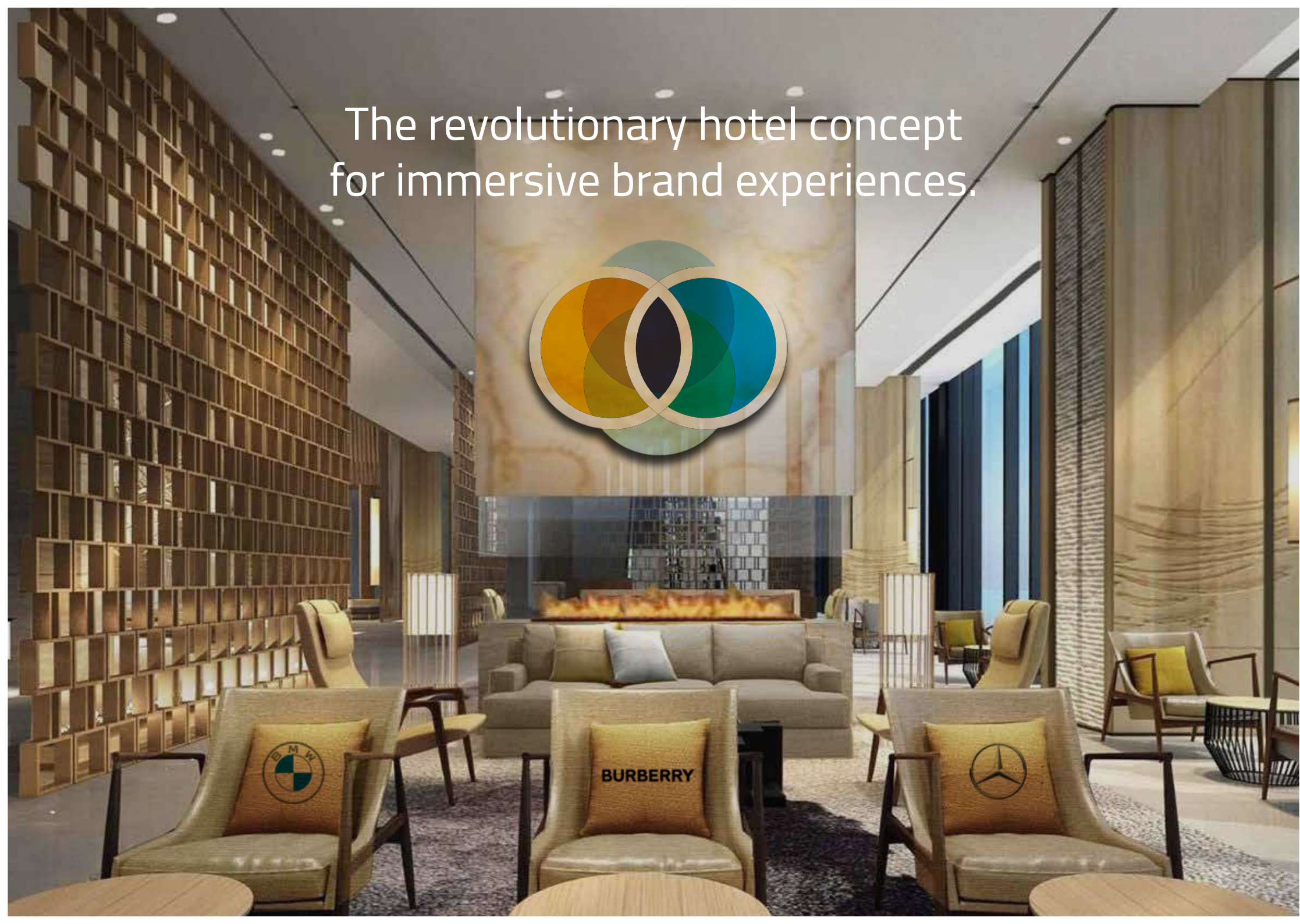


The revolutionary hotel concept
for immersive brand experiences.

EXPOTEL

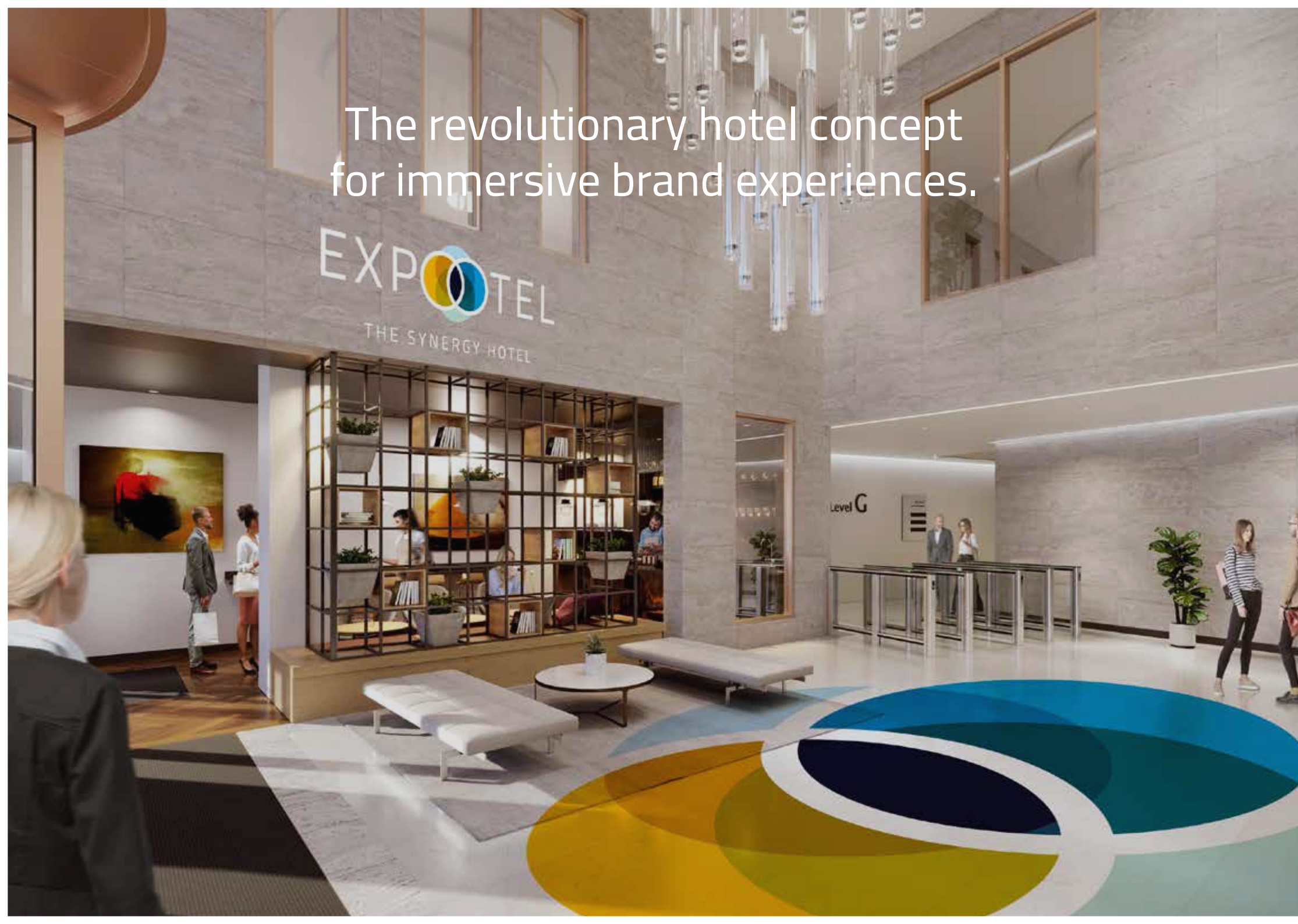
A modern hotel building with a large, dark, cantilevered roof structure. The building is illuminated from within, and the name "EXPOTEL" is displayed in large, white, illuminated letters on the facade. The "O" in "EXPOTEL" is replaced by a stylized logo consisting of three overlapping circles in yellow, blue, and white. In the foreground, there is a swimming pool with a dark, modern design. The sky is a deep blue with some light clouds, suggesting dusk or dawn. The overall atmosphere is sophisticated and contemporary.

The revolutionary hotel concept
for immersive brand experiences.



The revolutionary hotel concept
for immersive brand experiences.

EXPOTEL
THE SYNERGY HOTEL





THE SYNERGY HOTEL

Idea

Our vision is to revolutionize the way brands interact with their customers by creating a unique brand experience, providing an immersive environment where guests can experience the brand in a whole new way, creating a win-win situation for brands and guests and setting a new standard in the hotel and advertising industry.





THE SYNERGY HOTEL

Idea

Our idea is for the brands to design their rooms in their CD and CI, thus turning them into a real immersive experience. Guests pay dynamically adjusted room rates based on their social media engagement, incentivizing them to immerse themselves fully with the brand and share their experiences online. We want to create a platform that enables brands to build a deeper connection with their customers through this gamified experience. With our innovative advertising platform, EXPOTEL, we aim to go beyond the boundaries of traditional advertising and set a new trend in the advertising and hotel industry by leveraging the power of social media engagement and influencer marketing.





THE SYNERGY HOTEL

Idea

BRANDS

Individually designed spaces offer unique experiences that foster a deeper connection with the brand.

GUESTS

Experience the brand intensively and become fans.

A disruptive hotel concept that redefines marketing and customer loyalty and offers attractive benefits for brands and guests.



THE SYNERGY HOTEL

Business model

Brands rent rooms for €8,000 per month and room for basically having an exhibition booth that is open 365 days a year.

250 rooms
x 12 months
x 8000 €

ca. 24.000.000 €
rooms revenue only



THE SYNERGY HOTEL

USP

The unique selling proposition (USP) of the revolutionary hotel concept lies in the fusion of brand promotion and guest experience.

These are the key aspects that define our USP:

1. Individually designed rooms:

- Each room represents a specific brand and offers guests a unique ambience.
- This individuality creates an immersive environment where guests can experience the brand firsthand.





THE SYNERGY HOTEL

USP

The unique selling proposition (USP) of the revolutionary hotel concept lies in the fusion of brand promotion and guest experience.

These are the key aspects that define our USP:

2. Dynamic pricing model based on social media activity

- Guests can benefit from our dynamic pricing model, which offers deeply discounted or even complimentary overnight stays based on their level of social media engagement and influence during their visit.
- This unique concept of dynamically adjusting room rates, including offering free accommodation to guests with significant social media followings through our „Influencer Premium“ tier, is groundbreaking worldwide. This innovative approach is virtually guaranteed to generate substantial media attention as it disrupts traditional hotel and advertising models by leveraging the power of user-generated content and influencer marketing.





THE SYNERGY HOTEL

USP

The unique selling proposition (USP) of the revolutionary hotel concept lies in the fusion of brand promotion and guest experience. These are the key aspects that define our USP:

3. unrivaled brand loyalty:

- Brands can build a deep relation with their customers by involving them in this unique environment .
- Customers become fans and brand ambassadors.





THE SYNERGY HOTEL

USP

The unique selling proposition (USP) of the revolutionary hotel concept lies in the fusion of brand promotion and guest experience. These are the key aspects that define our USP:

4. win-win situation for brands and guests:

- Brands benefit from the unique advertising platform, while guests enjoy an incomparable experience.
- This mutual benefit is our USP.





THE SYNERGY HOTEL

USP

The unique selling proposition (USP) of the revolutionary hotel concept lies in the fusion of brand promotion and guest experience.

These are the key aspects that define our USP:

5. data-driven marketing:

- digital surveys, brand and product tests in a pleasant and relaxed atmosphere.
- high quality data collection.





THE SYNERGY HOTEL

USP

The unique selling proposition (USP) of the revolutionary hotel concept lies in the fusion of brand promotion and guest experience.

These are the key aspects that define our USP:

6. innovation and trendsetter:

- Our start-up sets a new standard in the hotel and advertising industry.
- We are ready to take up the challenge and set a new trend.



Value proposition for brands

Own use of the rooms:

- Brands can use the room they have rented themselves for 40 days per year, e.g. for customers, guests or as recognition for employees.

Free use of conference rooms:

- Additional added value for brands.

Employer branding:

- Optional pre-screening of recruits by in-house specialist staff.



Value proposition for brands

Data analysis and address lists

Monthly provision of four address lists:

- **Registration list:**
All people who have registered on the Booking page.
- **Hotel guest list:**
People who have stayed at the hotel.
- **Brand room list:**
People who have stayed in the brand's room.
- **Prospect list:**
People who have shown interest in the brand's room and wanted to book this room, even if it was already booked.





THE SYNERGY HOTEL

Guest experience

- **Immersive brand experience:**
Guests experience the brand up close and interactively, which leads to a deeper emotional connection.
- **Dynamic room rates up to Zero**
Through the gamified experience of dynamically lowered rates through social media impact, guests can reduce their rate to literally zero!
- **Flexible booking:**
Up to three months in advance, once every six months.





THE SYNERGY HOTEL

Market analysis

Target market:

Our target market are B2C brands looking for innovative advertising opportunities and guests looking for unique accommodation experiences. This could include a wide range of brands and guests, from young, trend-conscious consumers to established brands looking for new ways to connect with their customers.

Market size and growth potential:

The market for hotel accommodation and advertising is enormous and offers significant growth potential. With our unique offering, we are well positioned to capitalize on this growth.

Market segmentation:

We segment our market according to various criteria, including the type of brand (e.g. automotive, fashion, technology, food and beverage) and the demographic characteristics of guests (e.g. age, gender, income).



THE SYNERGY HOTEL

Market analysis

Competitive analysis:

Although there are many hotels and advertising platforms, our offer is different due to its unique concept and its advantages for brands and guests;

a comparison with similar companies is not possible as our concept is worldwide unique.





THE SYNERGY HOTEL

Financial Forecast

Assumed number of rooms: 250

This calculation is based on the first full year of opening and the following years; the costs are adjusted for inflation at 3% year on year.

Turnover increases from year 4 due to adjustment. Detailed calculation available.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	25.780.363 €	25.780.363 €	25.780.363 €	26.553.774 €	26.553.774 €
Operational Cost	6.167.510 €	6.352.535 €	6.534.111€	6.739.404 €	6.941.586 €
Support Cost	3.071.713 €	3.163.864 €	3.258.780€	3.356.543 €	3.457.240 €
-> GOP 1	16.541.140 €	16.263.963 €	15.978.471 €	16.457.825 €	16.154.947€
Neutral Cost	3.632.453 €	3.632.453 €	3.853.669 €	3.969.279 €	4.088.357 €
Profit for Holding	12.908.687 €	12.522.536 €	12.124.801 €	12.488.545 €	12.066.589 €



THE SYNERGY HOTEL

ROI

ROI for participating brands

ROI		Year 1	Year 2	Year 3	Year 4	Year 5
Set-up room	50.000 €	50.000 €				
Rental cost	8.000 €	96.000 €	96.000 €	96.000 €	96.000 €	96.000 €
Salary sales associate	4.500 €	65.880 €	65.880 €	65.880 €	65.880 €	65.880 €
40 days use of room	250 €	10.000 €	10.300 €	10.609 €	10.609 €	10.609 €
140.000 addresses / year	0,35 €	47.906 €	47.906 €	47.906 €	47.906 €	47.906 €
Revenue / guest	45 €	24.638 €	24.638 €	24.638 €	24.638 €	24.638 €
		2.423 €	52.723 €	53.032 €	53.351€	53.678€
Accumulated		2.423 €	55.147 €	108.180 €	161.531 €	215.210 €

Additionally:

Extensive exposure through social media (guests post on Instagram, tik tok, Facebook etc.)



THE SYNERGY HOTEL

Organization and management team

Sascha Kaiser
CEO

As the founder of ExpOotel, I am driven by a clear vision: to revolutionize the hotel industry. I strongly believe that we can provide a unique experience for our guests and brand partners by offering individually designed rooms in collaboration with our brand partners. This approach creates a win-win situation for both: brands and their customers and fans.





THE SYNERGY HOTEL

Organization and management team

Alexander Haas

Architekt - Architekten HR

Responsible for the building framework of our idea, the home for brand partners and guests alike, the building will not only offer the brands an ideal space for representation, but it will also provide guests with an incomparable living experience.





THE SYNERGY HOTEL

Organization and management team

Dr. Holger Liekefett
Business Consultant

I have a background in natural sciences and psychology. I have over two decades of experience in international corporations in sales and marketing. My style is distinctive: I love challenges, finding targeted solutions and simplifying complex processes. When dealing with partners, I listen attentively, ask questions and am 100% passionate about what I do.

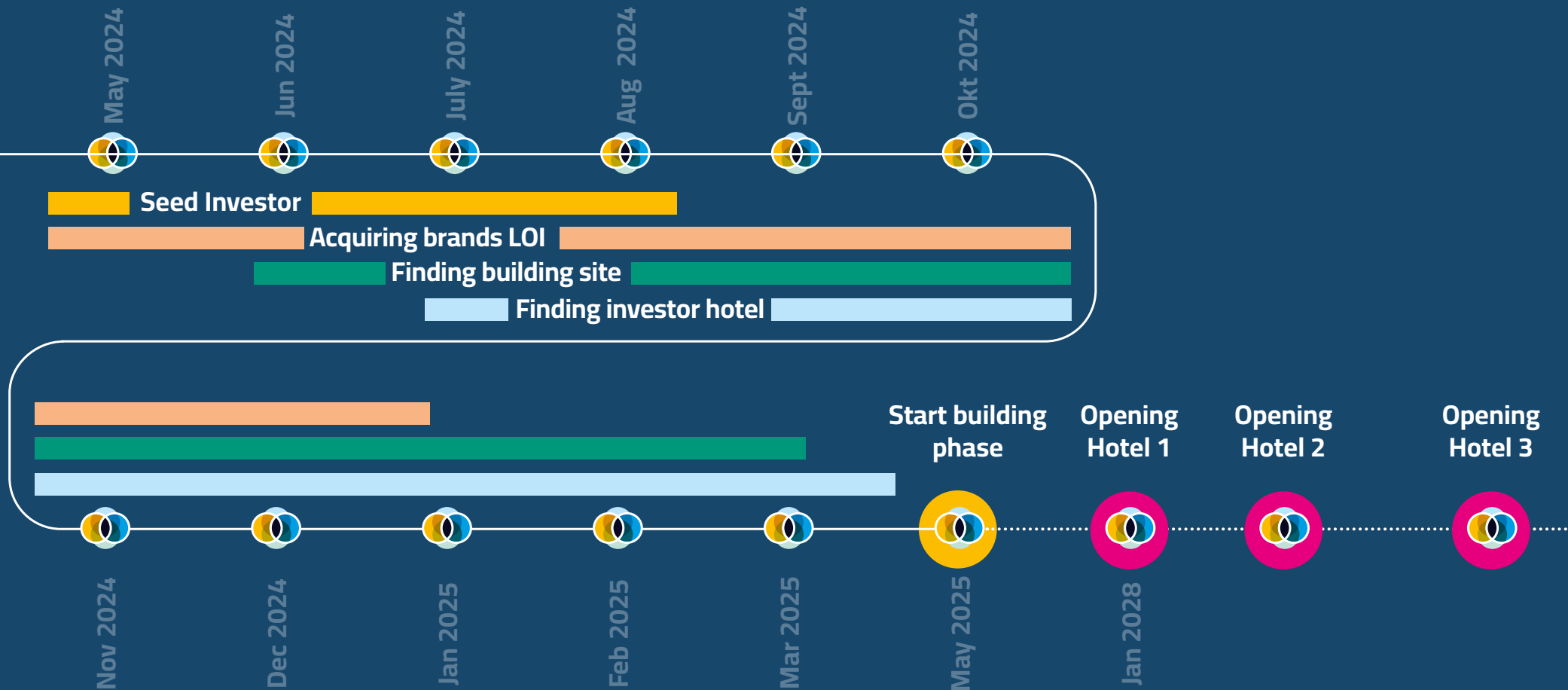




THE SYNERGY HOTEL

Milestones and roadmap

The individual steps:



Milestones and roadmap

Future goals
and planned developments

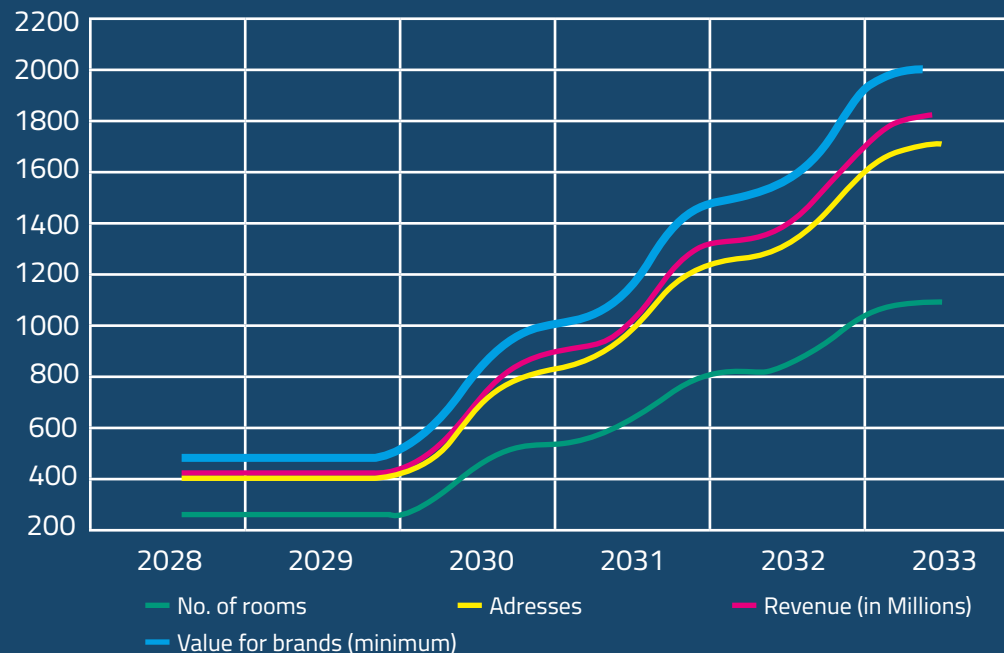
Guests & addresses

134.138

Guests in one year

94%
new guests

6%
returning





THE SYNERGY HOTEL

Milestones and roadmap

Quo Vadis / Scalability

On successful launch of the first hotel, immediate planning of expansion and possibly diversification of the product into high end- mid- budget segments.





Investment requirements

Capital requirements!

We need

€ 2.500.000
as seed capital.

(detailed use of proceeds available)



Three reasons why you should invest:

01

The next big thing after Napster, Uber and co.
We are revolutionizing the hotel industry.

02

Creating a **win-win situation**
for everyone involved

03

International scalability.
Disruptive!



Thank you for your attention.

All images, names and trademarks used in this presentation are for illustrative purposes only and are the property of their respective owners.
It is not intended to infringe copyright or trademark rights in any way.