

Nap Lounge - To set up branch network (system concept) for open Nap Lounges across the Germany and EU with an innovative business model as opponent to Starbucks

Please note:

The Project „Nap Lounge“ can be considered in addition with the project „**Bingen`s Garden - Planting of large agricultural land with wild herbs**“. Because in the Nap Lounges wild herbs can be offered and sold, among others, as green smoothies.

Munich, April 2016

Nap Lounge

Where the idea comes from?

- Through my business studies with an emphasis on marketing / trade, I got very interested in the retail industry. When I later autodidact studied *The Art of Profitability* by Adrian Slywotzky, which included 23 business models, I was quite fascinated by the fourteenth business model - "Local Leadership Profit". As literature on this business model was the book of Walmart founder Sam Walton *Made in America* and the book by Starbucks founder Howard Schultz.
- While in the book by Howard Schultz, his most concern was to open a branch after another, I got tears in my eyes when reading the book of Sam Walton. What especially touched me was his sober, with his free attitude, and pursued with passion his vision. From then on I was dreaming to set up my own branch network with an innovative business model.

Problem Statement I

Sleep-deprived society

- The overall ability of attention and concentrated awareness sinks ever further among employees. The reasons for this are complex. Through networking and ubiquitous availability - consciously or unconsciously - the stress level rises. Therefore, many people can not recover even through the night. Furthermore, the younger employees have also the habit to go out within the working days.
- Thus, there are no services on the market that precisely satisfy those needs like during the day to withdraw for a short time, or to take short sleep, and afterwards to consume something healthy.
- To fill this market gap, a comprehensive and innovative experience concept will be presented with unique services and products.

Problem Statement II

The meritocracy is doping in Germany

- The health study of DAK (The third-largest health insurance company in Germany) from 2015 reveals the toll of a meritocracy: Officially, more than 3 million employees use stimulants like Ritalin to obtain their performance upright. The real figure is likely to be between estimated 6 to 8 million of employees
- That is why we are also planning with DAK our first marketing campaign: "Napping instead of doping". DAK will support this marketing campaign.

Overview of services and products

- The "Nap-service" (short nap performed with a certain sleep device) is divided into three categories:
- 1. Power napping - takes about 20 to 30 minutes. The customer had reached no deep-sleep-phase and feel like it can work creatively further. Revenue about 9 € per power napping.
- 2. Data Freak - takes about 50 to 60 minutes. The customer feels a little groggy because he was in a deep-sleep-phase and could not sleep through all five phases. After a short time, however, one can very well remember facts and figures and work accordingly. Revenue approximately € 13 per session.
- 3. "Name" - 90 minutes. The customer had a deep sleep and was able to go through all five stages of sleep. The customer feels fresh, fit, and recovered. Revenues around € 15.

Products*

- 1. Green smoothies based on wild herbs and fruit
- 2. Special coffees and teas
- 3. Snacks - are generally manufactured and offered by these categories: lactose free, variant with sheep's milk products, high protein, gluten free, low-fat, low-car

*The raw materials for these products will come from Bosnia.

Also, the formulation / preparation will also be in Bosnia.

Business Structure and Organization

- Sarajevo, BIH: headquarters where the grantor of a license is based
- Pilot Project: starting in Munich, Germany
- After the successful launch in Munich, opening of further branches:
 - First further branches in Munich
 - Germany
 - EU - Market

- **CAPEX:**
 - 100.000 €
- **OPEX:**
 - 90.000 € operational cost

- **Average revenue per customer 16,00 €**
- **Average direct cost per customer 3,20 €**

- **Expected mode of cooperation with potential investor: Shares in capital: 49%**

Description	Project Nap Lounge
Initial Investment	-190.000 €
Net Income year 1	30.000 €
Net Income year 2	90.000 €
Net Income year 3	150.000 €
Net Income year 4	200.000 €
Net Income year 5	270.000 €
IRR	47 %
ROI for 3 years	142 %

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