



Business Plan

StayUse.com

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1. Business idea

StayUse.com is an innovative hotel booking service. It helps end customers find and book accommodations faster, have more flexible stay schedules, and make complex bookings, such as for short stays on a long trip.

We have prepared a promo website where we told in more detail about how it will work: <https://promo.stayuse.com>. Also, you can find the presentation of the service here: <https://promo.stayuse.com/presentation.pdf>.

2. Target market

The generalized target audience of the service is people over the age of 18 (possibly younger if traveling with adults), who are interested in living outside the home: on a trip to study, at work, on vacation.

Audience of the service is divided into smaller groups: single travelers, couples, families, guardians and their wards, and others.

At the initial stage, the service will be available for guests and accommodation in Europe, then it will expand to the North and South American market and to Asia.

3. Industry & Technology

StayUse.com belongs to the field of hospitality and tourism.

The service will use artificial intelligence and machine learning as the main driving technology. This will be used to build a search (listing) of hotels, selection functions in complex bookings, a chat assistant and a voice assistant.

4. Approach

4.1. Compelling solution

The main service of Stayuse is to provide the end user (in our terminology, the guest) with the opportunity to book a hotel, hostel, villa, or any other type of accommodation – faster, more convenient and safer than any other services do. In the future, we will connect the booking of plane tickets and sharing services.

Our second type of clients are hotels. Our services for them consist in finding customers (guests) and processing payments.

4.2. Business model & initial idea of pricing

Final payment in favor of StayUse.com commits the accommodation. It pays a 10% commission on every night sold on StayUse.com (10% of each order).

All accommodations will be provided with several payment options, among other things – processing the guest's payment by StayUse.com. This will cost the accommodation an additional 2.0% of the order value.

In the future, when adding new services (for example, StayUse B2B), guests can also become end customers. In this case, they themselves will pay commissions, subscription and other fees of the service they use.

5. Benefits that service provides

Compared to similar services and competitors, StayUse.com will not only be more convenient to use, the service will have a large number of competitive advantages. Thanks to them, booking accommodations will become faster, clearer and safer.

For hotels, the service will become a source of trusted customers. The advantages will be discussed in more detail in paragraph 6.3. Competitive advantages.

6. Competition

6.1. Alternative approaches

In general

In fact, customers and hotels have no choice and they are forced to use services such as StayUse.com. However, this does not mean that there is no alternative approach, it is just not convenient to use.

Guests can search for accommodation, for example, in search or on Google map. Reservations can be made through the hotel's website, or by phone.

Competitors

The competitors' service model, like StayUse.com, allows customers to search, view and book various accommodation options.

Not always, but quite often, additional services are offered: taxi booking, car rental, plane and train tickets. The income from these services differs from different services – from 5 to 70%.

6.2. Main Competitors

The main competitors of StayUse.com are: [Expedia.com](https://www.expedia.com) (Expedia Group websites: [Hotels.com](https://www.hotels.com), [Travelocity.com](https://www.travelocity.com) etc.), [Booking.com](https://www.booking.com) (partners of Booking.com : [Trivago.com](https://www.trivago.com), [Agroda.com](https://www.agroda.com) etc.), [Airbnb.com](https://www.airbnb.com), [Dayuse.com](https://www.dayuse.com), [Tui.com](https://www.tui.com), [Hrs.com](https://www.hrs.com), [Byhours.com](https://www.byhours.com).

Other competitors can be called meta-aggregators (meta search engines), such as momondo.com and kayak.com. They are partial competitors because they are intermediaries between the guest and the booking service.

6.3. Competitive advantages

1. Flexible booking system – allows the user to book accommodation for an hour, several hours or days, as well as for a longer period (week, month etc.).
2. A flexible PMS system for managing the accommodation, which, in addition, has the ability to integrate (synchronize) with other booking platforms and which has no alternative due to the fact that it will have a division both into days and hours.
3. Voice assistant is a well-known technology that is not yet used for a large number of useful things. We integrate it for faster (up to 2-4 times) booking and booking confirmation, which takes an easier path in the system.
4. B2B infrastructure – somewhat reminiscent of SaaS, StayUse B2B will help companies to make track bookings of their employees, extend their stay, monitor total expenses and such important indicators as VAT. In order for the service to become not only interesting, but also gain rapid popularity, a separate bonus system will be integrated into it.
5. Stay User ID is a simple, but not implemented by anyone idea of checking guests. Customers will be able to go through the verification process at will, which will allow them to check in to the accommodation many times faster. It will also solve the problem of fraud in many different ways.
6. Composite (complex) booking – allows guests to book several accommodations within one booking: it is convenient for travelers for long distances, with a long wait between flights, or in high season, when 1 place may not be available for all travel dates.

7. Team Plan

Present time

There are four members in the team at the time of the start. They provide project coordination, prototyping, design, FrontEnd development, usability testing, marketing and advertising.

Technical support after the launch will also be partially in the hands of the existing team.

Required members on the outsource/ outstaffing

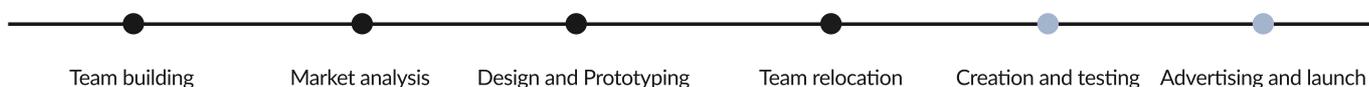
The project requires programmers (up to 6 people at the time of creation of the functionality and up to 2 people after the launch of the project, with the prospect of increasing the permanent staff), an accountant, a lawyer, as well as customer support managers.

8. First year, initial financing & SWAT

At the moment, the project has analytics and data on the market of services similar in form, a ready-made model of its own services, a prototype, a design, a team and initial financing.

The next stages are the relocation of the team, the implementation of the technical part StayUse.com and testing.

Current project timeline

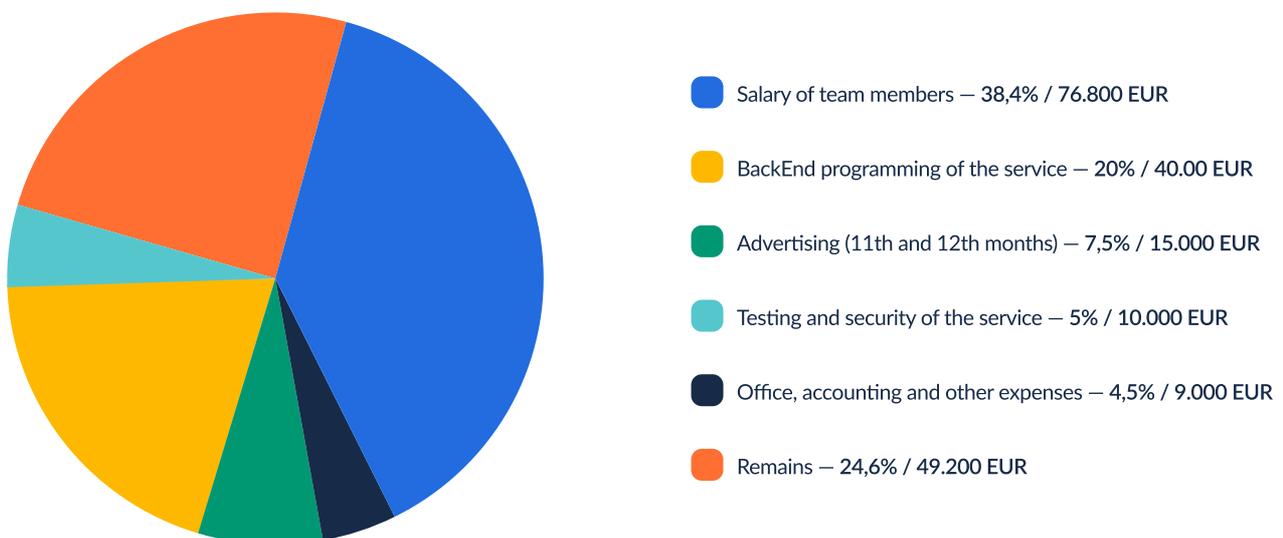


SWOT analytics

| Strengths | Weaknesses | Opportunities | Threats |
|---|----------------------------------|--|---|
| Innovation | No customers at the start | Expanding the geography | A new pandemic and quarantine |
| Unique services | High competition | Adding new services | Political instability |
| Growing market | Complex technical implementation | Increasing market share by reducing commission | Economic instability amid the war in the UA |
| Scalability | A large staff is required | Using AI to reduce staff costs | Global economic crisis |
| Ability to expand services | Expensive advertising | Using outsourcing and outstaffing | Inflation |
| Experienced Team and initial investment | | Distribution of the advertising budget with an emphasis on SMM | Increased competition |

The total volume of investments in the first year is 200,000 euros (repayment from 1.2025, at 0,1%). The estimated cost for the implementation of the project and the salaries of the team members is 150.800 euros. Investments in the next 6 month is 100.00 euros (in addition to the account balance).

Initial financing plan for the first year



9. Useful links, authors, team

9.1. Info

Promo website that will tell you clearly about what is StayUse.com: <https://promo.stayuse.com>.

Pitch presentation for investors, reviewers, job seekers: <https://promo.stayuse.com/presentation.pdf>.

The main site after the release will be available at the address on the network: <https://stayuse.com>.

This business plan can be

9.2. CV's & Team

The project team includes the following participants:

 Dmitry I. Litvinov CV: <https://promo.stayuse.com/cv/dmitryi.pdf>
CEO, Main Investor, Mentor

 Elizaveta Chirva CV: <https://promo.stayuse.com/cv/liza.pdf>
CMO, UI/UX, Product Designer

 Maksym Andryushchenko CV: <https://promo.stayuse.com/cv/max.pdf>
UI/UX, Product Designer

 Dmitry Litvinov CV: <https://promo.stayuse.com/cv/dmitryd.pdf>
CTO, Project Manager, Programmer

9.3. User Flow, prototype and design of the future service

UserFlow of the StayUse.com: <https://promo.stayuse.com/user-flow.html>

Prototype of the StayUse.com: <https://promo.stayuse.com/prototype.html>

UI design of the StayUse.com: <https://promo.stayuse.com/user-interface.html>

Brand Book of the StayUse.com: <https://promo.stayuse.com/brand-book.pdf>