

HOTELS BY DAY®

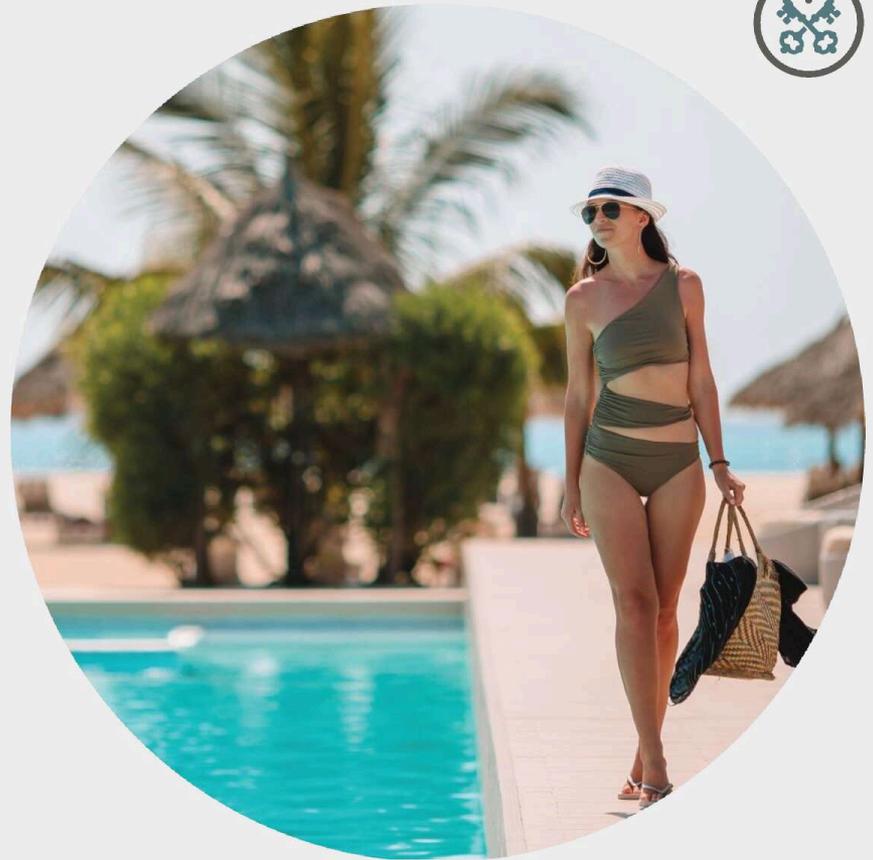
#UnlockYourDay

Fundraising campaign, 2022

We grew our business helping guests book hotel services for use during the day

(day rooms, conferences, workspaces, coworking desks, cabanas, pool/beach passes, parking, gym, spa, etc)

And then, Covid hit...



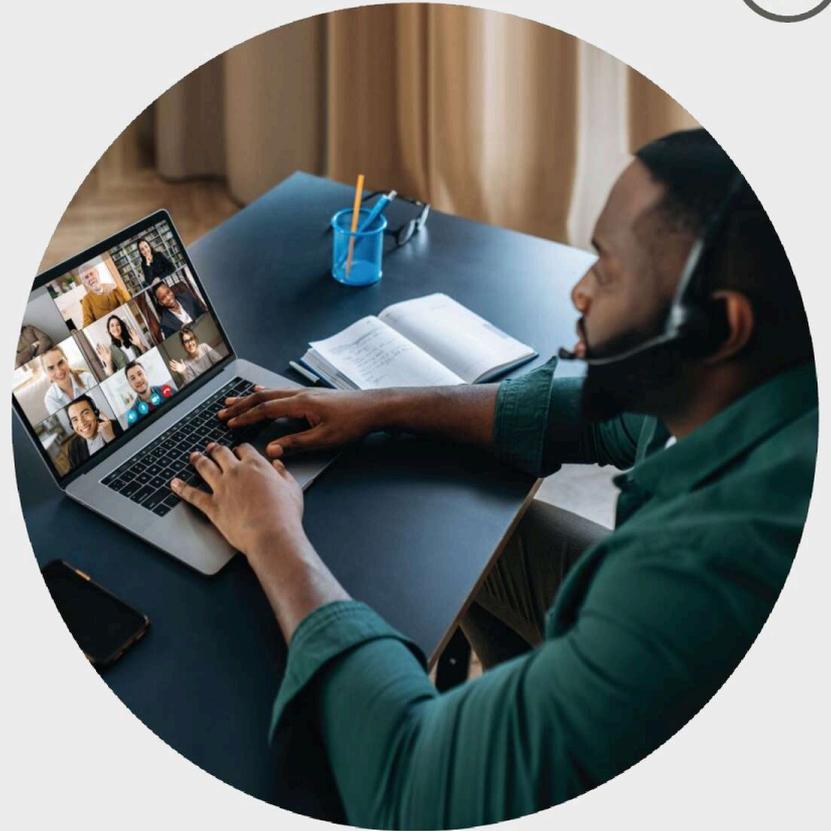
And it
permanently
changed
how people
**live, work,
play.**





About half the workforce would rather quit than return to the office.

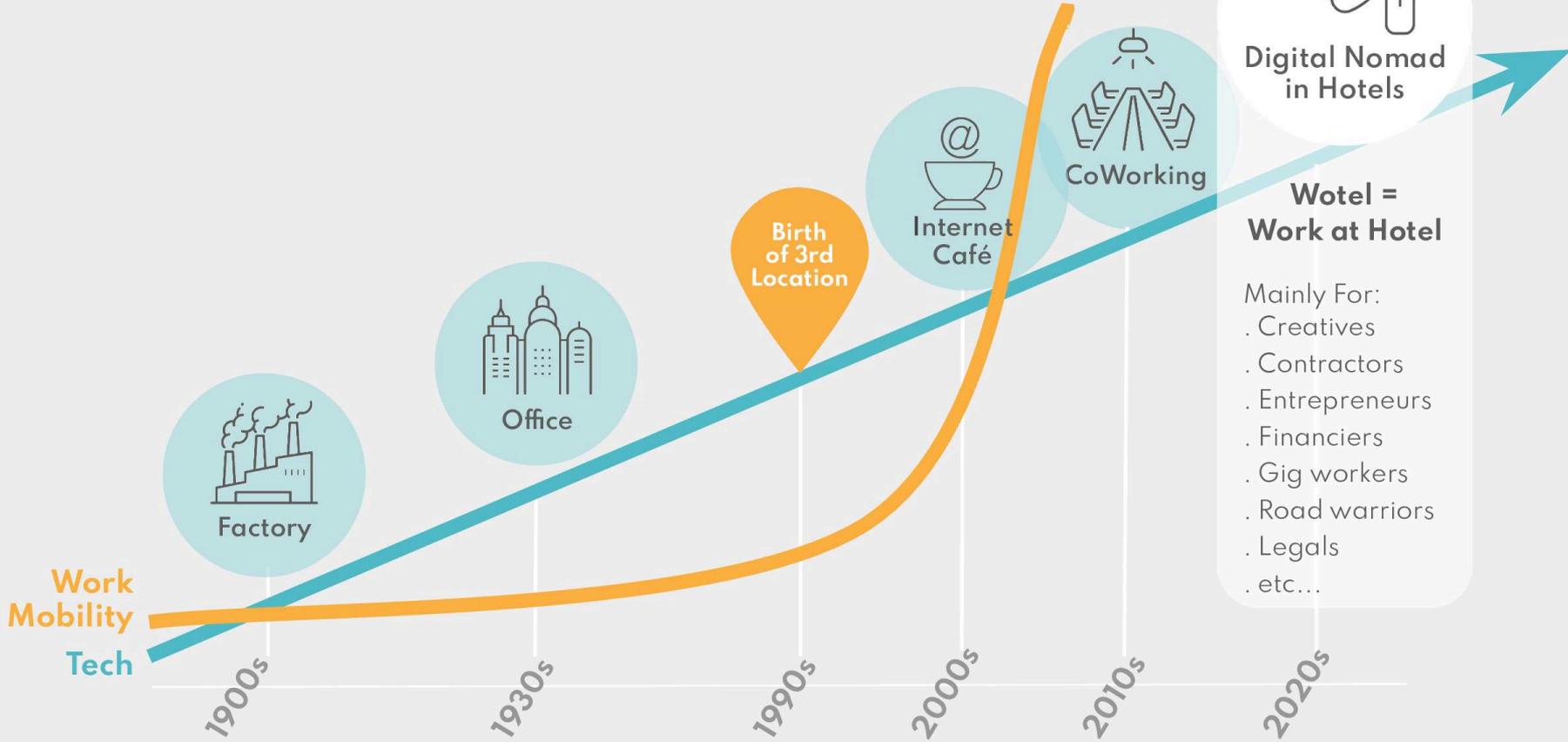
Employers are migrating to flex-work solutions to survive in a tight labor market.



*97% of remote workers would like to work remotely at least some of the time for the rest of their careers ([Buffer 2021](#))

**More Than Half of Workers Would Rather Quit Than Go Back to Office* ([entrepreneur.com](#))

Workplace Evolution





Today, we are transforming
our company around these
huge changes.

And bookings are already at
record highs. 💪 🔥

Quarterly Bookings





Based on the surge of demand for **flexible Workspaces**, we signed a strategic deal for a massive **400%** inventory expansion; scheduled for mid-2022.



We are raising funds to
drive this evolution,
offering thousands of daytime
spaces, amenities,
and power the future of
Work & Play
close to home.



And we're a pure margin play: we don't take away from overnight demand - hotels recognize we bring unique value by monetizing unused real estate, **by day**.

Properties are daytime **underutilized** despite significant fixed costs



42%
Avg day
room
vacancy



66%
meeting
room
vacancy



39%
hotel
parking
vacancy



53%
pool chair
vacancy



57%
hotel gym
vacancy

>> Est. \$100 billion LEFT IDLE & UNUSED globally



Want to check in early - we got you.

Want a getaway while the kids are at school? - No problem.

Want to work quietly or use a meeting room down the road for a day? - Yeah, we do that too.



HOTELS BY DAY[®]



Recharge anytime

(Guest room, cabana, pool pass, spa, gym)

Work anywhere

(Workspace, coworking, meeting room)

We. Got. You.

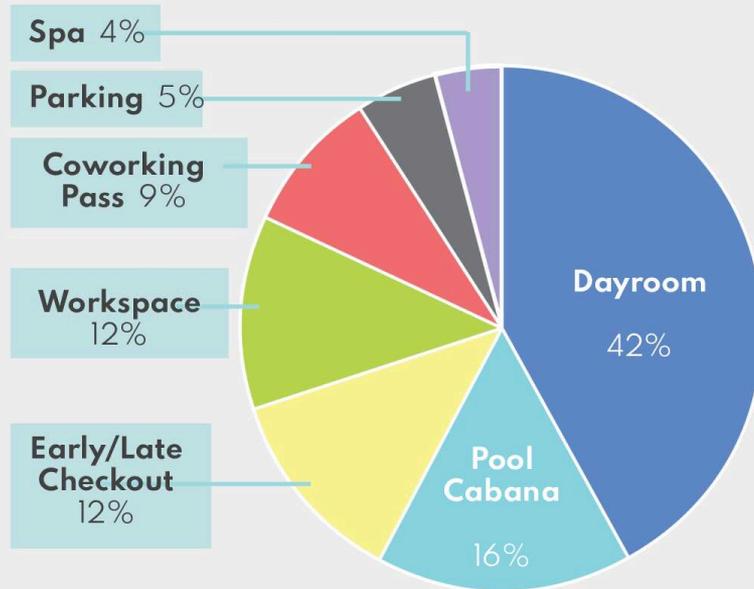


Guest Profile

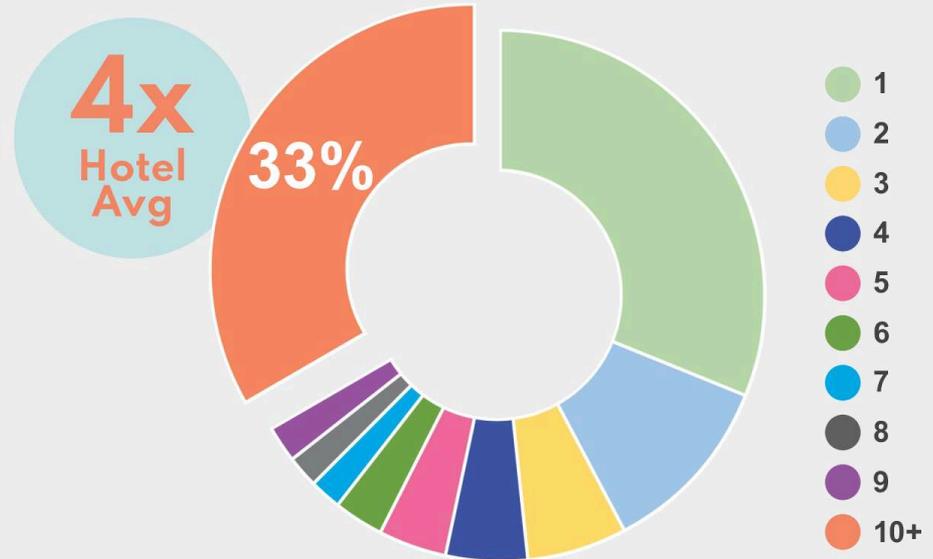


- 51% Male. 42% Female.
- 56% 25 to 44 yrs old.
- 62% live within 20 miles of space booked (*additive to traditional hotel guest*)

Booking Interest



Revenues by Booking Frequency



71% yearly bookings by repeat users



5 out of 5

DIXIE D.

Nice service

I was pleased to have a place to spend the day while work was being done in my house. I didn't want to bother my friends from 9-5, so it worked out well. I do wish I had the option of choosing my hours, however. It worked out, but I could have used an additional hour, but the hotel staff said they couldn't extend the time by that long.



5 out of 5

KELLI K.

Best Feel In Boston

I am a night nurse and often needed a quiet place to sleep between shifts. The app is very easy to use. HotelsByDay has saved my sanity.



5 out of 5

SUSAN S.

Easy to book

Although we have had amazing experiences in the past, we have yet to check in at the property booked. The booking process was once again fast and very easy! I cant wait to see more New hotels on Hotels By Day. It makes it easy pre cruise and post cruise day adventures in a new city! We will be staying in Seattle in July and Miami in August. Thanks again!



5 out of 5

NIKOLAS F.

Too easy!

I was worried that this wouldn't work, or the hotel would be upset or weird about the concept. But I showed up and was whisked right away to my room. One of the best decisions I've made!



5 out of 5

KADEN Q.

Easy and simple!

The bookings are very easy to find, and everything is color coordinated very well.



5 out of 5

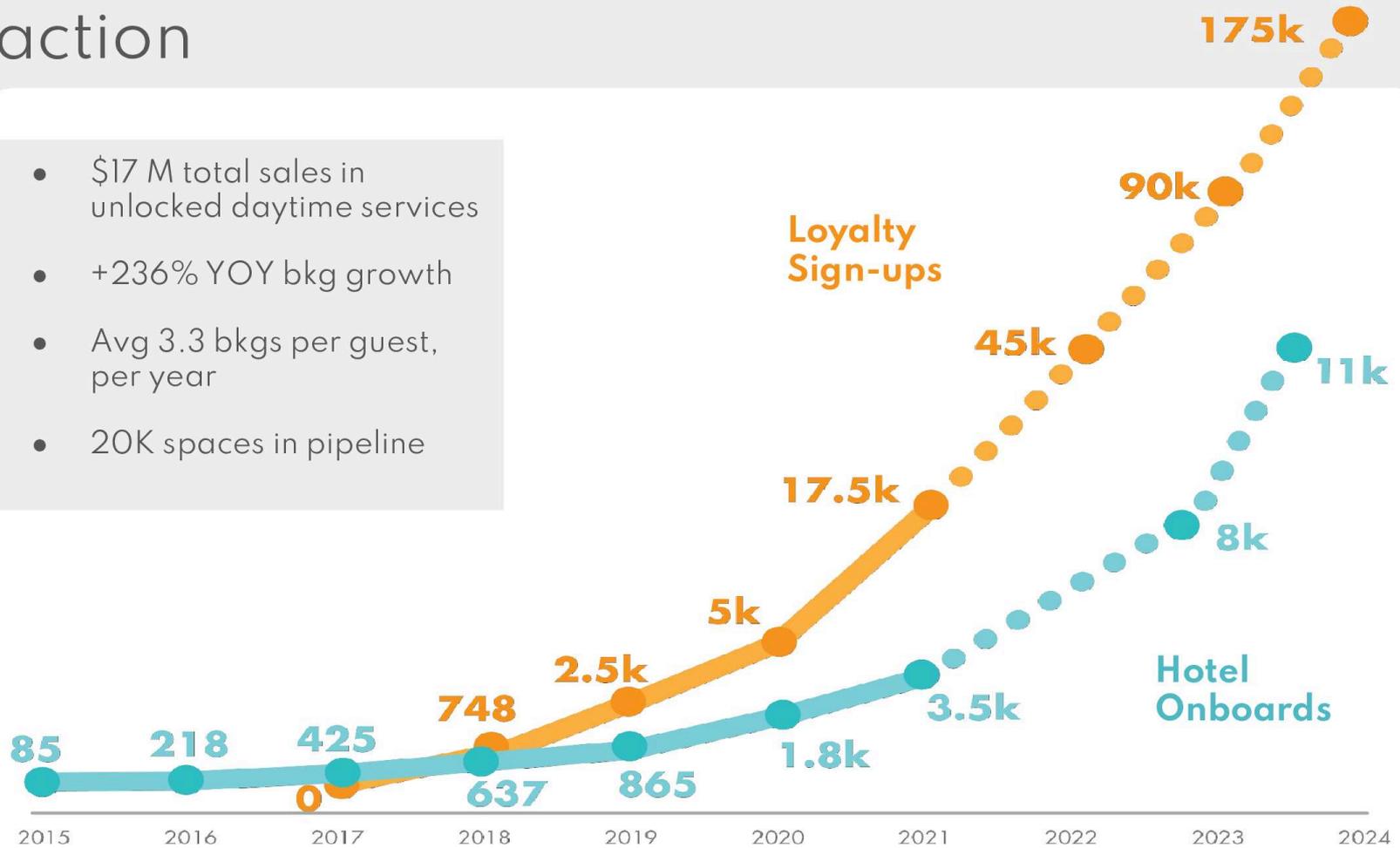
ROBERT B

You are better than WeWork! By miles!
Hot breakfast and a shower!
Loving my work day!

Traction



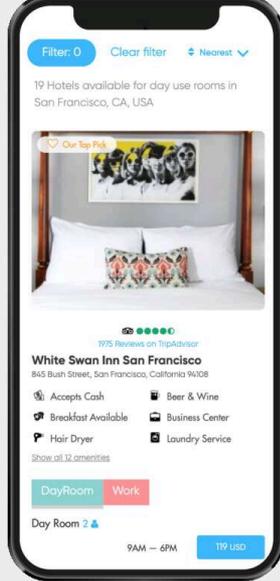
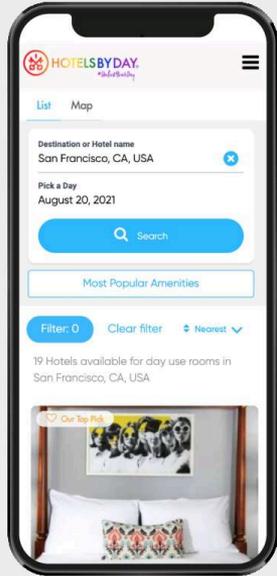
- \$17 M total sales in unlocked daytime services
- +236% YOY bkg growth
- Avg 3.3 bkgs per guest, per year
- 20K spaces in pipeline



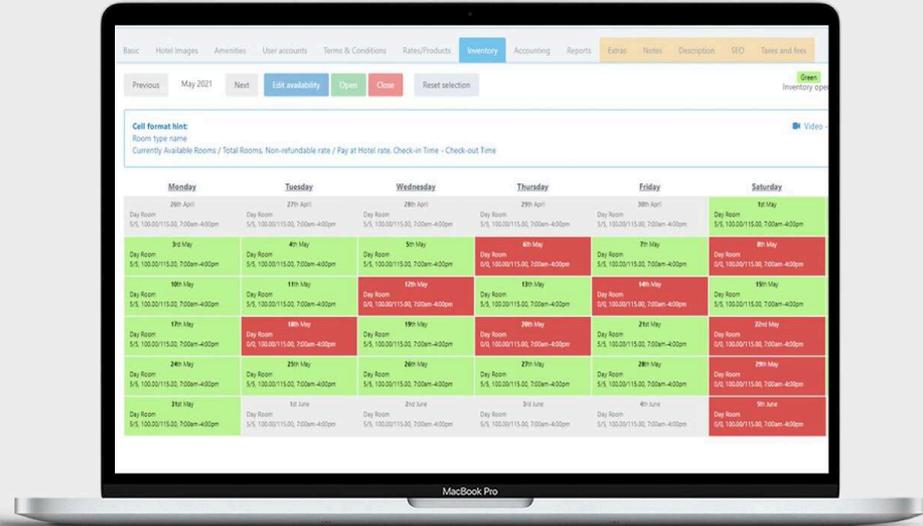
Product



B2C



B2B



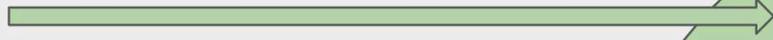
HotelsByDay turns **Red**: Wasted inventory => to **Green**: New revenues

More feature details: https://youtu.be/X_qrKxIQCeO | https://www.youtube.com/watch?v=gt8nOIG2K_M

Addressable Market



\$1.4 Tr.



TAM

Bleisure: \$500B. GMV in 2019

Flex-Work: \$900B. GMV in 2019

Think 'Expedia + WeWork'

\$92 B.



SAM

Bleisure: 700k hotels worldwide x 5%
dayroom allocation x \$90 rate x 365 days

Co-Work:

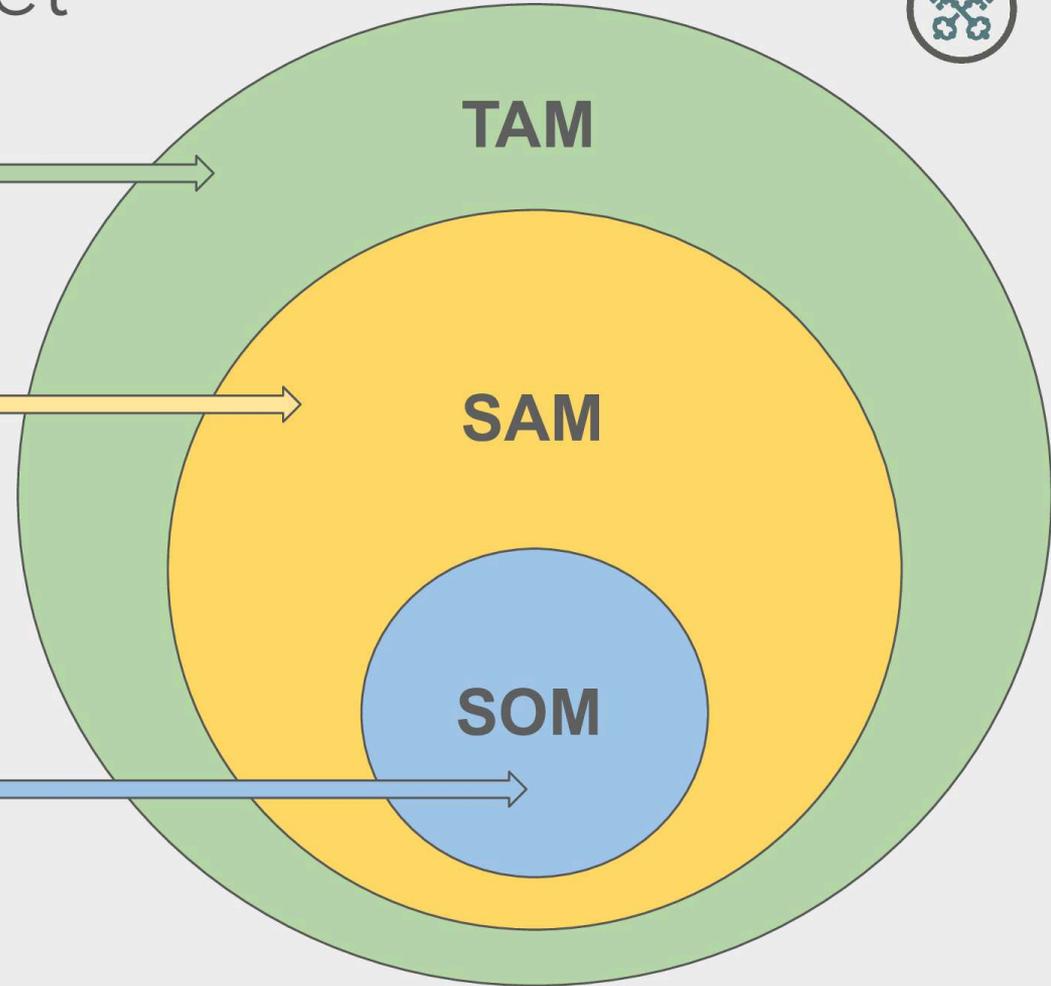
<https://allwork.space/2021/03/coworking-is-the-new-normal-and-these-stats-prove-it/>

\$433 M.



SOM

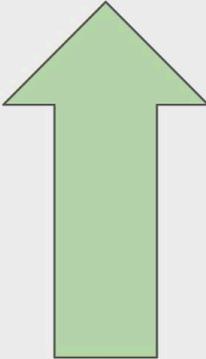
25k htl's x 1% fulfill x \$90 rate x 365 days



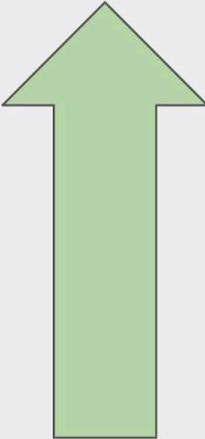
Gross sales projections 36 months post raise



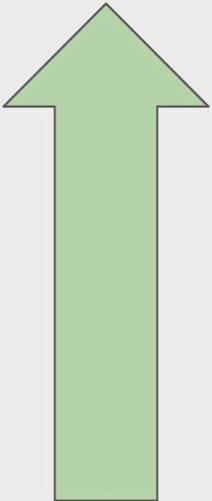
Yr.1
\$9M



Yr.2
\$19M



Yr.3
\$30M



Disclaimer: Projections do not guarantee future results.

Priorities: Capitalize on post-Covid growth



- 1) Flex-Office program sold to Inc.5000 workforce
- 2) API connectivity into a 2000%+ inventory increase
- 3) Establish foothold in Asia

As Seen In:





“More Than Half of Workers
Would Rather Quit Than
Go Back to Office”

- *Entrepreneur.com* - Sep. 2021

Join us in shaping
‘the future of Work & Play’



WORK.
LIVE.
PLAY.



HOTELSBYDAY®

DAY
PASS

Starting at
\$49 +tax

