

business proposal

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Ethics clause

I confirm this work has received a favourable ethics opinion and i have faithfully observedthe terms of the opinion in the conduct of this project.

AI Declaration:

ChatGPT has been used to aid idea generation.



INTRODUCTION & RATIONALE

business

93% of Generation Z are exploring business ownership and 75% want to launch their own business (Kratz, 2024), with already 174,000 of 16-24 year olds in the UK self-employed (ONS, 2022).

This report will provide an overview of the new business idea 'Out Of House', based on key insights discovered, and opportunity highlighted in the market, supported by extensive market research and validation by experts and potential consumers. A 3-year marketing strategy and communication plan will then be revealed, demonstrating how the business will be successfully launched and sold to consumers.

Generation Z have a unique experience with the world of work, entering while the state of work is being questioned (Coleman, Raymond and Rhodes, 2023), a macro trend accelerated by the global pandemic, which has driven the rise of young entrepreneurs (Welker, 2023) (see infographic 1). Technological drivers have diversified entrepreneurship, social media enabling people to become their own business, namely the content creation industry, further an entrepreneurial route highly pursued and desired by Generation Z, (see infographic 2). Generation Z set to account for 30% of the workforce by 2030 (Richardson, 2023), a generation of mass entrepreneurs; coupled with the loneliness epidemic, especially among young people, this career choice of mass solo working poses huge threat to their mental well-being. A generation looking to change the world through entrepreneurship, 'Out Of House' is here to create an environment more prepared for the workers of today and tomorrow, making sure they aren't changing the world for now and future generations at the expense of their own health.

influencer

57% of Generation Z say they'd be an influencer if given the opportunity (Garfinkle, 2023).

THE OPPORTUNITY





research insights

The key insights revealed from stage 1 which have informed this business idea are as follows:

- ☐ **The new top dog:**
Starting a business, or working for a start-up is considered the new 'success', as opposed to working for a large company which used to be viewed as the ultimate career goal.
- ☐ **Intrapreneurs are the future:**
Content creators who work within brands are seen to be the future of the influencer industry, aligning with evidence that content creators who don't offer their audience content of educational or community value will die out. The future entrepreneur is both a business owner and social media personality.
- ☐ **I'mma bet on myself:**
Generation Z feel the need to be more multi-hyphen as careers aren't stable, and even if they are, they fear getting bored; therefore are willing to bet on themselves but not on companies.



commercial insights

So what... societal views means entrepreneurship is desirable and the motivations for Generation Z being to create change, economical, environmental and social (Drenik, 2022), all lead to the career route not going anywhere and encouraged by others, including the government (see Appendix 4.1). Collaboration opportunities between brands and content creators is the future, focusing on the value of community, individuals can't get this from themselves, they need a third party. And the risk Generation Z are willing to place on themselves as opposed to giving companies the power and control of their career will need to be encouraged and supported by brands.

Enter Out Of House.

the future blueprint (scenario plan)

Four potential realities of the future have been conceptualised based on insights from stage 1 and wider market research (see Appendix 4.1). The benefit being strategic flexibility through a long-term perspective and creatively showing in what world the new business will operate (Lindgren and Bandhold, 2003).

Personalised
work culture

most likely near
future based on
research

It's personal

Work culture has become highly personalised, Generation Z having created a culture both within companies and starting their own businesses, that enables each individual to work in a way which best suits them. While technology enables personalisation, many have become over-reliant on it in their day-to-day lives, with the convenient nature of it tempting them towards the artificial light, and for many younger generations, technology is all they know. People are realising many of their problems are a result of technology and start to demand and prioritise in-real-life experiences in all aspects of their life, valuing a sense of community.

Living the dream

People value human interaction above superficial, technology-enabled interaction; living in-real-life becomes everyone's no. 1 priority and the latest health and wellbeing trend. Brands are fighting over consumers to offer real-life experiences in all aspects of their. It's widely known and agreed that each individual works in a different way to achieve maximum output and enjoyment, with hustle culture no longer an aspirational social construct. People apply for jobs by writing their own job descriptions and sell themselves and their personal brand.

what we're
hopefully for
in 10 years!

Technology
over humans

Humans over
technology

Back to basic

The personalisation of work post-COVID has become too much and companies revert back to a one-size fits all work culture. Technology is utilised more than ever to connect workers from different places as strict working hours deter workers from coming into offices, as they try to prioritise their personal lives. As a result, in a bid to maintain the image of 'always-online', human interaction falls in priority, with less focus than ever on community both in their work and social lives. Generation Z are more overwhelmed than ever entering the job market with no community or accommodation to their neurodiversity.

Controlled community

A sense of community achieved through human interaction is crowned, with every individual striving to maintain their humanity and lessen the use of technology in their daily lives. As an attempt to offer community in the workplace once again, companies return to an entirely in-person working model. While providing workers with everyday in-real-life interactions, this does mean work once again becomes impersonalised and excludes individuals. Community is the ball-point of brands, a second family but the strict nature of roles leaves many left behind and lonely.

One size fits all
work culture

the opportunity

That's where Out Of House comes in, aiding the future leaders and changemakers with a support system, a community, and environment enabling them to reach their potential, reach their goals, and live the balanced life they're striving for. Human beings are innately social creatures, and younger generations stripped of the normal social interactions both professionally and personally in a technology-centric world, the social and loneliness crisis' is an urgent one, but an 'eminently solvable epidemic' (Bacigalupo, 2024). Therefore, action should be taken to solve it and is where much opportunity lies, supported by Generation Z's unmet work needs.



the problem

In order to validate the opportunity identified in the market and better understand the consumer problem, we spoke to our consumers and experts in the field. This enabled us to strengthen our business idea and focus on solving the consumer pains.

consumers

"I find it (running a business alone) extremely lonely. I would love to have colleagues both for the day to day at work but also to have a social life outside of work as that's where most people after uni make friends."

- Amy Denne, small business owner (see Appendix 3.3).

"Working everyday on your own in your own house can be unproductive and bad for your mental health."

"When not working in a big office you have less connections. I speak to people online on LinkedIn but there isn't that in person connection so as content creators or gen z entrepreneurs you don't get that office culture or friendships."

- Kate Cronin, content creator (see Appendix 3.3).

"I struggle to concentrate when working from home. I currently work in a corporate office and work from home, and have noticed that I am more productive in a working environment, surrounded by others who are doing the same."

- Lizzie Tongue, corporate worker (see Appendix 3.3).

More than half of Generation Z'ers feel like they've missed out on an important part of adulthood because of how the pandemic affected office culture – 55% (Harris Poll, see Kaplan, 2024).

experts

'The problem is loneliness is killing us - literally. Lonlieness is as bad for your health as is smoking everyday. It can increase your risk of mental health conditions, stroke, heart disease and even premature death.'

- Dr. Vivek Murthy (see Chaudhary, 2023).

'In 2023, Surgeon General Vivek Murthy declared a loneliness epidemic—"it's a real crisis that has serious effects on our emotional and physical health.'"

- Surgeon General Vivek Murthy (see Bacigalupo, 2024).

"I think these spaces are going to start figuring out how to serve the needs of the post-pandemic remote workers who are looking for a balance between home and the traditional office."

- Tony Bacigalupo, coworking leader, (see Appendix 3.3).

‘Humans are social creatures. Our brains are designed to collaborate, innovate, and inspire. But if we don’t have access to spaces that encourage us to do so, we can quickly become weighed down by the bustle of the day.’

(Brier, 2023).



THE BUSINESS

So, the business. A space reimagining the coworking concept aimed primarily at Generation Z, the future leaders, aiding their career choices and combatting loneliness. 'Out Of House' will combine a pop-up restaurant space open to anyone, personalised coworking spaces and studio spaces for content creating and podcast recording.

A space which appeals to Generation Z, and they actually want to use, as they are the most 'pro-office' and entrepreneurial generation, therefore office-less, yet don't widely use coworking spaces (Watkins, 2023). This will be achieved by focusing on their practical needs and aesthetic wants, as a generation more into the aesthetics of the workplace than any previous generation (FlexiSpot, 2024).

Located in London as researched revealed despite the cost of living crisis, Generation Z still view London as the place to be and many aspire to move there soon or have done, therefore has the most long-term potential (see Appendix 4.1). In the Coal Drops Yard shopping centre at King's Cross, as a newly renovated and creative space appealing to Generation Z and providing desired convenience (Acharya, 2023) surrounded by other shops and near transport.

The space will be highly personalised as the pandemic highlighted how personal individual's way of working is (Berwick and Smith, 2023), further reinforced by the neurodivergence of the generation (see infographic 4).

Giving these mainly solo workers a physical space, validating their work to themselves and others, as stage 1 insights revealed many of Generation Z entrepreneurs feel their job isn't taken seriously by peers, family and older generations. As well as motivation and accountability (see infographic 3), and the opportunity to collaborate and find their people.

Celebrating new talent, the space will combine a pop-up food truck, featuring new talent monthly from the food industry (see infographic 2). The food space open to the public, capitalising on more opportunity with pop-up food capturing UK consumers (Alison, 2021), spreading the risks and opportunity for revenue.

Also offering community and events, a USP of the brand, as something they can't get or create alone. The membership providing opportunities to progress their business will massively appeal to Generation Z entrepreneurs (see infographic 1). While social media reduces barriers to entry and exposure to consumers, this also means competition has risen (see Appendix 4.1). Events to progress their respective careers, both events for content creator members to host for their communities and selling events for the business owner members to gain exposure and sell their products.

50% of Generation Z entrepreneurs state increasing visibility and generating quality leads as the 2nd biggest challenge they face (Kratz, 2024).

50%

As 'food stands and mobile food trucks' as well as 'restaurants' are the 4th and 5th respectively, most common businesses Generation Zer's are running in the UK, already 4,700 businesses in this field (Muir, 2024).

45%

Despite being primed for success, 45% of Gen Z say they wished they had more motivation to keep going (Sowery, 2023).

4th 5th

53%

22% 31%

More than half of Generation Z identifying as 'definitely' (22%), or 'somewhat' (31%) neurodiverse (Kratz, 2024).

visuals - floor plans

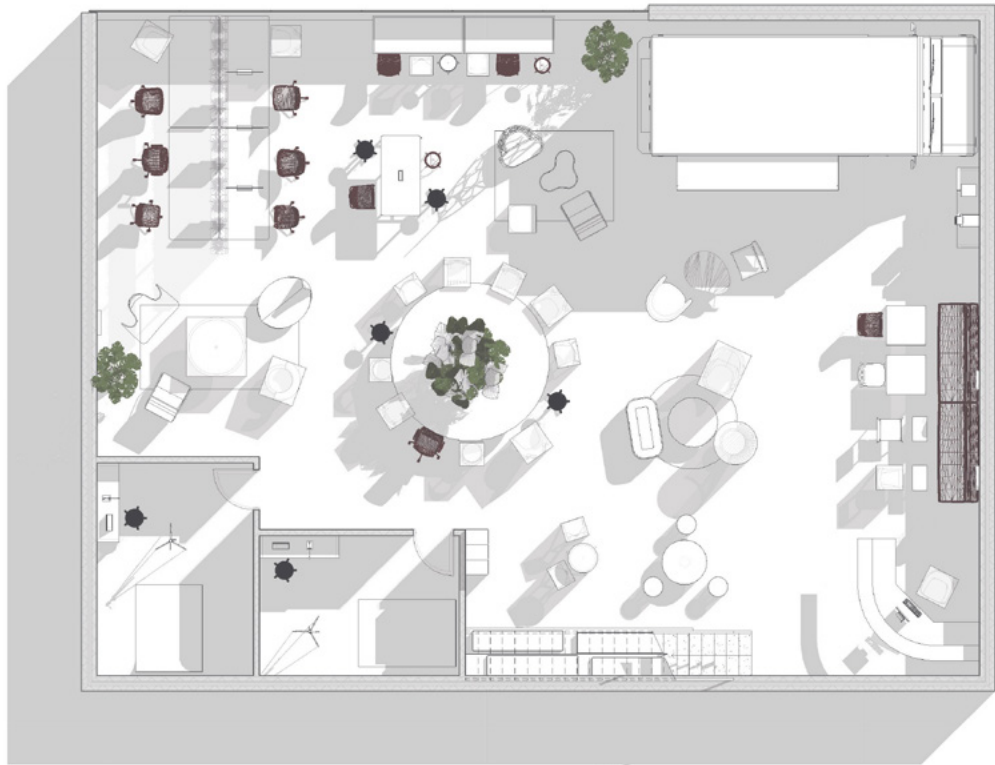
"I think you'll see the best opportunity where there is the most density. Cities are filled with lonely folks crammed into small apartments."
- Tony Bacigalupo, coworking leader (see Appendix 3.3).



Coal Drops Yard shopping centre

ground floor, pop-up restaurant space

studio's



'the Starbucks effect on office design. Cafe inspired layouts are popular with Gen Z.'
- (Dawn, 2022).

'Gen Z prefers well-designed, versatile spaces with a good mix of quiet areas, meeting rooms, communal areas, casual seating and phone booths where they can move about seamlessly.'
- (Dawn, 2022).

three sperate rooms and a communal space



first floor, coworking spaces

biophilic design with lots of plants

"Designing beautiful environments as a first step."
- Barney Wilson, sales manager at Spacemade coworking space, (see Appendix 3.3).

"Being around green stuff makes humans happy."
- Sir Tim Smit, founder of the Eden Project, (see Bitter, 2024).

visuals - ground floor
(restaurant pop-up space)



food truck style
pop-up for
restaurant

biophilic design



photography,
film and podcast
studio (1 of 2)

mix of seats to suit
different needs as
space can be used to
work as well as dining

visuals - first floor
(coworking space)

open space



Open space area, bridge between the pop-up restaurant and the seperate rooms.

standing desk
Standing desks are important to 36% of Generation Z (WorkThere, 2023).
1 of 2 meeting rooms (6 people capacity)

room 1



Concealed ambient lighting and neutral temperature to create an ambience. Designed for a mix of solo work and collaboration with soundproof pods and open desk space.

room 2



Concealed green lighting and cooler temperature for a focused, energising atmosphere. Designed for collaboration and high energy with large desks and exercise bikes.

room 3



Concealed white lighting and warmer temperature for a more zen atmosphere. Designed for solo working, relaxing music and nap pods. Warmer temperature.

23% of Generation Z workers like nap pods in the office (WorkThere, 2023).

putting it to the test (concept testing)

The business idea and concept was tested on our target consumers and experts within the coworking and Generation Z space in order to understand the viability and validity of it. Based on the research, the overall concept was well received with specific features and aspects altered as a result of the feedback, improving the overall concept. See Appendix 3.3 for more.

consumers

"I love this idea and really wish it was real."

- Amy Denne, small business owner (see Appendix 3.3).

"Omg this would be amazing, I've never thought of this concept with the combination of studio's and working space. Having recently tried out a coworking space, I would say there is definitely a need for this!"

- Lucy Georigia, content creator, (see Appendix 3.3).

"Studio access would make the difference in paying and not paying for me."

- Sophie Ellis, content creator and small business owner (see Appendix 3.3).

"Documenting my journey on LinkedIn, growing a community, building up my personal brand, that's kind of led me to where I am today. So the concept and target audience is perfectly timed and relevant."

- Niall Cleaver, small business owner, (see Appendix 3.3).

"Overall, I love the business concept as it sounds like an exciting and inspiring destination. I would definitely use it, I think there's a huge gap in the market."

- Lizzie Tongue, hybrid corporate worker, (see Appendix 3.3).



10 out of 10 consumers said they would use the space and buy one of the memberships on offer.

(see Appendix 3.3).



9 out of 10 consumers said they loved the location

(see Appendix 3.3).



7 out of 10 consumers said they hadn't ever come across a coworking space near them or seen any advertised.

(see Appendix 3.3).

experts



6 out of 6 experts approved the concept, all believing it to be a great idea and opportunity for it.

(see Appendix 3.3).

"It sounds like a great idea... the gen z entrepreneurs I've worked with are very much for coworking as entrepreneurship can be very lonely, so surrounding yourself with people that you can relate to is really important to them."

- Shoshanna, Generation Z careers expert, (see Appendix 3.3).

"The idea of generating business motivation and a cool and collaborative place to work for gen z is brilliant. I love it."

- Esther Stanhope, key note speaker & award winning author, (see Appendix 3.3).

"Post-pandemic, the demand and expectation for such spaces is increasing rapidly. I think the angle of combatting gen z's loneliness epidemic through coworking spaces would be an awesome idea and a good 'WHY'."

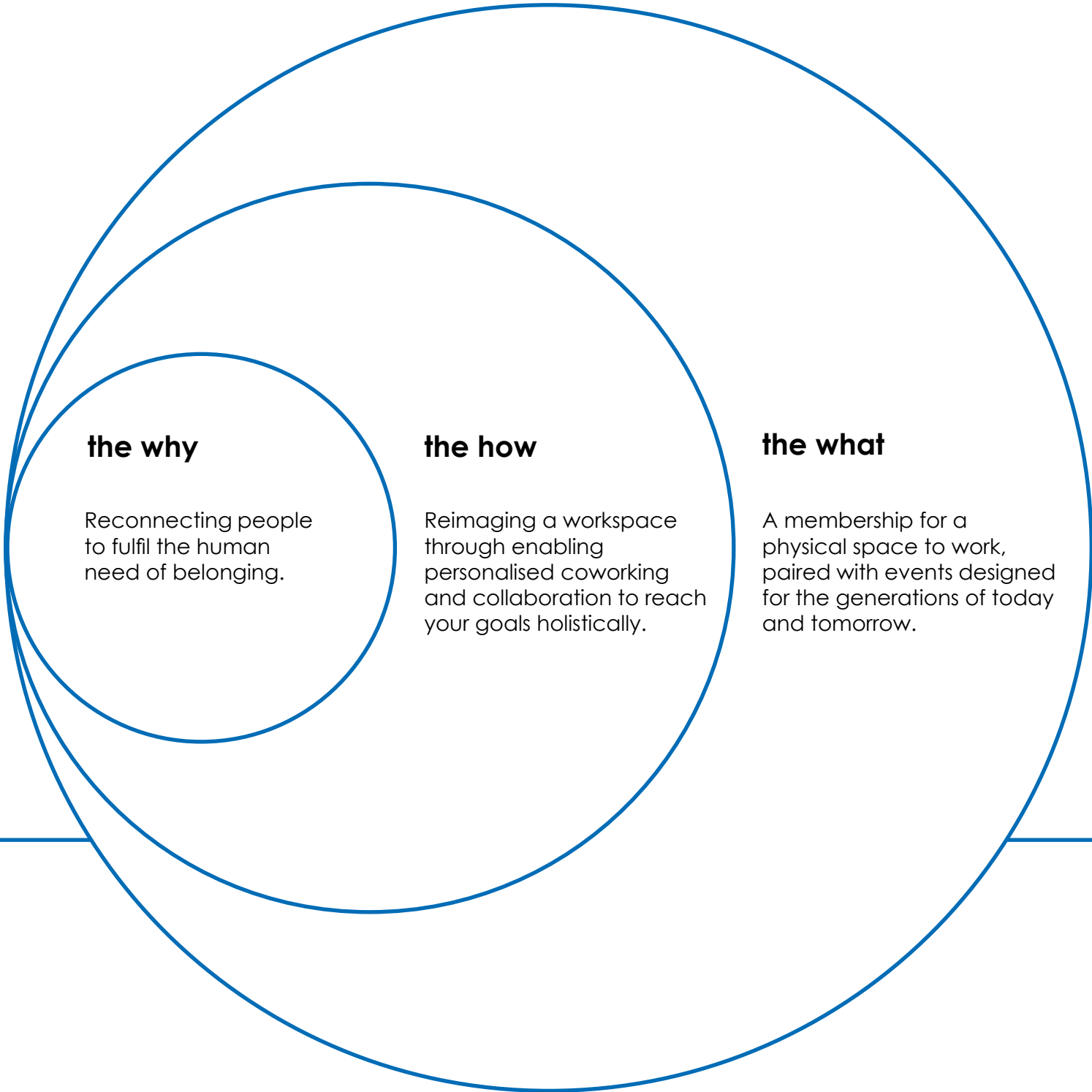
- Barney Wilson, sales manager at Spacemade coworking space, (see Appendix 3.3).

"Events get people in the door, both before they are members and after they join. So great that is your focus."

- Tony Bacigalupo (see Appendix 3.3).

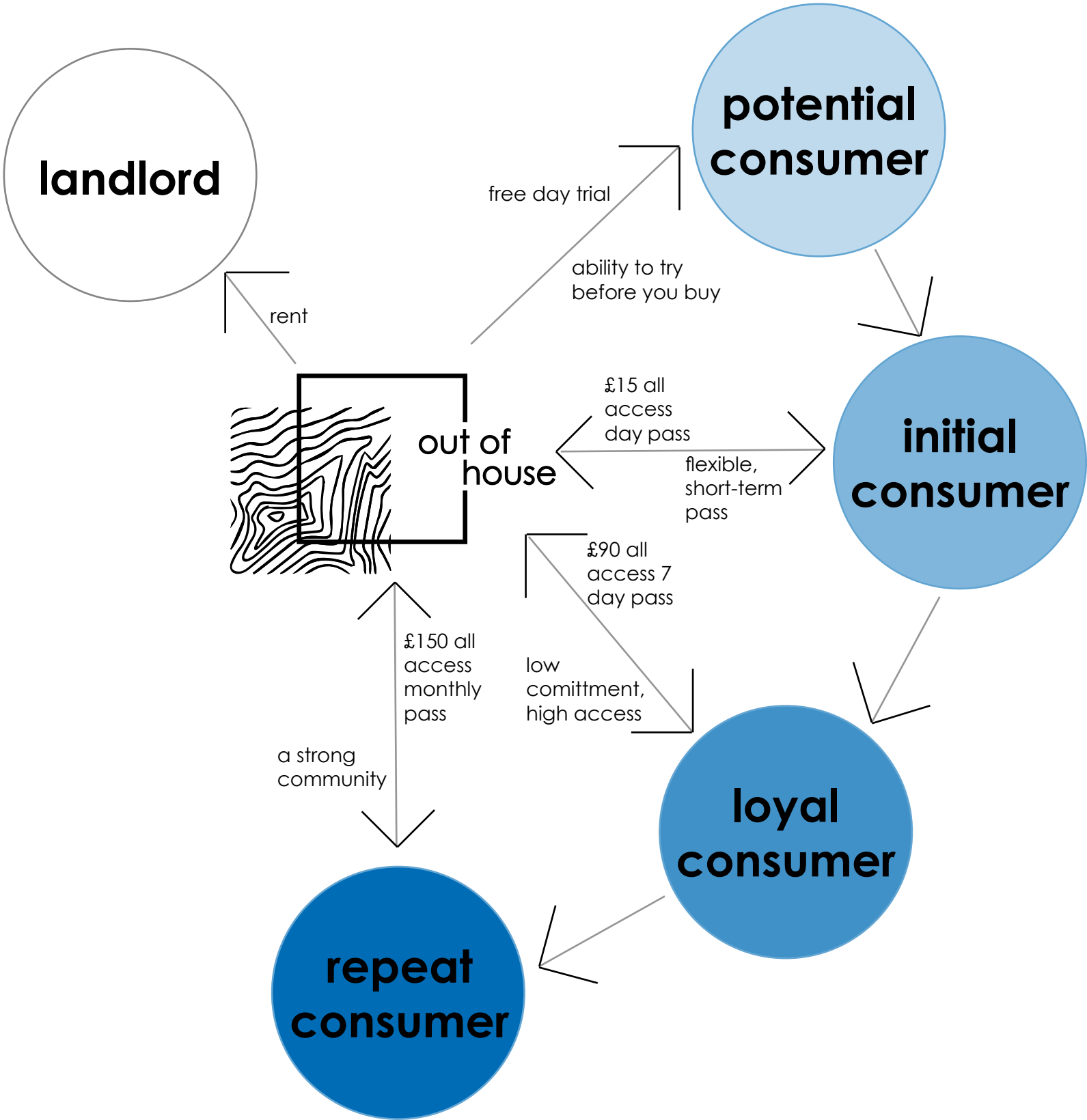
the golden circle

Sinek's golden circle model has been applied to the 'Out Of House' business, enabling clear purpose and meaning to the consumer to be identified (2011).

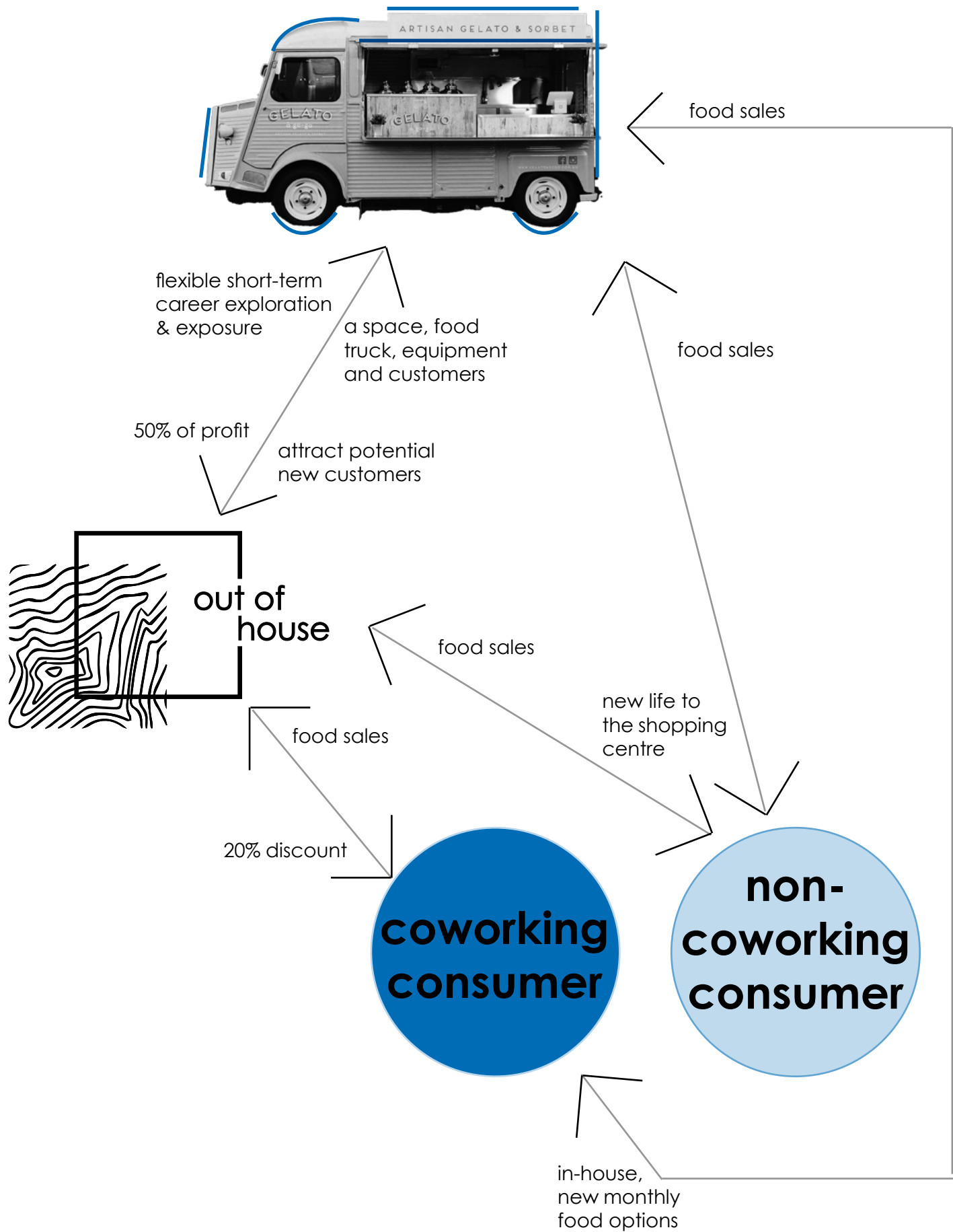


coworking business model - Space-as-a-Service SPaaS

The business model for Out Of House is shown below, imitating a space-as-a-service model for which the concept has evolved over the past decade (Abboud and Furer, 2021). A brick and mortar model, offering consumers a service within the space, highlighting the main revenue stream of memberships to the coworking and studio space.



food service business model



“They’re (pop-up restaurants) a fantastic way for aspiring restaurateurs to test the waters and for diners to experience something truly unique and unexpected.”

Danny Meyer, founder of Union Square Hospitality Group and Author of “Setting the Table” (see Kroon, 2024).

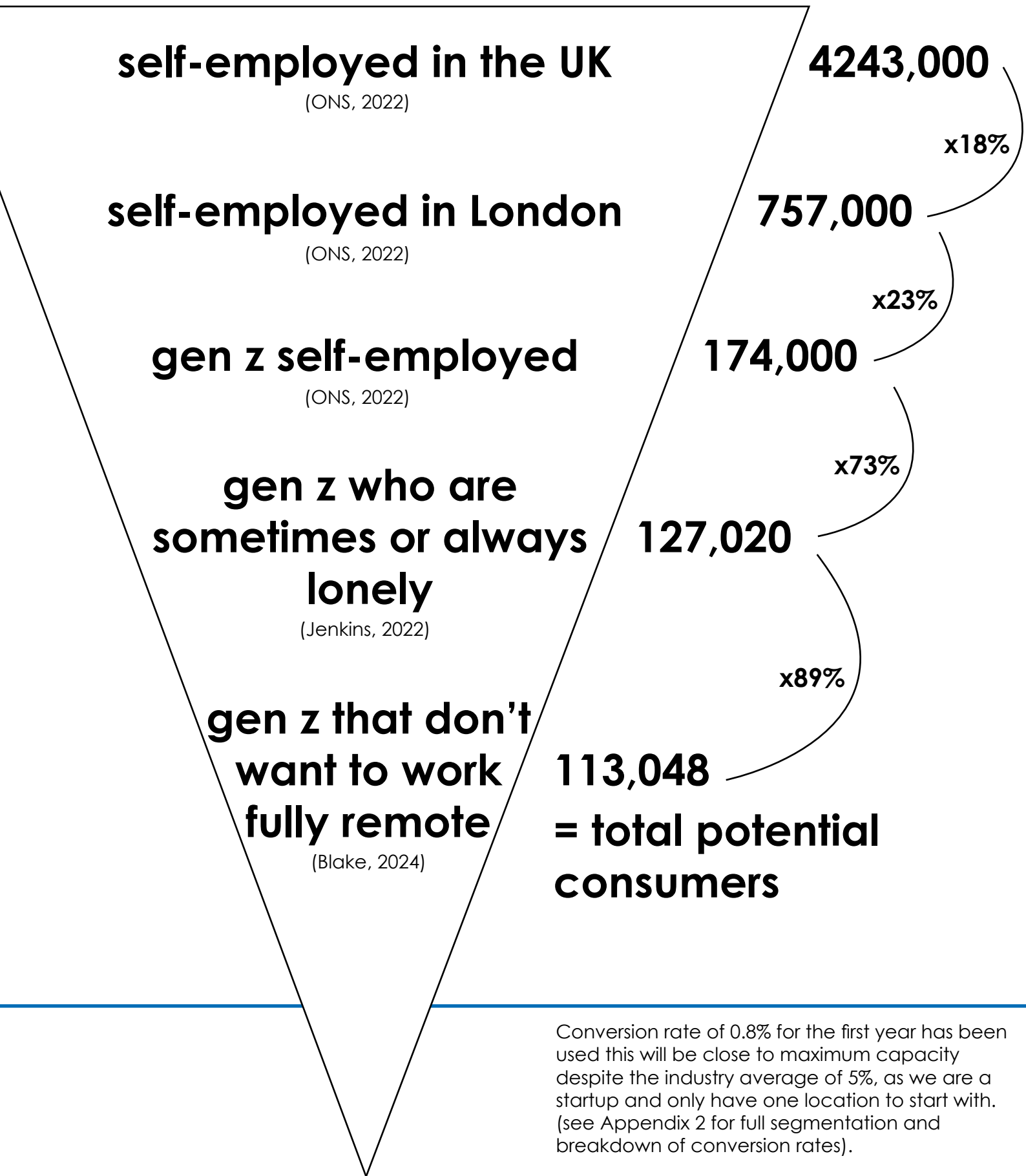
benefit ladder

An adaption of the benefits ladder has been created to show what makes experiences worth paying for, they're memorable, personal, revealed over a duration, there is a stager, they are the guest and demand for sensations, a level over features and benefits (see Appendix 1 for original benefits ladder and additional experience models).

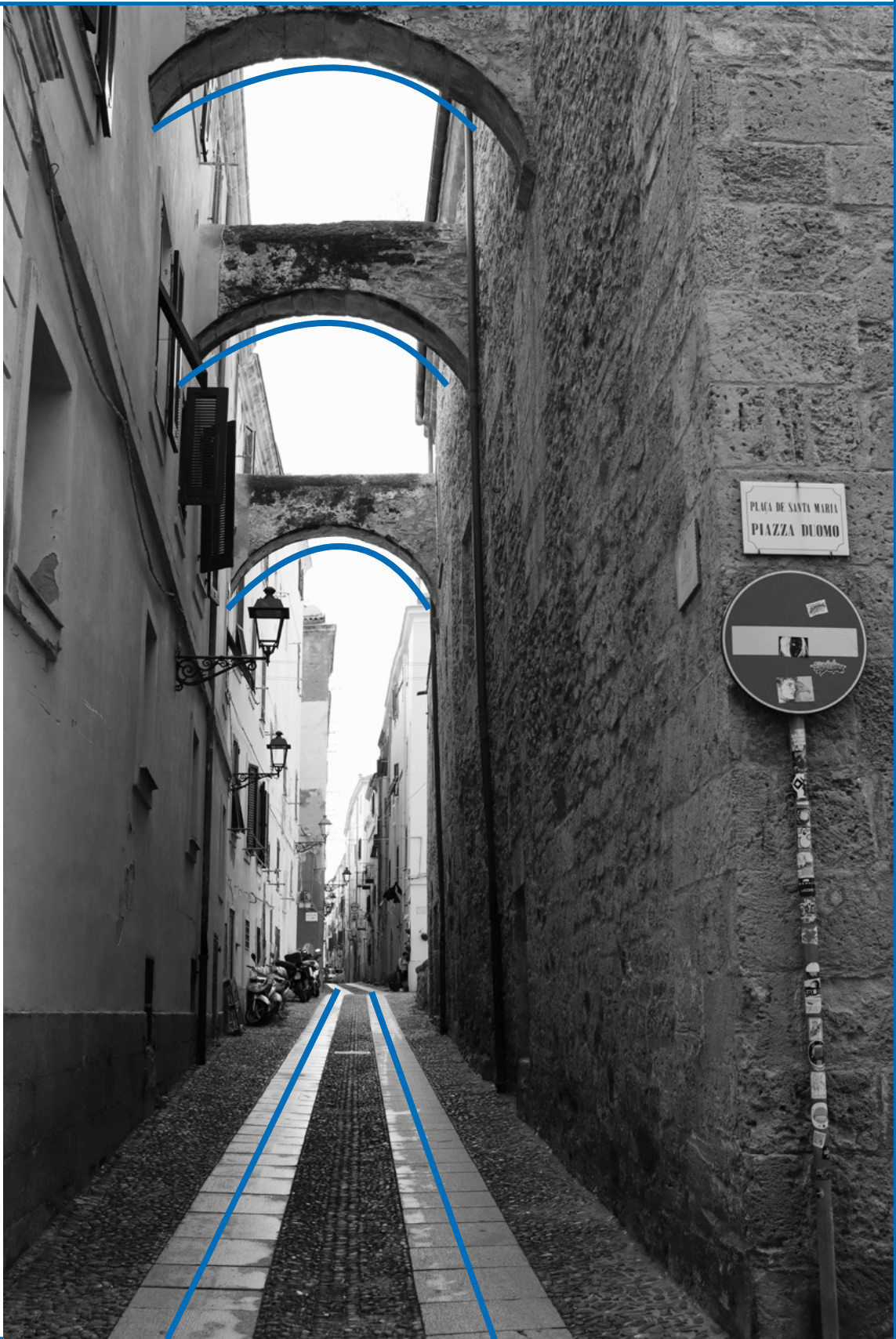


“Coworking spaces have become so much more than just buildings for people to work in. They’re an opportunity to be part of a community, a network of likeminded people... striving to enhance and enrich people’s working and personal lives.”

Barney Wilson (see Appendix 3.3).



Conversion rate of 0.8% for the first year has been used this will be close to maximum capacity despite the industry average of 5%, as we are a startup and only have one location to start with. (see Appendix 2 for full segmentation and breakdown of conversion rates).



show me the money
(commercial viability)

The start-up and monthly costs of the business have been shown as well as the projected revenue to prove the viability. (See Appendix 2 for financial template with breakdown of revenue streams and justifications).

costs

start-up costs	
coffee stand setup	£4,000
web domain	£50
insurance	£400
studio setup & equipment	£16,000
utilities for workspaces	£35,000
Total	£55,450

monthly costs	
rent	£14,000
staff	£5,760
drinks amenities	£550
electricity, heating, water	£800
website maintenance	£50
Total	£21,160

revenue

total net income - year 1

£14,844.36

total net income - year 2

£61,642.08

total net income - year 3

£103,727.06

total net income for 3 years

£180,213.51

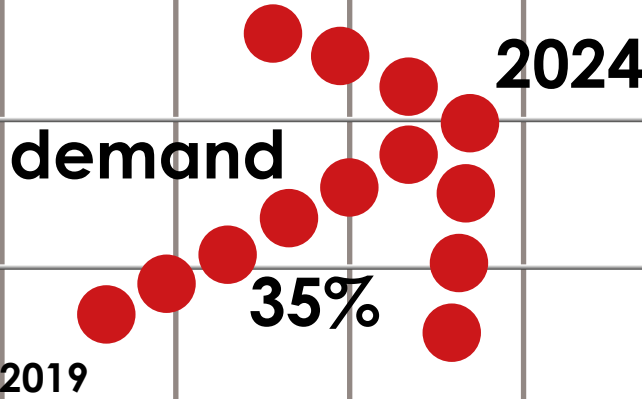


MARKET ANALYSIS

These infographics show there is both a growing market for the coworking concept and the eating out market, the two markets we are entering.

coworking market

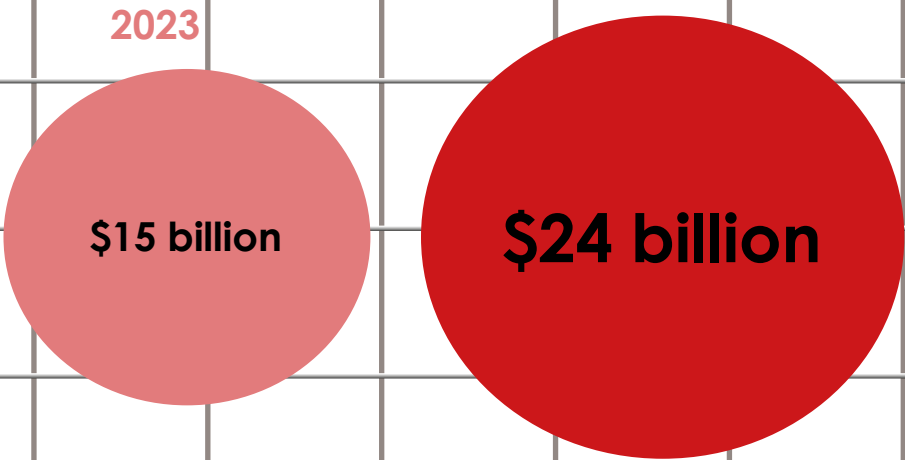
present



Flexible workspace demand has surged by 35% across EMEA over the past 5 years (Jean-Yves, 2024).

future

2030



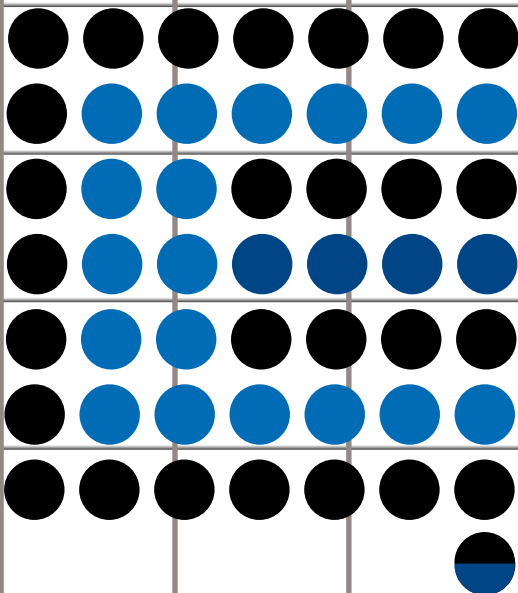
The global market size value of the coworking market in 2023 was \$15 billion (GVR, 2023) and is estimated to be worth \$24 billion by 2030 (Statista, 2022).

Drivers of the growth - the aftermath of the pandemic massively drove the demand and interest of coworking with the state of work being questioned (Young, 2022), and has continued to grow after the affects of the pandemic, as the world of work has been permanently changed (GoogleTrends, 2024) (see Appendix 4.1).

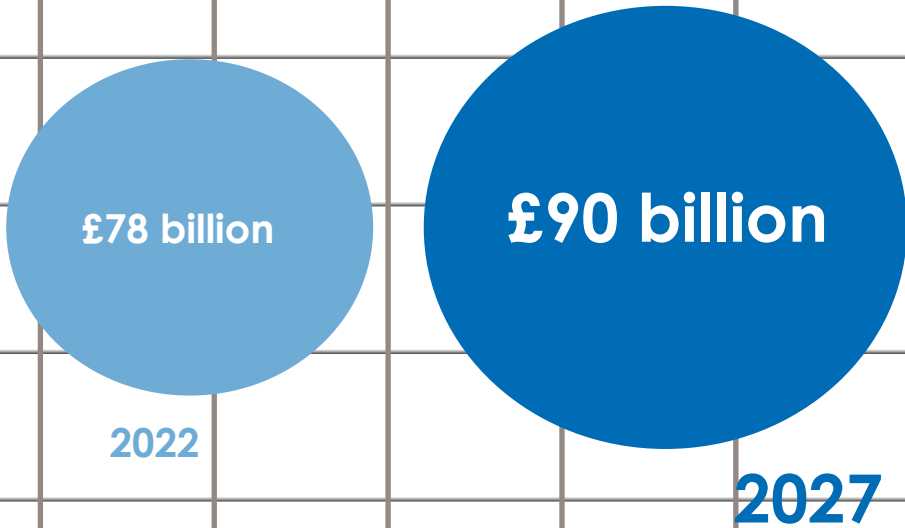
eating out market

present

45% of consumers consider eating out a "fundamental activity" in their lives (Bidfood, 2023).



future



The UK eating out market value was £78 billion in 2022 and is estimated to grow 15% and reach £90 billion in 2027, exceeding expected inflation rate (Caddy, 2023).

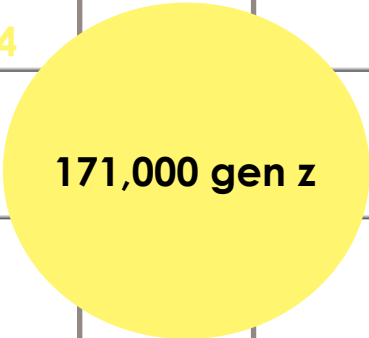
Drivers of the growth - since the pandemic, consumers have shown to value experiences including eating out even more so than before and despite the cost of living crisis, consumers are still valuing this and spending (Fromm, 2023) (see Appendix 4.1).

These infographics show the two primary consumers we are aimed are growing markets in terms of the career path, meaning the need and demand for our business concept will grow.

solopreneurs

present

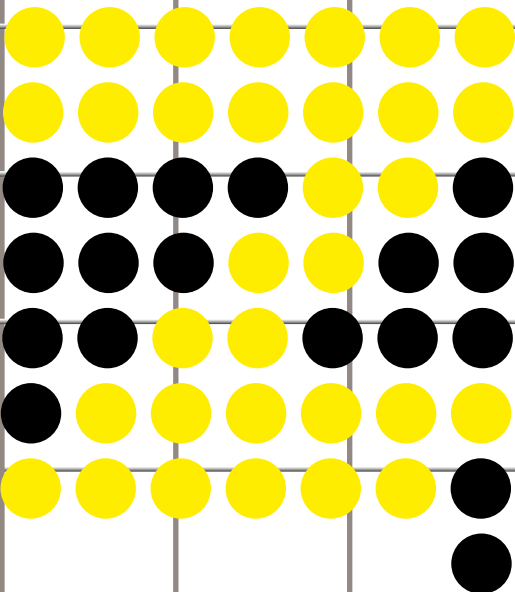
2024



171,000 members of Generation Z – those currently aged between 18 and 25 – are already directors of businesses in the UK, shows new Hazlewoods research. (Muir, 2024).

future

2027



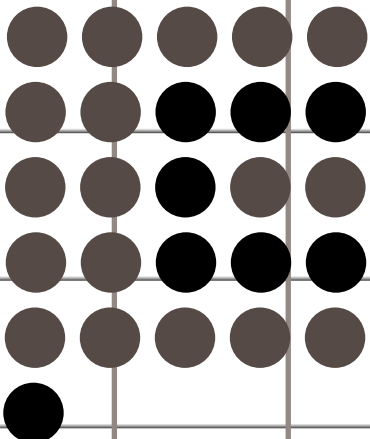
New research by Adobe reveals almost two-thirds (64%) of Gen Z plan to start a business in the next three years (Sowery, 2023).

Drivers of the growth - accessibility, financially, resources and reach to consumers (Upton-Clark, 2024). COVID (unstable jobs and economy), demand for freedom, financial prosperity and freedom, passion and change driven (Drenik, 2022).

Drivers of the growth - spending on influencer marketing and platform payouts, fueled by the monetization of short-form video platforms via advertising (GoldmanSachs, 2023). As well as the pandemic putting in question the world of work and how people make money (Coleman, Raymond and Rhodes, 2023).

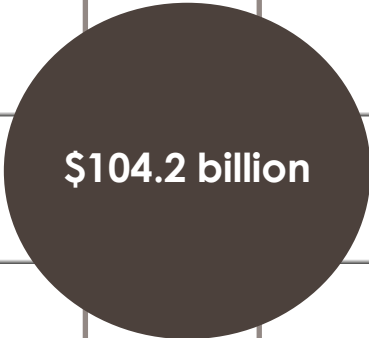
creator economy

present

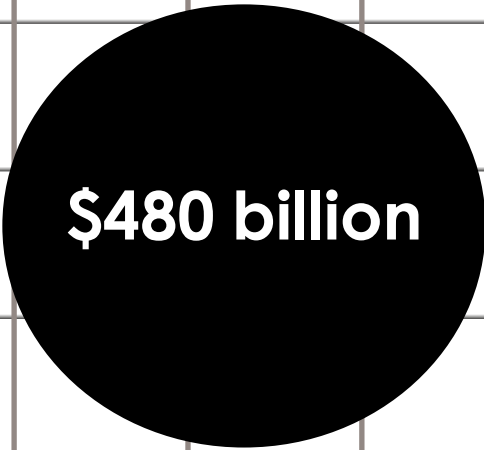


The growth of the creator economy has seen 8 million new entrepreneurs join the UK workforce since 2020. (Sowery, 2023). Now the UK content creator economy stands at 16.5 million people, a quarter of the population (Adebisi, 2023).

future



2023



2027

The global creator economy is worth \$104.2 billion (Flynn, 2023) and is estimated to reach \$480 billion by 2027 (Larsson, 2024).

social isolation

A world where technology is overtaking humans, a socialisation crisis is happening in which humans have become over reliant on technology (Hammond, 2024). As Generation Z enter the workforce, never knowing the 9-5 office culture, and massively pursuing solo entrepreneurship, they're not developing key soft skills or key relationships as one does at their age (see infographic 1). Arising with a mental health crisis (see infographic 2), technology and COVID has driven an overconnected society with few real connections, affecting Generation Z the most (see infographic 3), and set to massively affect Generation Alpha (see Appendix 4.1). The businesses key values are around real-life interaction and socialisation, tackling this problem.



75% of Generation Z who have entered the workplace list the lack of social interaction as the thing they've most disliked as a result of working from home (Watkins, 2023).



More than half of 18-24 year olds report having received a diagnosis and/or treatment for a mental illness (McKinsey, 2022).



27% of Generation Z reporting a negative effect on their mental health from technology and social media (McKinsey, 2022).

online to offline

The social media entrepreneurs of Generation Z are creating communities which are now crossing over into the physical world. Solving the loneliness problem for themselves and the remainder of the generation who work 9-5's but haven't found their people. This is being widely seen across fitness content creators with running clubs for example (ActionGroup, 2023). This reflects the move on the influencer industry is having, as Generation Z are growing tired of extravagant brand trips influencers are sent on, wanting to be involved, not just watching from the outside (Dodgson, 2024). This is addressed in the purpose and design of Out Of House, focused on creating communities and providing a space to do this in-real-life.

“In a world that is more digitally connected than ever, there is a human connection crisis, and studies show healthy relationships are the number one way to improve our overall physical and mental health.”

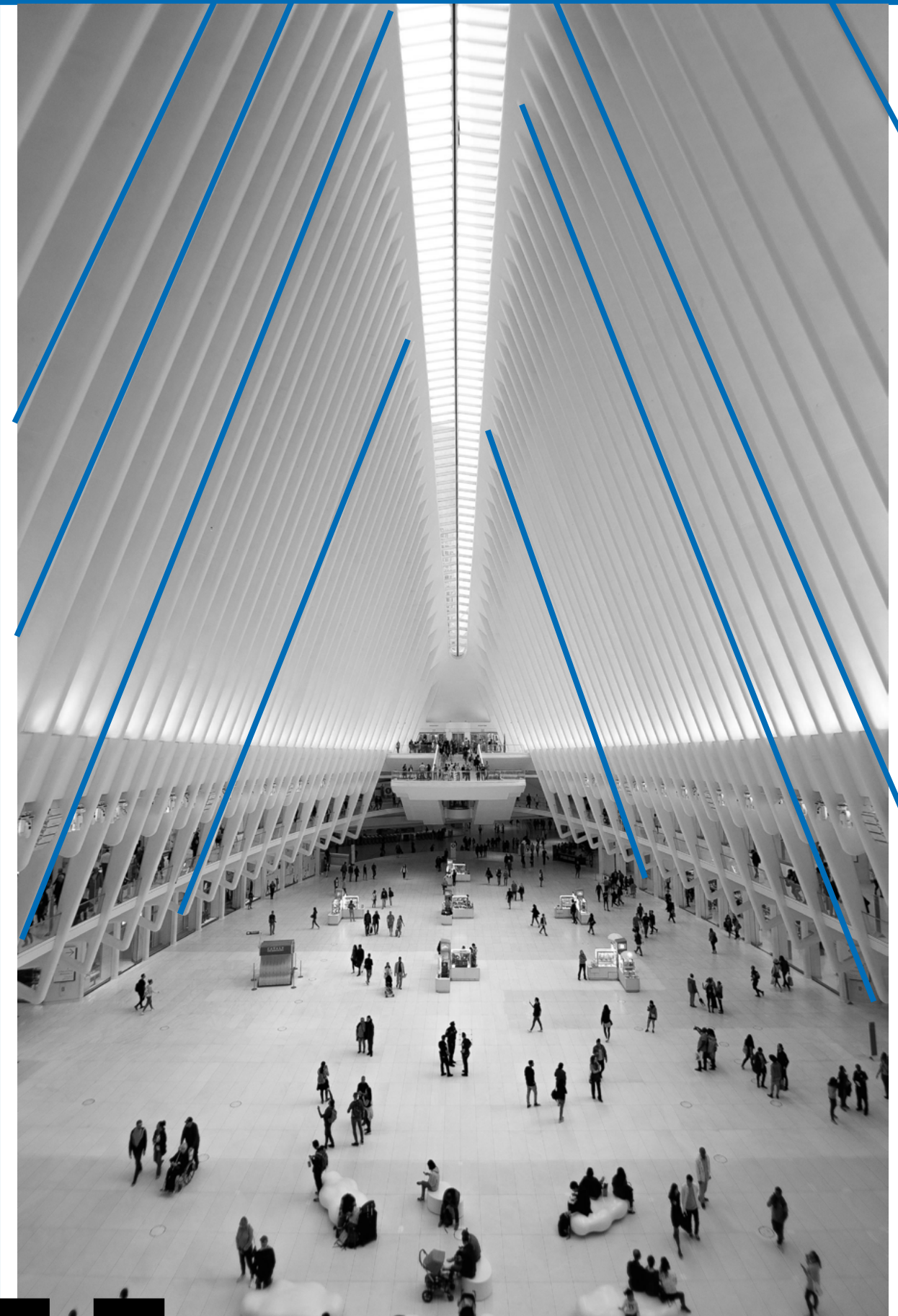
Elizabeth Cutler, co-founder, Peoplehood (see Indeka and Rhodes, 2023).

lifestyle memberships

Driven by community and convenience, consumers are taking a holistic approach to their lives, wanting everything in one place, multiple reward and benefits checked off. Memberships are the new lifestyles, from the hospitality industry adopting community and entering the work industry, to physical and digital journey's becoming seamless omnichannel experiences, a continuation of the lifestyle. IKEA are having success capitalising on this trend as they are buying shopping centres, adding coworking spaces, food halls and their products, so far seeing major footfall (Bitter, 2024). This idealistic concept of a membership being a subscription to their desired lifestyle is reflected in the concept of 'Out Of House', location and business model.

the new landlord

The pandemic has driven a reduction in both office spaces and shops, as the retail industry took a great hit, creating a permanent shift in consumer behaviour (ONS, 2022b) (see Appendix 4.1). The traditional office space becoming obsolete, companies are reducing their office sizes due to hybrid models, and shops are having to work harder to remain profitable and relevant to the post-covid consumer (Wirekoh, 2021). Retail concepts which focus on the new consumer mindset will win, as their value for experiences is strong (Ghost, 2024). As a result, landlords are diversifying, looking for new ways to fill the space, seen through commercial landlords now renting out space for coworking; going straight into the business, eliminating the coworking operators (CoWell, 2022) (see Appendix 4.3).



Our biggest competitor in the future will be landlords.

personalised work

The most neurodiverse generation yet, along with the where, when, how and why of work being questioned driven by the pandemic (Christian, 2022); work is becoming personalised to enable individuals to be their most productive. Workspaces are utilising technology to create a highly personalised environment. This is being seen through catering to all 5 senses (Lopez, 2022). For example independent air controls, circadian lighting and VIPP desk lamps.

international palette

Driven by consumers experiencing international travel from a young age, Generation Z are eager to experience culinary diversity (Intel, 2023f). Despite a time of financial uncertainty (see Appendix 4.1), consumers and Generation Z in particular enjoy treating themselves through dining out (Caddy, 2023) (see infographic). This is a reflection of consumers making up for lost time due to the pandemic and their desire for experiences, as food has become and needs to continue to be more of an experience than a service (Scott and Poile, 2022). Providing moments of escapism, and opportunity to try new things and spend time with friends and family, there is great opportunity in the experience food industry.

47% of Generation Z say they are planning an entire trip around visiting a specific restaurant (travelperk, 2024).



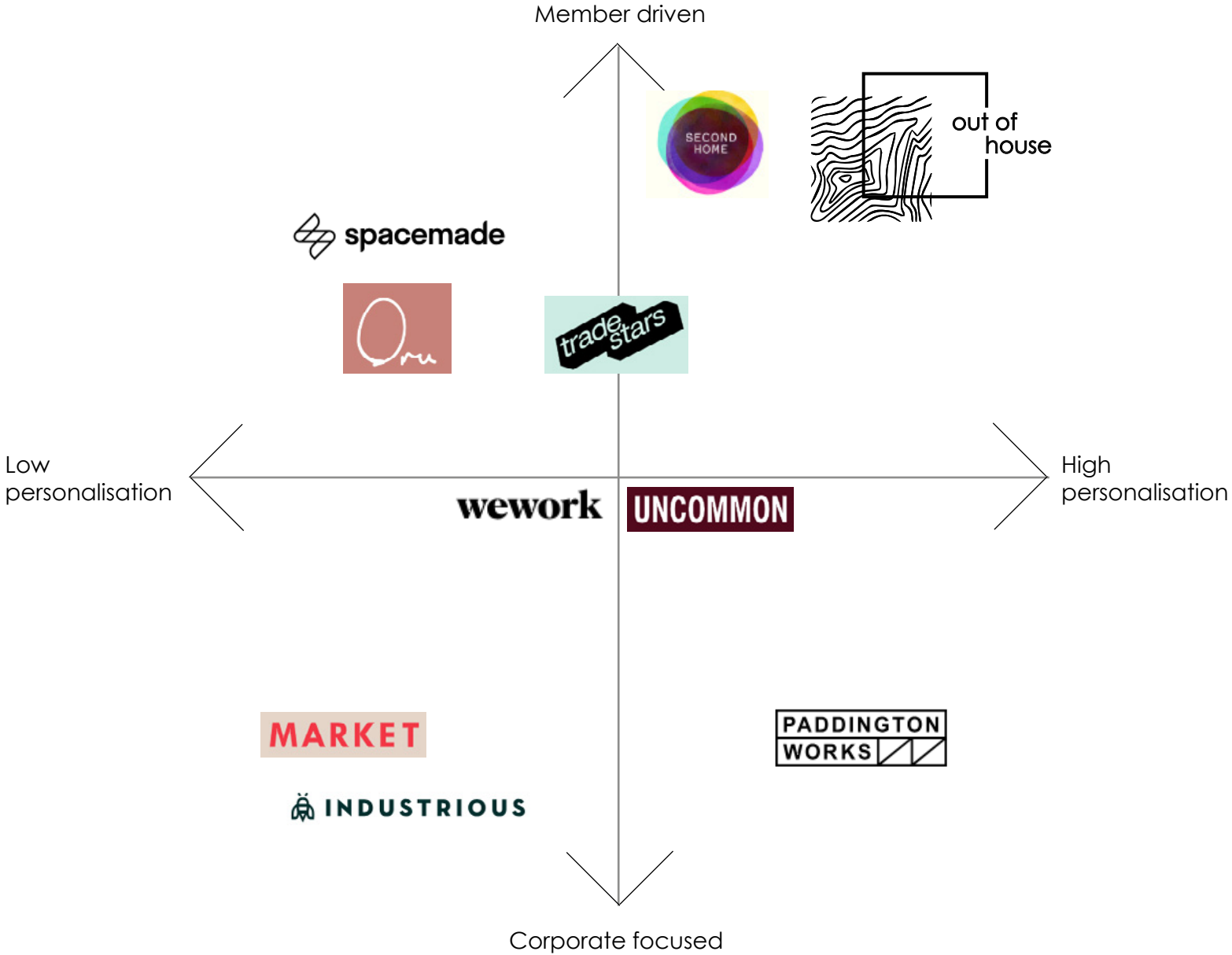
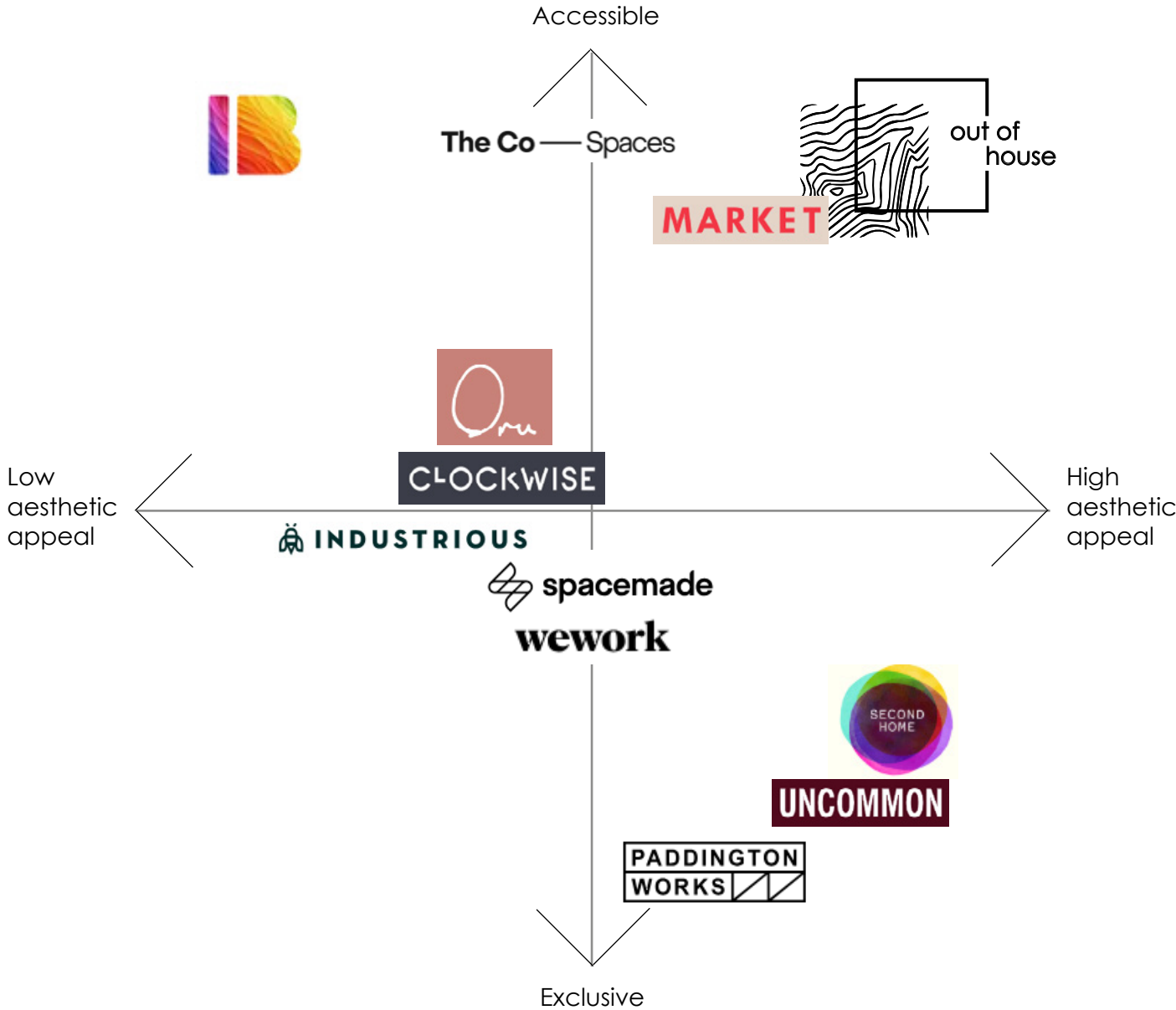
competitors

The following competitor maps have been devised from talking to the target consumers to further understand their perceptions of existing competitors, pressure points and unmet needs and wants.

There is a gap in the market of an aesthetic, and community driven coworking space which appeals to Generation Z who are highly focused on a 'vibe' and a personalised and intimate space (Dawn, 2022). Accessibility is also a key factor for the target consumers as early on in their careers, therefore a deciding factor for them and a barrier for them to convert to many of our competitors.

These positioning maps highlights the opportunity in the market, capitalising on where Generation Z entrepreneurs are going and in what industries, and their specific needs and wants.

See Appendix 4.2 for research and analysis of brands.





8 out of 10 consumers specified they want an 'intimate' or 'personalised' space.
(see Appendix 3.3).



10 out of 10 consumers said coffee shops and libraries weren't a direct competitor.
(see Appendix 3.3).

competitors			direct	non-direct	
best in class	<p>The following competitors have been identified as best in class for specific aspects which Out Of House are focusing on and will take note from.</p>				
		lifestyle - food		content creators	
		<p>Oru:</p> <p>Combining coworking, wellbeing, food and events, offer a lifestyle membership as opposed to just a workspace. The focus on bringing people together with food.</p>		<p>Tradestars:</p> <p>Offer cowareshousing where small businesses can completely personalise and design the space themselves, as well as communal space and cafe for all members.</p>	
	personalisation				food businesses
	<p>Paddington Works:</p> <p>Offers both coworking and studio production. Highly personalised through circadian lighting, ergonomic chairs, independent air controls and individually designed areas for different working styles.</p>				<p>The co-spaces:</p> <p>Offer coworking spaces and co-kitchens which enable people to build and launch their food businesses with all the facilities.</p>
		lifestyle - wellness			The Alan
consumer journey		<p>Second Home:</p> <p>The strongest lifestyle offering, much more than just a workspace, offering exercise classes and events strongly driven by their members. High level of biophilic design also adding to the wellness and aesthetics.</p>			<p>A hotel in Manchester, a leader in the restaurant and coworking concept. Offer a coworking lunch menu and free hot drinks.</p>
	<p>Spacemade:</p> <p>Seamless experience across IRL and digital, with an app and everything they do and offer is highly member driven.</p>			Whoopl	<p>Launched in Mumbai but see themselves as the next WeWork for content creators. Offer a co-shooting space with access to experts, props, backdrops and is affordable. Could be the future, giving confidence to our business concept.</p>

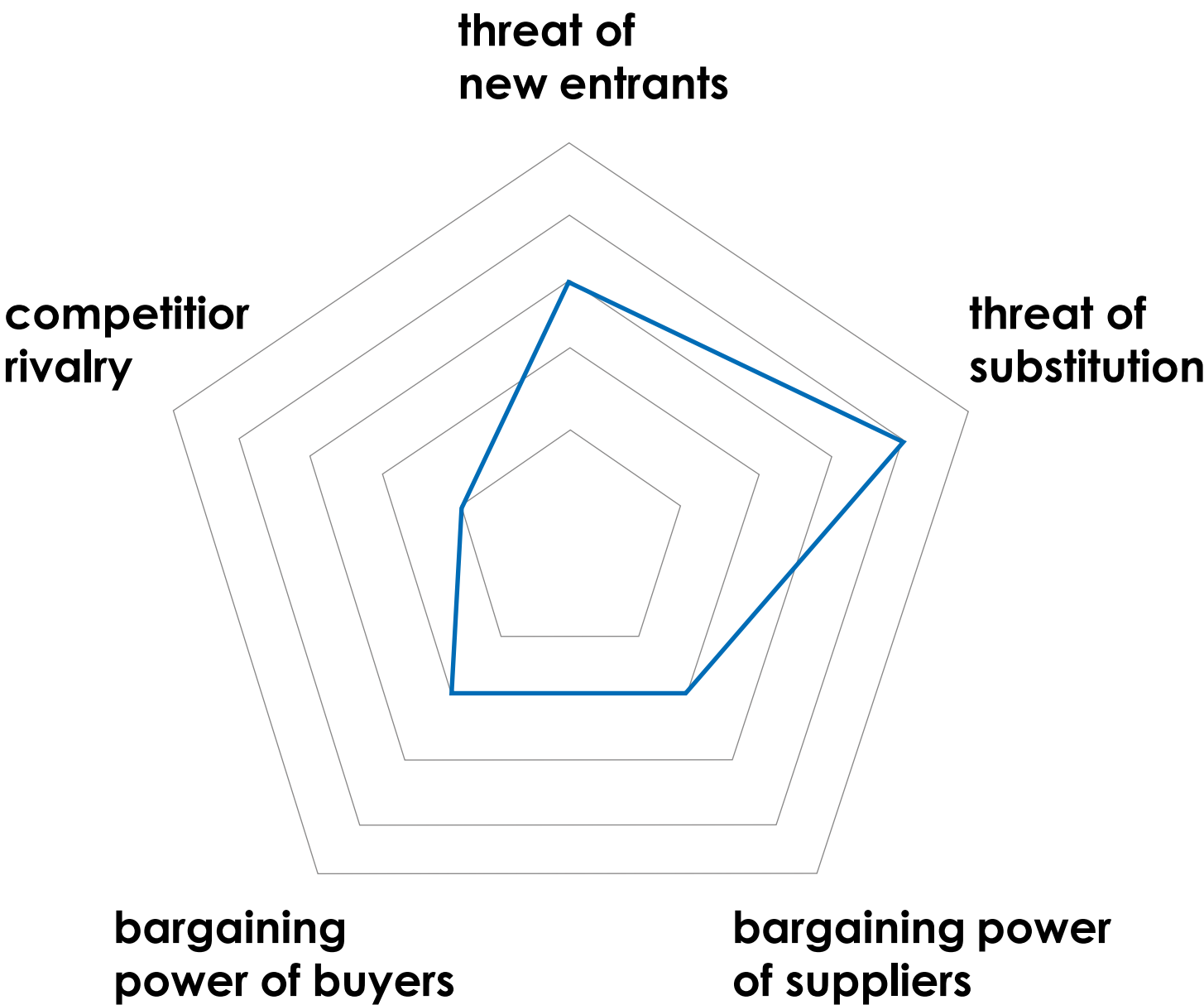
‘Raised on a staple of Instagram, YouTube and Pinterest, they are highly visual creatures who place great importance on the design and “vibe” of a space to feel inspired and get their creative juices flowing.’

(Dawn, 2022).

Porter's 5 Forces

The Porter's 5 Forces model has been applied to the business in order to gain a comprehensive overview of the competitive landscape, be critical about our position in the market and identify the opportunities, to be able to make strategic decisions (Jiang, 2023).

See Appendix 4.3 for more detailed model.



threat of new entrants

- high availability of retail space and low cost (Mitsostergiou, Hickey and Whittington, 2023) (see Appendix 4.1).
- hard to become profitable, often by 3rd year is successful, need quite a bit of funding, not easy to enter (Workthere, 2022).
- funding is difficult in the current economic environment (Miroslavov, 2024).
- with third spaces growing in demand, commercial landlords are entering the coworking industry (CoWell, 2022).

threat of substitution

- a lot of potential substitutes such as libraries and cafes, but will be more of a threat to some of our consumers than others.
- a sense of community isn't offered by many potential substitutes such as libraries and cafes.
- depending on consumers' willingness of compromise, they could compromise benefits of our business for a cheaper solution such as cafes and libraries.
- options to the service, different memberships, guest passes, studio access etc. accommodates different needs at different times, reducing the threat of substitutes.

bargaining power of suppliers

- a lot of supplier options available as a lot of empty retail spaces (Mitsostergiou, Hickey and Whittington, 2023).
- landlords are gaining more bargaining power as many are entering the coworking market without a third party, namely our business (CoWell, 2022).

bargaining power of buyers

- community and belonging they can't get alone but highly value (see Appendix 4.1).
- high availability of options in the market, consumers have choice, but we uniquely offer a solution to a set of needs and wants not met.
- hassle to switch to a competitor due to monthly memberships, therefore consumers hold the power and need a reason to swap.

competitor rivalry

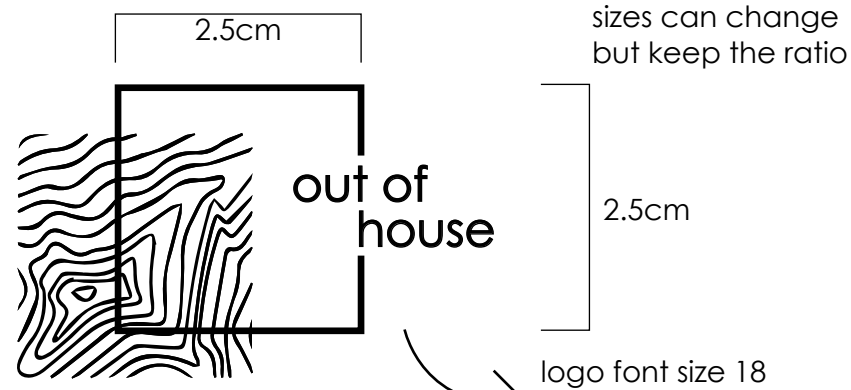
- not many competitors offering the combination of workspaces and content studios.
- difficult to move an existing customer from a competitor to us, as most stick with their first space (Statista, 2022b), and a lot of memberships are longer-term.
- low competitive rivalry for our target consumer as the business is focused on offering community and events specifically aimed at them, which they don't feel is currently out there.
- coworking operators are expanding, increasing competition (Jean-Yves, 2024).
- London is the city with the most existing coworking spaces in the world (ones, 2024), but our target consumer isn't the competitors main audience.

55% of those using a coworking space still work in the same one they started in (Statista, 2022b).

63% of the coworking operators in EMEA plan to increase their footprint in the coming 2 years (Jean-Yves, 2024).



THE BRANDING



primary logo

our primary logo, the go to in most cases.

headings font: Century Gothic, bold

body text: Century Gothic, regular

secondary logo

we use this logo if need a simpler look, or where it's being used is too busy.

we can also use the typography pattern separately from the logo as a design feature which still reflects us.



The Out Of House logo was created with simplicity in mind, as research shows humans respond best to and resonate most with simple, minimalist logos (Crawford, 2023). The typography pattern aspect of the logo adds interest to the otherwise potentially corporate looking design and has deeper meaning to the purpose of the brand, as typography is 'the study of the surface of the Earth' and 'the surface shapes and features' (Aleliunas, 2024); therefore representing the design of humans on this Earth and their basic need of connection and socialisation. As well as the brands key colours being primary colours, as socialisation is a primary need, but also reflects creativity, trust and passion (Clark, 2021).

different variations of how we use our colours and patterns.

DREAMY YELLOW

- creative
- freedom
- happy

R: 255
G: 237
B: 0

PUNGENT RED

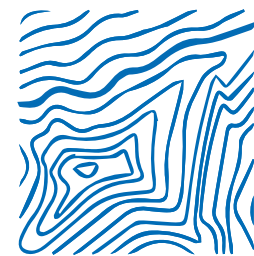
- passionate
- energetic
- successful

R: 205
G: 23
B: 25

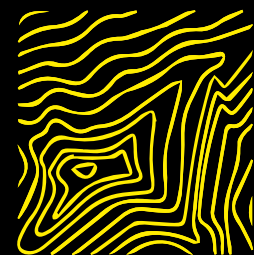
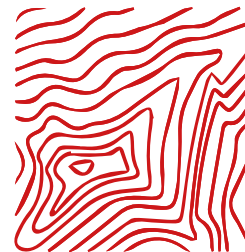
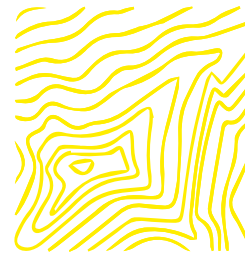
ADVENTURE BLUE

- calm
- trustworthy
- outdoorsy

R: 0
G: 108
B: 182



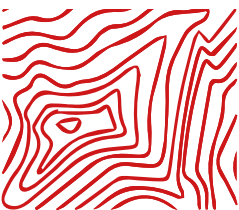
Colour psychology was analysed in the decision of colours (Elliot, Fairchild and Franklin, 2015).



brand development

Branding is very important as it is the first visual cue to the brand, therefore to get to our brand board, we spoke to our consumers to get their thoughts.

logo



79% of respondents preferred the logo now chosen for out of house, with context given, and 88% of the respondents were gen z, the primary target market (see Appendix 3.2I).

"this logo is easier to read."
- Sophie Ellis, (see Appendix 3.3).

"it's simple but very effective."
- Derek, (see Appendix 3.3).

"this logo suits the business more."
- Lizzie Tongue, (see Appendix 3.3).

brand board

"The typography pattern really gives off a deeper meaning, DNA style, core of the brand."
- Derek, (see Appendix 3.3).

"I think the colours suit the target market, bold, bright, creative."
- Lizzie Tongue, (see Appendix 3.3).

"I love the mix of the simple logo and artistic pattern."
- Georgie Sheridan, (see Appendix 3.3).

"The print looks like a fingerprint, or DNA or something, it's very cool."
- Dylan Bush, (see Appendix 3.3).



the brand

the real magic happens out of the house

the **mission** to provide the office-less and community-less changemakers a physical space and network.

tagline

the **vision** to reconnect an unconnected world through real life living and working.

USP

an innovative, personalised coworking space driven by the members.

ruler

responsible, born leader, visionary

innocent

childlike wonder, optimism, trusting, naive

rebel

passionate, non-conforming, courage

creator

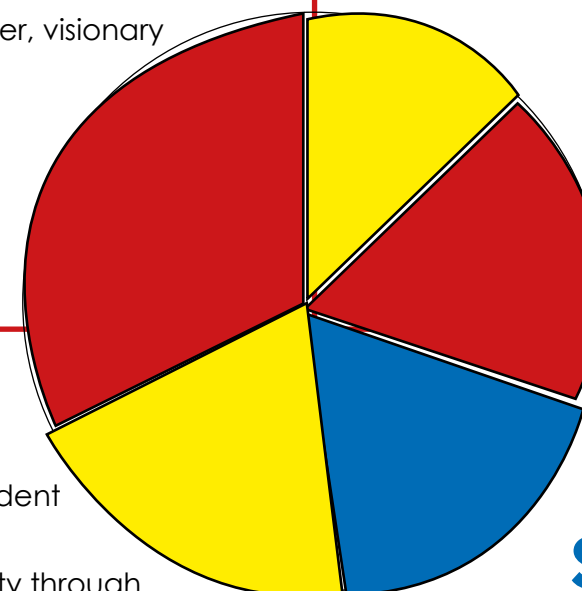
innovative, creative, independent

sage

wise, contemplative, natural mentor

the values

- IRL living & working,
- finding your people,
- risk taking,
- for the extroverts, introverts and in-betweenverts.



We have outlined our personality through the brand archetypes model, coined by Jung, as this allows a strong brand identity to be crafted and a deeper connection with the audience to be made (Robertson, 2016).

brand archetypes

brand pillars

The brand pillars model has been used to highlight the foundation of the brand internally, reflecting the culture. As well as externally to our consumer so as they can build a stronger sense of identity and connection to the brand. (TheBrandedAgency, 2021).

**out of
comfort
zone**

the Personality pillar as we innovate, go outside of our comfort zone and encourage our guests to do so as that's where the magic happens.

creativity

the Positioning pillar as we position ourselves in a space for creatives.

humanity

the Purpose pillar as our why is all about human's basic need and design of connection and interaction.

freedom

the Perception pillar as our consumers come to us through their lifestyle choice of freedom.

personalisation

the Promotion pillar, as a focus of our USP is the personalisation accommodating individuals needs.



the story

Giving back Generation z the social interaction they never made the decision to loose. In a post-pandemic and technology-first world, Generation Z and future generations were stripped of real life interactions at key life stages, and now left as the loneliest generation all while pursuing entrepreneurship to make the world a better place. Out Of House feels they have the responsibility to help the overconnected generation become connected in-real-life, helping them live a better life while they make the world a better place to live in. The founder felt the effects of social isolation during the pandemic and feels passionate about solving this issue for herself and the rest of her Generation.



THE CONSUMERS

primary consumer 1.0

The consumer profiles have been based on secondary and primary research, (see Appendix 5.1 for supporting evidence).



Scan to meet the athlete before she discovers Out Of House.

the

demographic

- 26 year old female
- went to uni
- has a boyfriend who she meet at uni
- had a 9-5 job in marketing after uni for 2 years

- started social media as a side hustle out of passion
- quit her 9-5, as wasn't happy, had no purpose or satisfaction
- decided to pursue content creating as a full-time career

geographic

- lives in London with her boyfriend
- family lives in Brighton
- went to uni in Newcastle

behavioral

- massively into fitness and is in the fitness creator category
- works with brands such as Gymshark, Runna, Speedo, Minka Dink and Free People
- currently training for an IronMan
- loves getting around London on a lime bike
- enjoys eating out with friends

- likes shopping in-person as most of her job is online, and cherishes a connection with brands
- happy to spend money on experiences that enrich her day-to-day life
- isn't worried about showing a status symbol but is looking for uniqueness

psychographic

- introvert
- enjoys pushing herself out of her comfort zone
- exercise helps her feel good mentally
- her boyfriend and most of her friends have 9-5 jobs, therefore can be lonely during the day
- recently made some new friends through events but wants more of a community

- misses the social side of her 9-5 job, but prefers the work she does now
- likes to celebrate achievements
- enjoys travelling and does often due to the freedom her job gives her
- constantly thinking how she can progress her new career and make it long-lasting

athletencer



Scan to meet the advocate on their journey of entrepreneurship and the kind of content they post.

the

demographic

- 24 year old male
- went to uni but remained unsure about what he wanted to do
- worked as a teaching assistant during COVID, and was a stable job with a high work-life balance

- left his teaching job due to poor career development opportunity
- decided to start a fashionable, sustainable coffee cup business out of desire to create change
- low disposable income

geographic

- lives in London
- went to uni in Loughborough
- family lives in Kent

behavioral

- has spent money on clothes, cinema trip and a concert, in the last month, many focusing on combatting his loneliness
- goes to therapy monthly
- first choice of travel in London is the bus as he finds the tube a bit overwhelming and claustrophobic

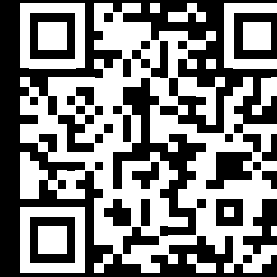
- tried working in coffee shops but doesn't fulfil all his needs such as a quiet space to take calls or create content
- finds the libraries around him quite depressing and unmotivating
- would be willing to invest in a space to work if enough potential reward

psychographic

- struggles with his mental health
- has an ambitious 5-year plan
- the main priorities of his business are education and sustainability, reflecting his values
- is struggling to gain exposure and grow his brand
- searching for purpose within his business

- frustrations come from being a one person team but can't afford any staff
- frustrated that his family and friends don't take his work seriously as it's remote
- feels lonely day-to-day working alone
- has tried to make connections in the entrepreneur world but hasn't had much success

advocate



Scan to meet the all-rounder on LinkedIn where she goes for all her career inspiration.

the

demographic

- 22 year old female
- single
- works for a company in London, 9-6 hours.
- works hybrid mix

geographic

- recently moved to London because of her new job
- went to uni in Nottingham
- family lives in Sheffield

behavioral

- hobbies include sport, reading and cooking
- follows inspirational entrepreneurs on social media, such as Aimee Smale and Steven Bartlett as well as content creators such as savannahsadchev and jwarnockk
- enjoys listening to podcasts on Spotify and watching vlogs on YouTube
- enjoys treating herself on the weekends, often going for a coffee with friends
- tends to get the tube to work, but might start walking more in summer
- getting into the swing of a 9-6 job routine but would like to do more with evenings

psychographic

- mix of introvert and extrovert
- enjoying her job and excited for the future
- listening to podcasts makes her feel less lonely when working from home
- the aesthetic of things are important to her in life
- constantly working on self-development
- looking to meet new people she can relate to
- has accepted the traditional goals of owning a house, etc. are unrealistic for her generation and is focused on enjoying life
- convenience is a high priority to
- keen to network but struggling how to since leaving uni

all-rounder

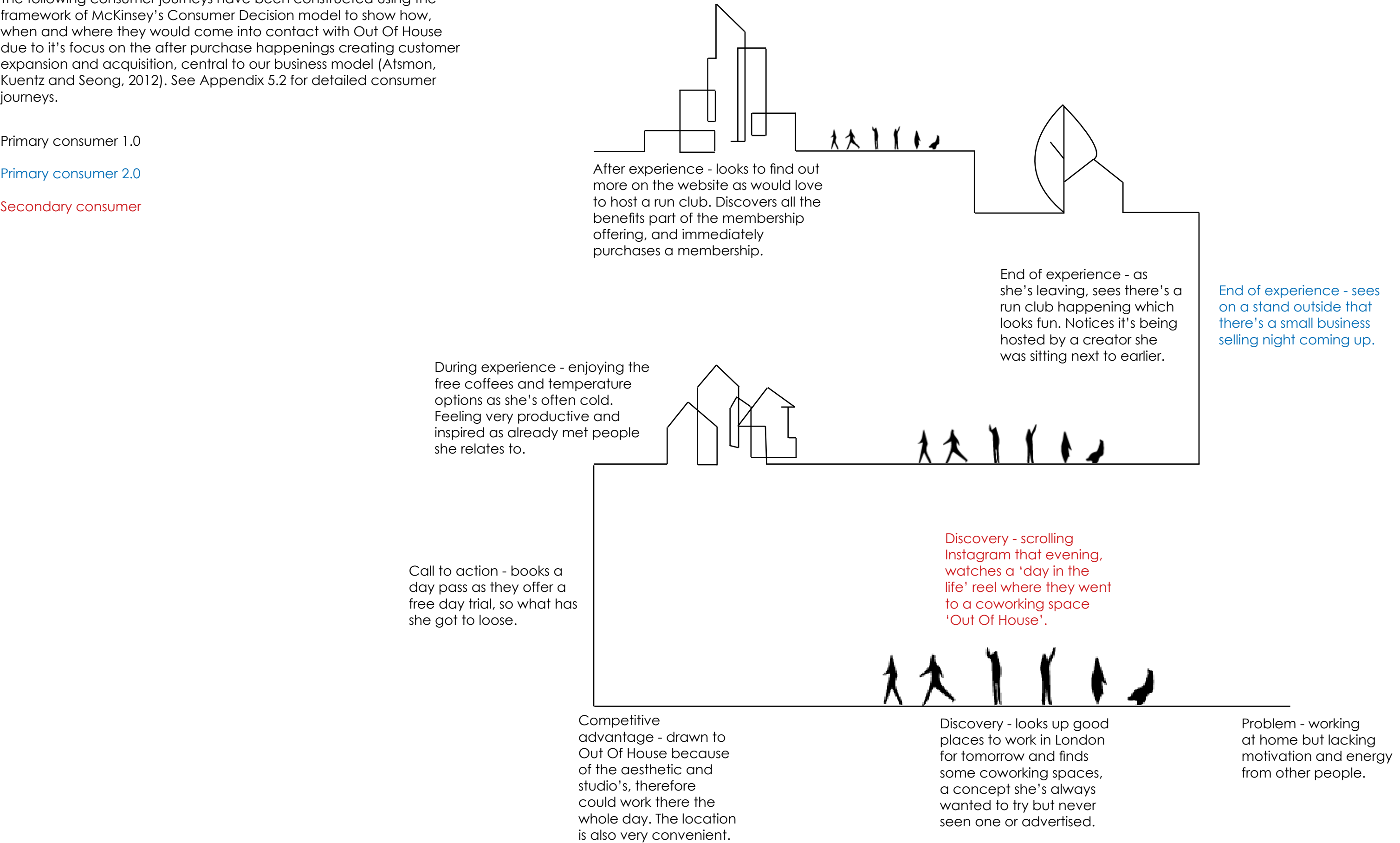
consumer journey

The following consumer journeys have been constructed using the framework of McKinsey's Consumer Decision model to show how, when and where they would come into contact with Out Of House due to it's focus on the after purchase happenings creating customer expansion and acquisition, central to our business model (Atsmon, Kuentz and Seong, 2012). See Appendix 5.2 for detailed consumer journeys.

Primary consumer 1.0

Primary consumer 2.0

Secondary consumer





THE MARKETING

goals

year 1:

To build awareness, successfully launch business and start building a community.

year 2:

To build on the existing community and further personalise the experience.

year 3:

To reach capacity & collaborations to further resonate with the pain points of our consumers.



strategy

year 1:

In the first year, the marketing strategy will focus on building awareness of the coworking concept and our brand through SEO and both the brand's and founder's social media to widen our reach. UGC being central to our business model, this will also help grow awareness of the brand and start building a community through their following as well as internally with the founder content. To encourage active participation with the brand, the members podcast will launch as well as a guerilla marketing campaign also reflecting our personality, further building the community.

year 2:

In the second year, the focus will be on growing the existing brand community, a core value and purpose of the business. Achieved using the data collected in the first year to launch an app with features tracking the users lifestyle and use of Out Of House. Creating another form of motivation, you'll be able to track your work goals and share with others. A highly personalised platform, where users can study their progress, as they're constantly looking to develop; the app will make the user experience more streamlined with a booking system, showing how busy the space and studios are.

year 3:

In the third year, as awareness has grown, now to firmly establish a strong place in the market, and in the minds of our target market, we will collaborate with other brands focused on solving pain points of our consumers. We'll do a collaboration with dating app Hinge who have a similar mission of helping people find their person, by hosting a dating night in Out Of House, where members of both apps can attend. This will cement trust in our consumers, collaborating with another popular brand as well as attract new consumers. This would appeal to Hinge as they have done past collaborations always focused on helping their customer, primarily Generation Z.

the 4 E's marketing mix

The 4 E's marketing mix reflects the move on of businesses from offering a mere product to an experience, reflecting the demand of meaningful connections in a hyper-connected world (Indeka and Rhodes, 2023). Therefore has been used to demonstrate the experience-driven interaction of Out Of House, as marketing is more than selling a product (Batat, 2019).



experience

The business is focused on providing an experience for the consumer; something memorable, aiding their creativity, a point of inspiration and real-life interactions with like-minded people. This is achieved through the personalisation of areas in the coworking space, frequent events providing new experiences and new monthly food offerings, as food is a strong experiential source for our target consumer (Smith, 2023).

evangelism

The point where the consumer becomes a brand advocate is central to our strategy, with one of our primary consumers being content creators, their use and satisfaction of the brand will loop back to generate new consumers. Also a membership based business model, consumers naturally become brand advocates which will drive brand awareness and growth due to word of mouth. The convenience nature of the location being central and in a shopping centre as well as facilities of workspaces, studios and food service will also drive high customer satisfaction.

exchange

As consumers are willing to spend more on experiences, and taking a lifestyle approach to their work (Bonifacio, 2024), the exchange value is beyond monetary transactions. Encompassing the customer service and interaction, the intangible value comes from the receptionist making the customer feel like a guest, the barista-made coffee, and information and entertainment received from events. Personal fulfilment is also achieved, as a result of accountability, productivity and career progression.

everyplace

To ensure we are everywhere our consumer is, we're adopting an omni-channel marketing strategy, as more than half of customers engage with three to five channels each time they make a purchase or resolve a request (McKinsey & Company, 2022c). As a brick-and-mortar business, the consumer will interact with us when using the space or attending events, as well as online through our website, social media, email marketing and podcast.



“What’s more important than creating extreme experiences is to shift people’s perspective on the world in a way that they’re going to carry with them. Give people stories to tell. That’s the idea. And that’s the challenge.”



THE COMMUNICATIONS PLAN

objectives

- 1. Grow a community on social media, capturing 5% (5,652) of the total potential consumers across all platforms prior to the launch.
(ENGAGE)
 - 2. Increase occupancy rate YoY in the coworking space, to reach full capacity in year 3.
(CONVERT)
 - 3. Maintain a high customer satisfaction and level of service throughout all years.
(LOYALTY)
- (See Appendix 6.1 for justification).

KPI's

- 1. Number of subscribers to the YouTube channel + followers on Instagram + followers on LinkedIn.
- 2. Occupied workstations / number of workstations.
- 3. NPS Net Promotor Score (ask consumers how likely they are to recommend your business to others. 1-10 10 being most likely. Promotors – 9-10, Passives – 7-8, Detractors – 6-0. NPS = Promotors – Detractors).

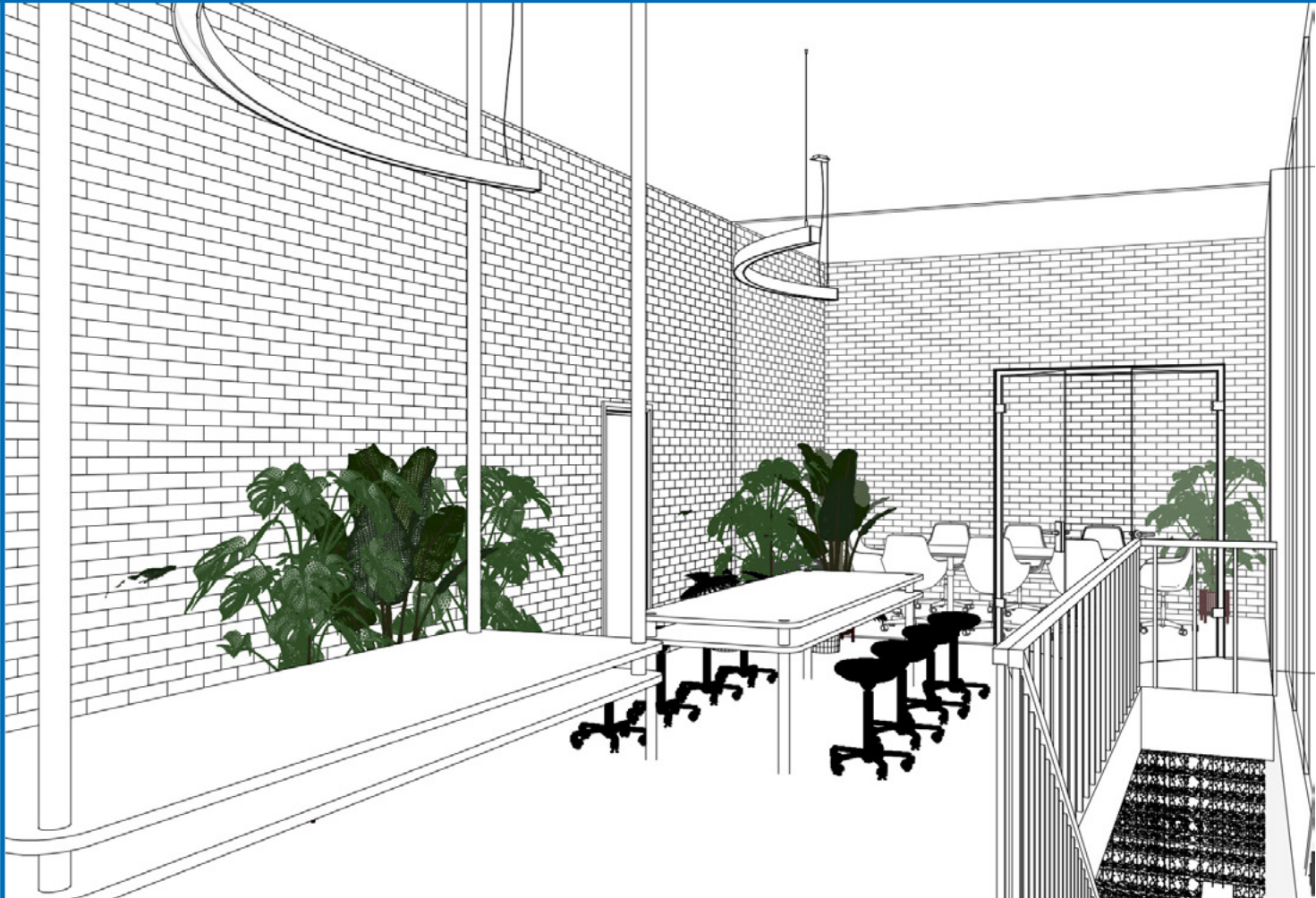


The total marketing budget calculated through evaluating the commercial viability of the business was £18,021, 10% of the total net income after 3 years. As a start-up we'd expect to use up to 50% of this, being £9,011, for the first year. The proposed activations for year 1 will cost 97% of the maximum, £8,707. See Appendix 6.2 for detailed breakdown and rationale.

costs

year 1 comms

brand & founder socials	£3,312
influencer gifting	£440
launch event	£696
guerilla marketing	£800
industry talks	£720
email marketing	£550
SEO	£2,189
Total	£8,707



founder content

To start building a community and a deeper connection with consumers, the founder of Out Of House will share content and the story even before the launch. Generation Z shown to engage with founder content (Andrews, 2024), will be invited along the journey, building a relationship which consumers will become invested in. Instagram, YouTube and LinkedIn will be the focus of the founder's social media (see infographics).

This communication strategy closely aligns with the brand purpose and target consumer, providing them with another source of inspiration but also authenticity with behind-the-scenes of the brand, as they demand reality over a highlight reel (Shelf, 2023).

80% of gen z are interested in following more companies and organisations on LinkedIn (Sy, 2021).

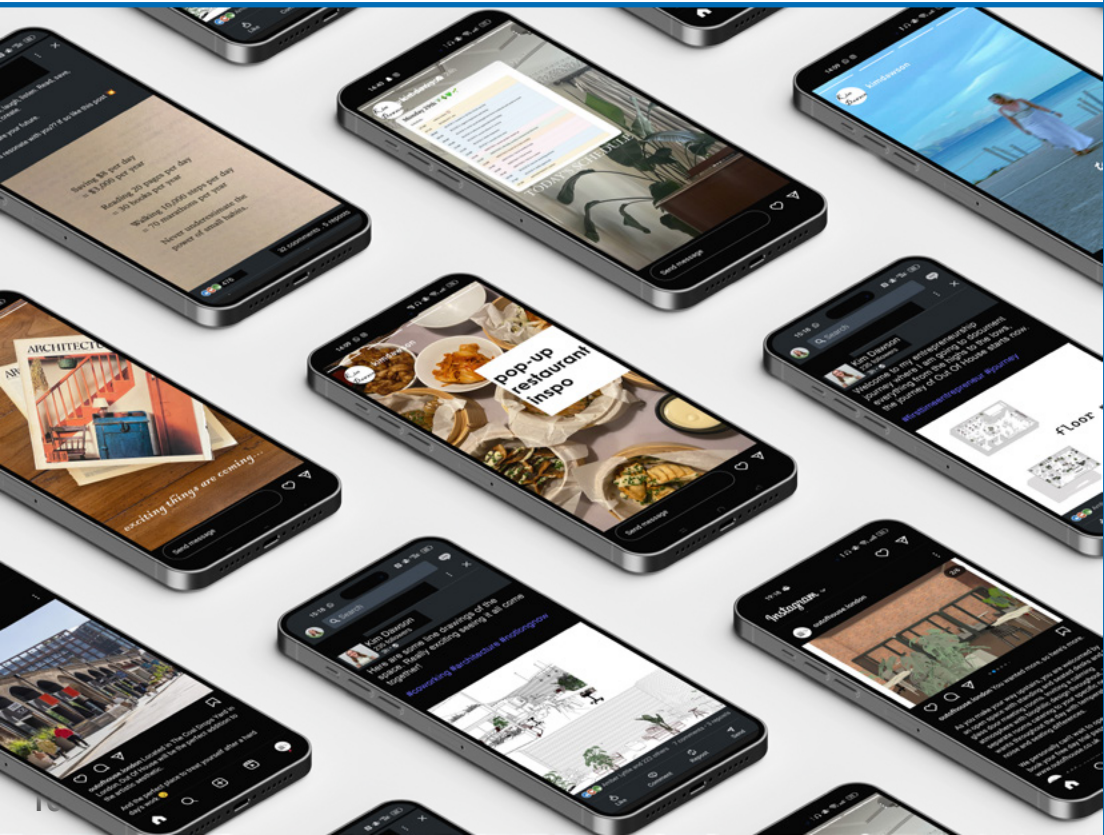
Instagram

44% of gen z use Instagram daily (Appinio, 2023).

LinkedIn

YouTube is the most popular platform for long-form content (Appinio, 2023).

YouTube



“Start storytelling and bringing your audience on the journey before you have anything to sell.”

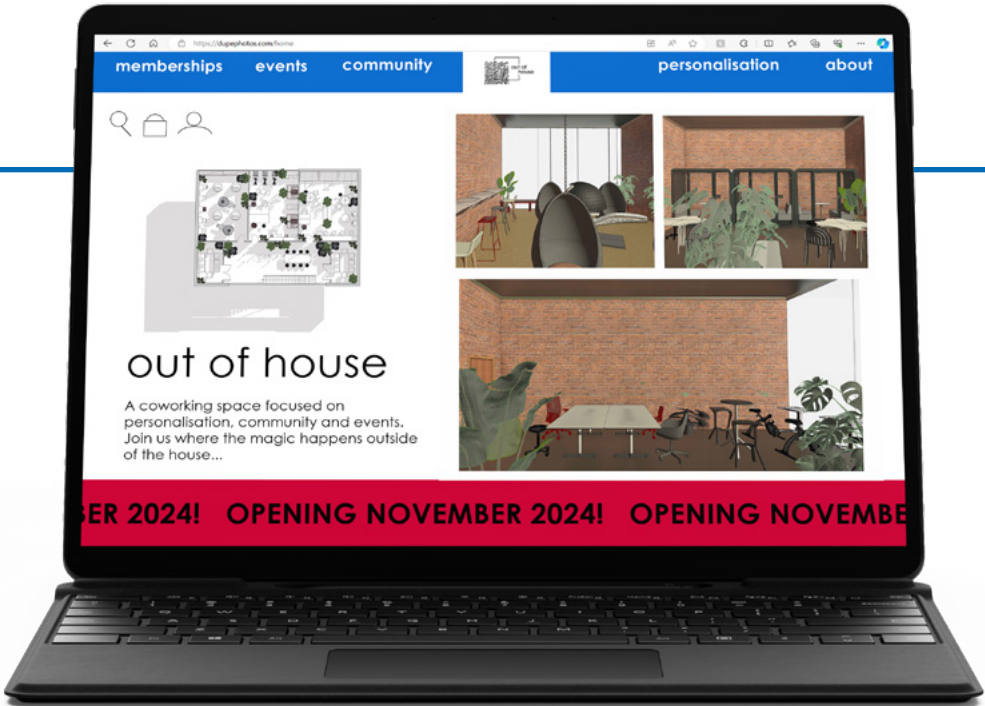
Grace Andrews, marketing specialist, (Andrews, 2024).

website

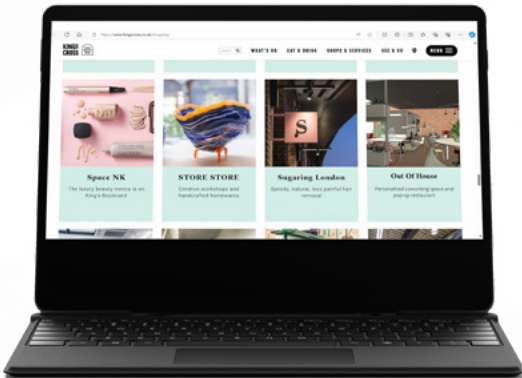
Our website will be a key point of contact with the consumer, where interested and converted customers go to find out more and purchase and make bookings. Being a physical space, video content will be shown to try and communicate the atmosphere and personalisation features to encourage interest becoming conversion.



Scan to check out the video content on our website pre-launch!

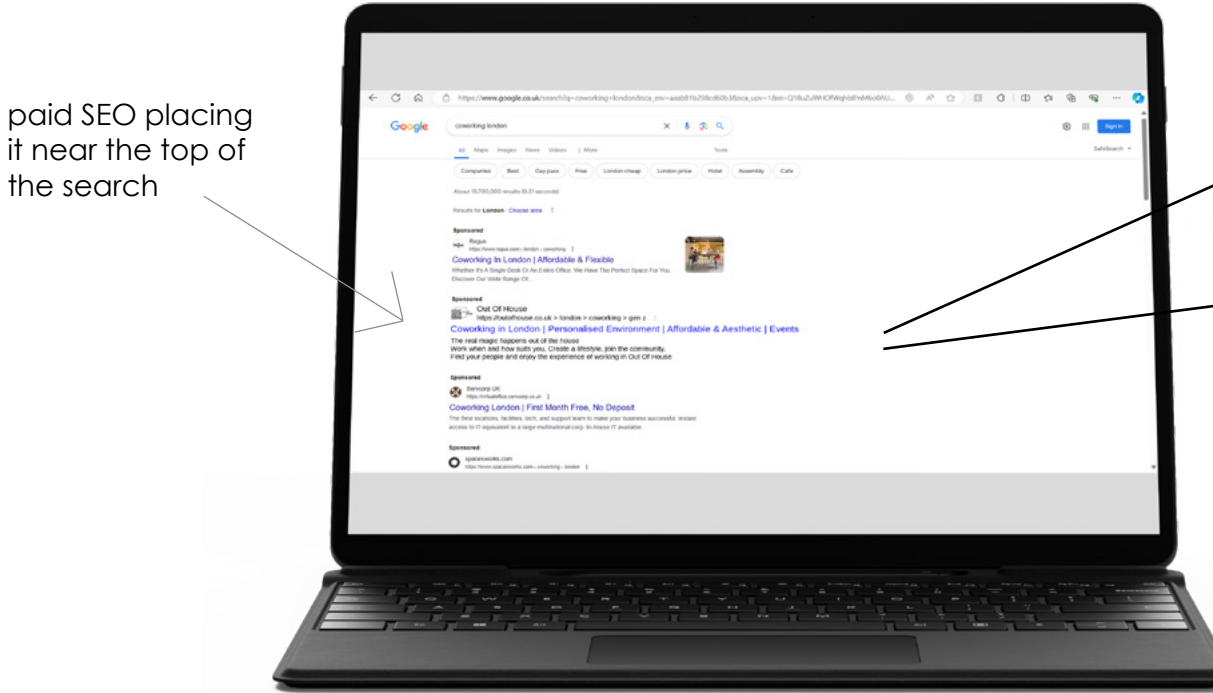


mock-up - coal drop's yard website



SEO

Organic and paid SEO strategies will be implemented, as a key finding from our consumer research is they aren't aware of the coworking spaces and don't see them advertised. This will ensure we are coming out on top when consumers are searching for coworking spaces, but also related struggles, so they can find us without knowing or searching exactly coworking.



Sponsored



Out Of House
<https://www.outofhouse.co.uk> > london > coworking > gen z

Coworking in London | Personalised Environment | Affordable & Aesthetic | Events

The real magic happens out of the house.
Work when and how suits you. Create a lifestyle, join the community.
Find your people and enjoy the experience of working in Out Of House.

URL with keywords have 45% higher CTR (Dean, 2023).

title tags around 60 characters have the highest CTR (Dean, 2023).

positive language as positive sentiment improves CTR by 4% (Dean, 2023).

brand socials

Across just Instagram and TikTok in the first year, as when building a start-up on social media, it's important to focus on consistency and mastering your tone of voice on few platforms (Andrews, 2024).

TikTok will focus more on short-form, humorous content, which will drive brand awareness and resonate; Instagram being more practical and informative, providing a high customer experience, for example what the next month's food cuisine will be and membership availability.



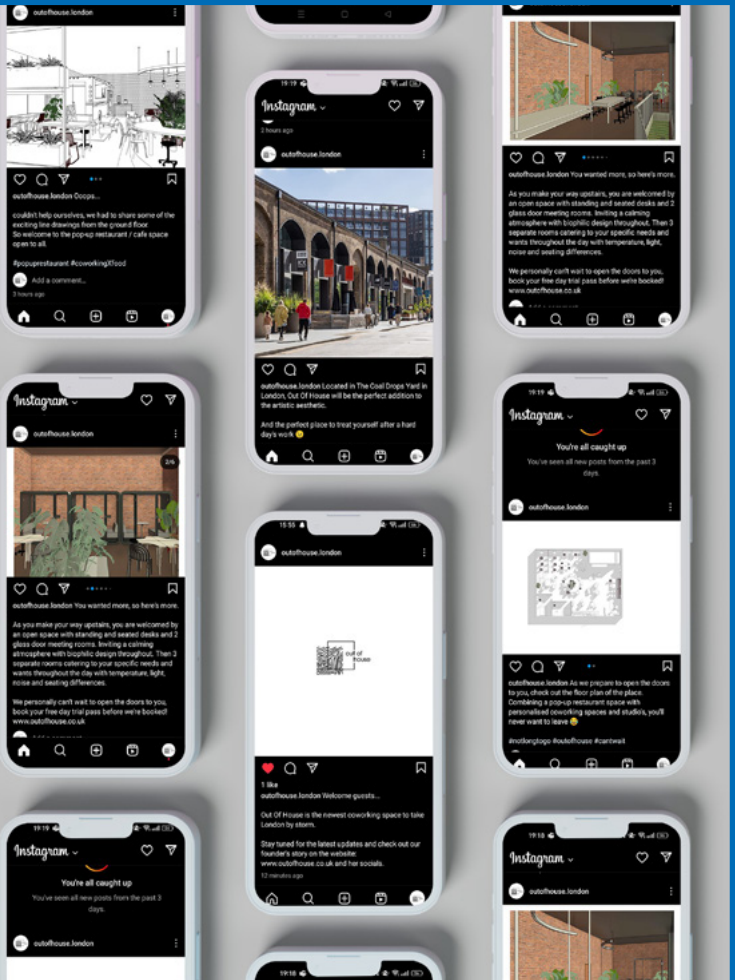
scan to check out our Instagram page getting ready for the launch

30% of gen z are inclined to follow brands that provide informational content (Appinio, 2023).

42%

30%

42%, british gen z decides to follow certain brands primarily based on whether they post funny content (Appinio, 2023).



TikTok

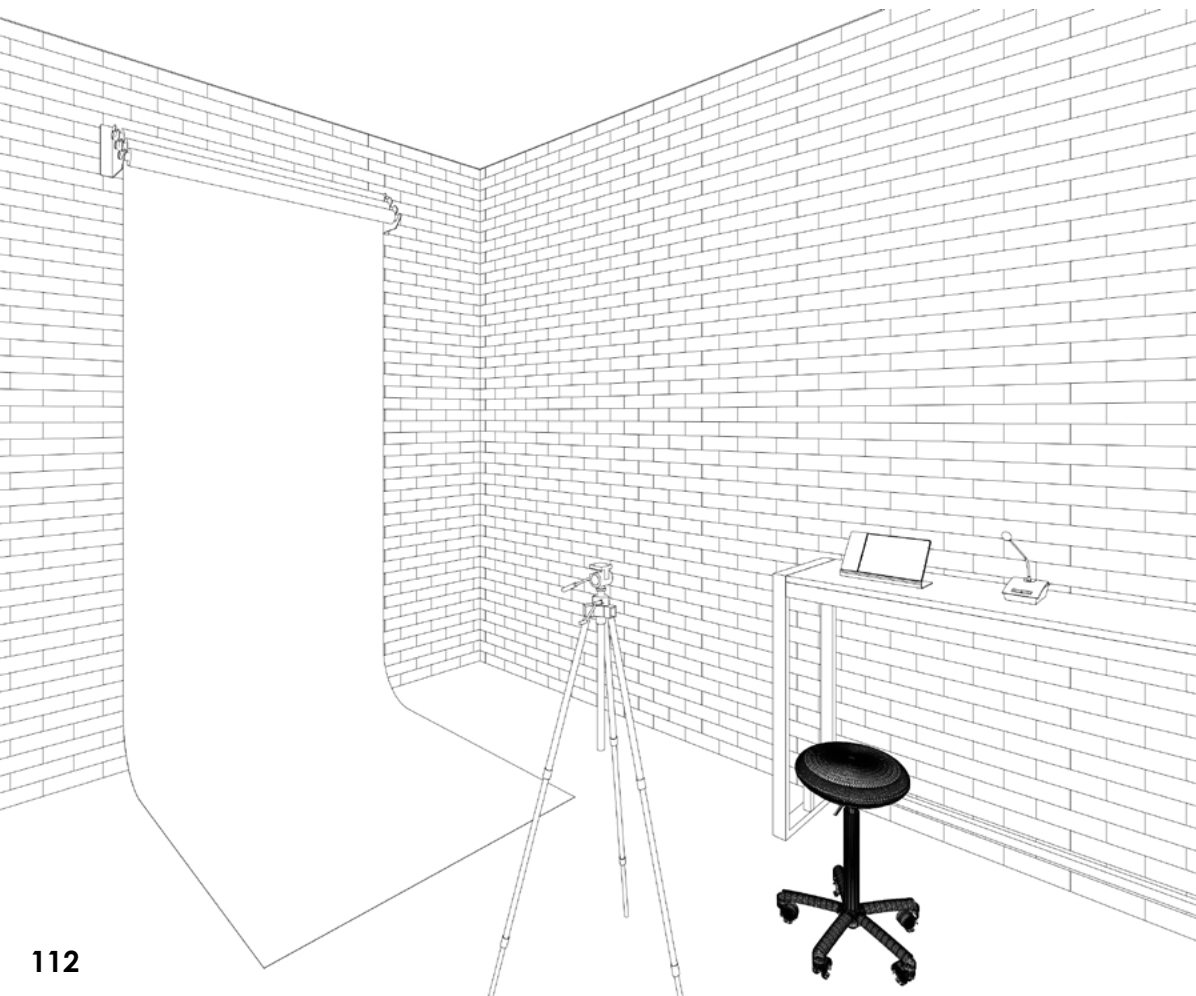
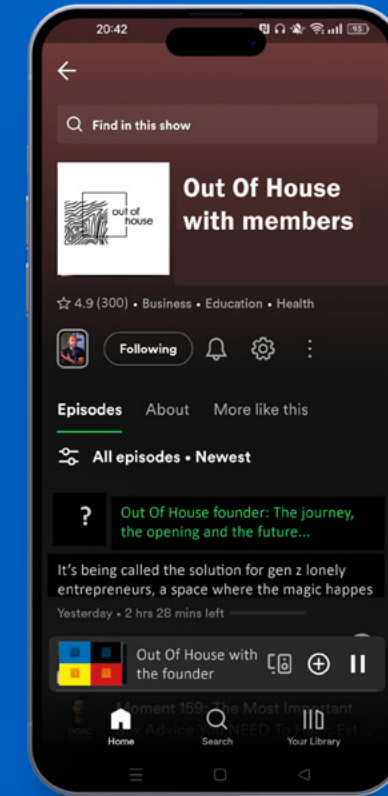
TikTok is the most used app for British Generation Z, who use it multiple times a day (Appinio, 2023).

out of house podcast

A continuation of the storytelling, we will launch a branded podcast before the coworking space opens to further drive awareness and build community. The first episode being the founder talking about her journey to launching Out Of House, and then will become a member-driven activation; giving them the opportunity to host or be a guest on the podcast and collaborate with individuals. Centred around entrepreneurship and community, the podcast will highlight the holistic offering of Out Of House and give the members further exposure.

Owning the facilities it will be a free and effective activation as podcasts highly resonate with our consumers who listen to podcasts especially when they feel lonely (wearesocial, 2023).

There will be monthly episodes on Spotify, Apple music, Google podcasts and YouTube as it is free to publish and distributing across multiple channels is good for podcast growth (Podcastpage, 2023).



"that's such a fun idea, I'd love to host or even be a guest on a podcast episode."

- Lucy Georgia, primary consumer

2nd

gen z, ages 18-24 enjoy listening to podcasts, with it being their 2nd favourite content type (Jarboe, 2023).

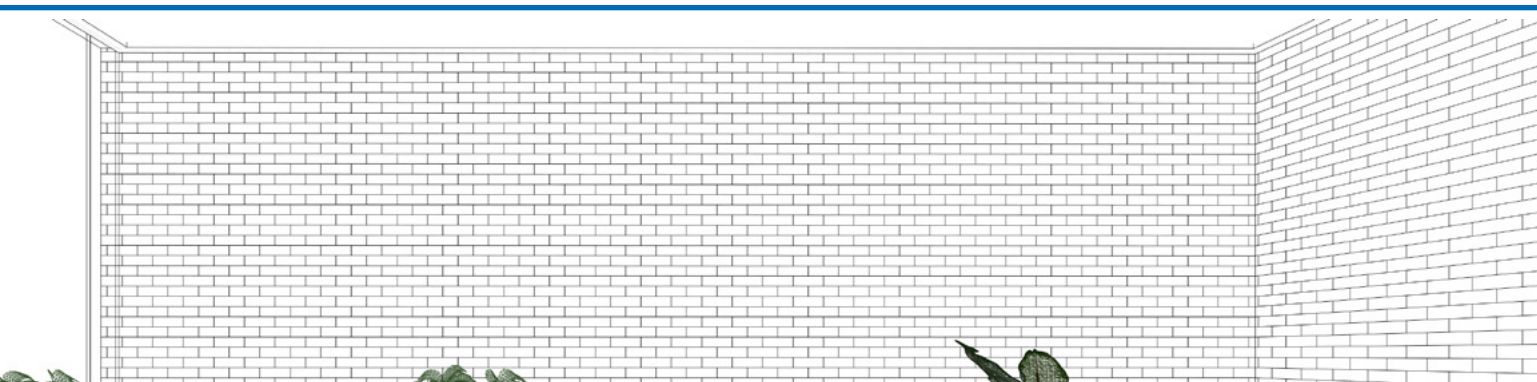
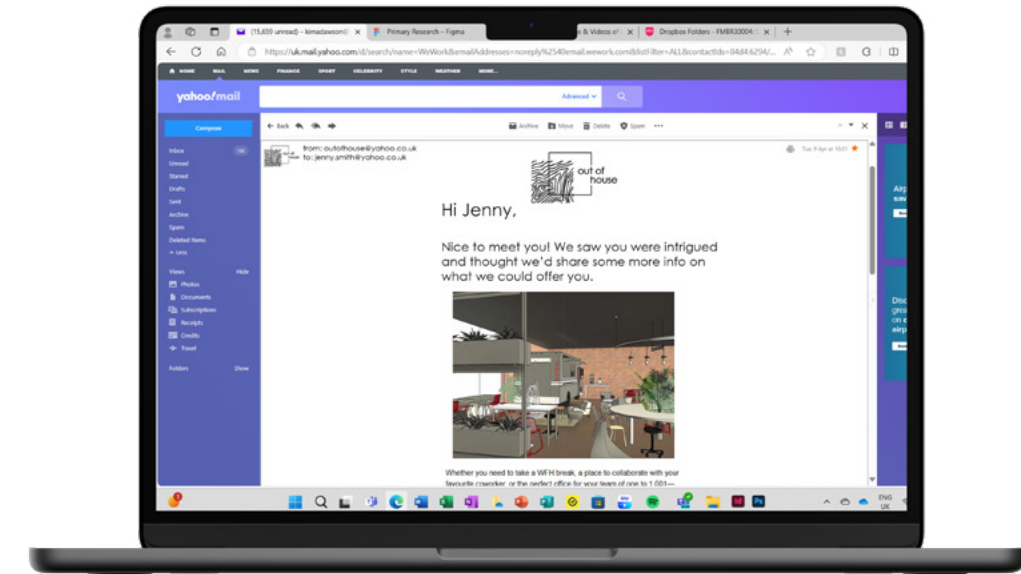
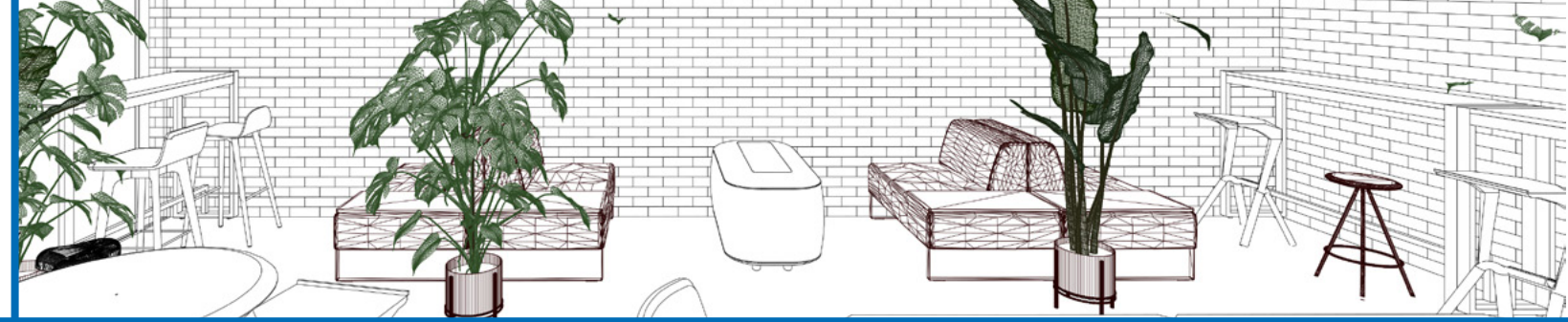
“I think influencer marketing will become more decentralised, leaning towards creators owning their own channels (newsletters, podcasts, blogs...).”

email marketing

Email marketing will be used as is a low cost, effective communication method, generating leads and converting consumers (Needle,2023), and an effective way to reach them as Generation Z check their emails multiple times a day (Maijet, 2022).

It will begin before we launch along with our social media channels and website launch as we'll be getting consumers who have shown interest by visiting our website or socials, signing up to our email list to hear about the launch and other exciting events.

AI marketing tools will be optimised in order to save time, creating an automated process, as well as achieve a high level of personalisation through custom workflows and triggers (Needle, 2023). The personalised messaging being an important part of our strategy to continue building the deep relationship, as Generation Z can see through generic messaging (Udoagwu, 2022).



launch event

A launch event will be hosted in the space to drive excitement and interest a week before it opens. Inviting our primary consumers we'll gain consumers in them and their following.

The event will be a dinner provided by the first pop-up restaurant as well as a competition set to create the best piece of content using the studios. This will add fun interaction to the event and ensure UGC and with focus on the studio facilities.

UGC

One of our primary consumers being content creators, UGC content should also be earned beyond the launch event from being a member, sharing their days on social media. This is a key part of our strategy as Generation Z enjoy user-generated-content more than any other content types (Jarboe, 2023) and massively influenced to purchase as a result (see infographic).

65%

65% of gen z say they have been influenced to buy a product promoted by an influencer (Appinio, 2023).

invite list...

"I'd want the opposite of a library, so this sounds great."



@boborosedesigns
750 Instagram followers
early entrepreneur & content creator

@luxebykate
7.5K Instagram followers
corporate & content creator



@candacebroad
150K Instagram followers
blogger



"I genuinely think I would be a repeat customer."



@lucygeorgia
181K Instagram followers
content creator

@peterwood
7K LinkedIn followers
early entrepreneur



@niallcleaver
30K LinkedIn followers
early entrepreneur



@sholawest
3.5K Instagram followers
food content creator

@selene&grace
1.4K Instagram followers
blogger



"I'm wanting to focus on the business rather than creating content, so would love to meet some creators."



@jwarnockk
168K Instagram followers
trainer & content creator



@ollybowman
529K Instagram followers
content creator

gifting

Influencer gifting will be the main communication method for the food truck, as food is experiential and best shown through someone else's experience with visual and video content. Gifting the influencers a day visit plus one to taste the menu of the month as well as use the coworking space if desired, in hopes of UGC, as is the most popular content among our target consumer (Jarboe, 2023).

1/3+

Over a third of Instagram users follow food and drink influencers, therefore with wide reach and influence (Bidfood, 2023).

64

64% of people are likely to visit a venue if they've seen it looks good on social media, in terms of food and drink influencers (Bidfood, 2023).



guerilla marketing

To reach our consumer and grab their attention, a guerilla marketing campaign, 'why are you here?' will be activated. We will be stood outside nearby Pure gyms with signs to appeal to the target market and get them talking about us and be memorable. Generation Z feel they are the most targeted generation with advertising (DCDX, 2022), (see infographic), therefore this activation aims to cut through the noise on social media, reaching the consumers where they are in real life (see infographic).

Also, to capitalise on their chosen careers and lifestyles, as the nature of the campaign is around what you do for work to be able to be at the gym at this time of the day.

The call to action will be a QR code to scan on the sign, to book a free day trial pass. The activation may also generate social media buzz as humorous content does well among Generation Z (see infographic).



*I know how I'm here at this time...
but how are you here?*

*#workfreedom
#outofhouse*

*Come join the magic,
scan to join and find out more*

Pure Gym, Holborn
- 34 min walk / 10 min
cycle to Out Of House

a reaction to...



40%

More than 40% of gen z exercise at a gym at least on a monthly basis (Commisso, 2022).

62%

62% of gen z said they use social media platforms to enjoy humourous and entertaining content (Appinio, 2023).

80%

80% of gen z agree they are exposed to more brands / advertising than any other generation (DCDX, 2022).

industry events

As well as member-driven events taking place every month, talks from industry professionals will be put on. Offering advise and sharing career experiences from a range of self-employed, corporate workers and more, as this is what our consumer is looking for (see Appendix 3.3).

These events will drive more brand awareness with the experts audiences and potential new consumers who come to the events. With an element of exclusivity, there being limited seats to attend the event, this will encourage action.

"Sounds great, I love working with start-ups, so for sure I'd offer my time to come speak and inspire."

- Kira Matthews (see Appendix 3.3).

"If you'd like me to come and speak at an event – just shout. I'd do it for you for free."

- Esther Stanhope (see Appendix 3.3).

scan to check out an example talk from one of our guests about speaking like a leader.



join us on
24/01/25
for a talk with...

ESTHER STANHOPE
Speaker, Award Winning Author and Founder



































































































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get your free ticket at
www.outofhouse.co.uk

communications matrix	pre launch	start onwards	once established
<p>To further distinguish the consumer journey through the communications plan, the RACE model has been adopted to visually demonstrate this (Zook and Smith, 2016).</p> <p>reach</p>	<p>podcast</p> <p>launch event</p> <p>founder content</p>	<p>gifting</p> <p>SEO</p>	<p>guerilla marketing</p>
<p>To reach our consumer, founder content across YouTube, Instagram and LinkedIn will offer the kind of content they look for and engage with. The launch event will also have a wide reach through UGC, and the guerilla marketing campaign going directly to where our consumers are in-real-life.</p> <p>act</p>	<p>UGC</p> <p>podcast</p>	<p>events</p> <p>gifting</p>	<p>guerilla marketing</p>
<p>Call-to-action points will be present in all activations, UGC with click-throughs to the website, the podcast plugging the website and socials, guerilla marketing campaign with a QR code, all highlighting the free day trial pass. Events open to the public will encourage action as witnessing the space and community will intrigue them.</p> <p>convert</p>	<p>email</p> <p>brand socials</p>	<p>industry events</p> <p>website</p>	<p>member-driven events</p>
<p>The website, socials and email marketing will highlight our USP and key differentiators and how they solve their pain points, giving them a reason to go from interaction to purchase. For example the studio's and events offering convenience and community. Personalised messaging through email will also build the relationship.</p> <p>engage</p>	<p>founder content</p>	<p>podcast</p>	<p>member-driven events</p>
<p>Community is a key value of the brand, therefore engagement points are often. The member-driven podcast is based on engagement with the brand, as well as an engagement point for the listeners. The opportunity to host and partake in events naturally creates a community and engagement. The founder content also offering an insight into the brand and deepens the connection for members and non-members part of the community.</p>			

year 1 communications timeline

Entrepreneurship week
lonliness spikes

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Founder content												
Launch event												
Website launch												
Brand socials												
Brand launch												
SEO												
Podcast												
Email Marketing												
Guerilla Marketing												
Influencer UGC												
Influencer gifting												
Industry events												
Selling nights												
Member hosted events												

Here is a detailed timeline for the communication activities for year 1. The launch of the actual brand is in the second week of November as this is entrepreneurship week, therefore closely aligns with our target consumer and relevant social media content can be shared in the run up relating to the entrepreneurship week. Additionally, people are shown to be the most lonely in winter months, therefore the brand purpose will strongly resonate with our consumers at that time (Chaudhary, 2023).

The guerilla marketing campaign is in January as it is centred around gym's, which are shown to be most busy in January (ukactive, 2024), therefore have the most opportunity to reach consumers. As well as creating a second buzz around the brand, 2 months post launch.

hopeful, not garunteed

happening events part of the memberships offering which will generate free marketing

Following is an overview of communication plans for the second and third years.

year 2

In year 2, the launch of the app to take our focus on personalisation and a seamless omnichannel experience to the next level will be communicated through our email messaging, as well as a launch event. Now having an established membership database, we will have a launch event for our app where having the app downloaded is the ticket in, adding an interactive and exclusive element. By inviting all individuals on our database including lapsed consumers, as well as offering limited spaces to non-members, this will increase sales and further create a community. The event creating excitement around the app will also be translated onto social media from the attendees and brand socials.



83%

83% of consumers are willing to share their data to create a more a personalized experience. (Morgan, 2020).

year 3

In year 3, the collaboration with Hinge hosting an in-real-life dating night will appeal to both brands consumers being the same target demographic and therefore will have twice as many communication channels. Utilising the brands and founders socials to shout about the event, as it's open to more than just the members, but they have first access, as well as a joint post with Hinge to communicate the collaboration.

“Oh that's so fun, I do feel like that's very gen z.100% I'd go.”
- Kate Cronin, (see Appendix 3.3).



**FUTURE GROWTH
& CONCLUSION**

Ansoff Matrix

In order to analyse and evaluate future potential growth opportunities for Out Of House, the Ansoff Matrix has been applied (Anon, 2013).

27%

27% of Gen Z live in a parents/family member's home (Smith, 2023).

'it's no secret that the Suburban spaces are doing very well lately!'

– Miroslavov, 2024

penetration

To capture a higher percentage of our total potential consumers, as awareness will have grown and we'll now be a trusted and demanded brand in the minds of our consumers, we could expand into more locations. London being home to the highest number of self-employed people (Boyle & Pennarts, 2024) and as mentioned, the destination to be for Generation Z, not yet capturing 1% of our total potential consumers by the end of year three due to capacity, there is opportunity to open more locations in London.

market development

Out Of House could also expand into new markets, focusing on towns, accommodating the target consumer who is living at home with their parents, feeling lonely. With the cost of living crisis (see Appendix 4.1), many of Generation Z aren't able to afford rent in London for example but still crave some freedom, a space of their own and a community. Renting a space to operate in, in a town is also significantly cheaper than in a city and also face less competition (Miroslavov, 2024) therefore a plausible opportunity.

product development

Primary research revealed our consumers are focused on achieving that holistic lifestyle and keen to experience more outdoor living and interaction. Developing our spaces to include an outdoor/indoor area would further provide a reason to buy over our competitors. The ideal future in 5-10 years highlighted in the Scenario Plan, with health and wellbeing everyone's no.1 priority, encapsulating nature, there is great potential and demand (Gold, 2023). There is outdoor space available at Coal Drop's Yard location to expand on our current offering there.

diversification

While our brand ethos is around living outside of the house, technology can be used to enhance the seamless consumer journey. Creating a metaverse Out Of House coworking space would provide the same accountability as our real life locations desired from consumers (WundermanThompsonIntelligence, 2023). People set to prioritise personal and professional lives equally, when joining our community in-real-life isn't possible, the metaverse version will solidify us as a lifestyle brand. Usual restrictions of sqft and maintenance wont apply, reducing challenges and increasing opportunity. An Out Of House Utopia.

"love the outdoor/indoor aspect" (of a competitor image)

– Lizzie Tongue, secondary consumer (see Appendix 3.3).

"By design this will facilitate further business connections and entrepreneurial collaboration – in a whole new digital dimension."

– Alexandra Livesey, COO of Clockwise coworking space (see Roussel, 2023).

"mentally it would make you feel surrounded, supported and less isolated."

– Kate Cronin, primary consumer (see Appendix 3.3).



conclusion

This business plan has provided an in-depth analysis of the market and consumer needs, placing Out Of House as the solution to Generation Z loneliness and carer choices. Highlighting a clear gap in the market, the demand is high as a new generation to the working world, their needs are unmet, yet the market is untapped. Set to account for 30% of the working world by 2030 (Richardson, 2023), loneliness at an all-time high, and retail spaces readily available, join us on the journey of helping others discover that the real magic happens outside of the house and make a difference for the better.

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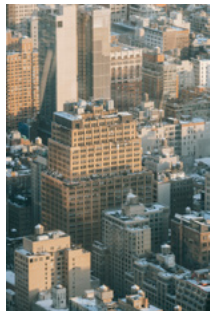
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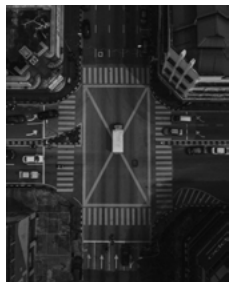
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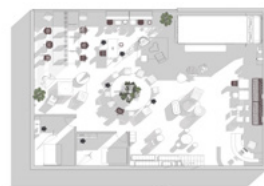
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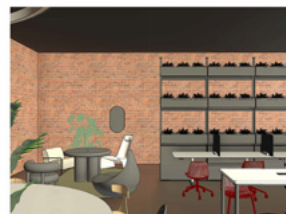
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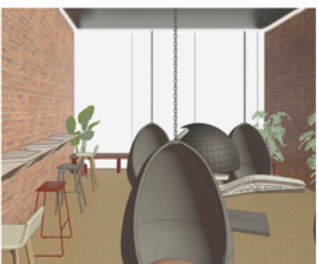
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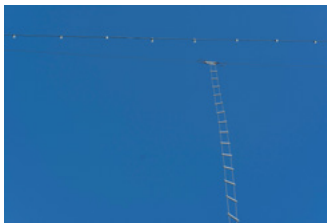
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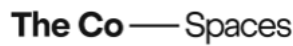
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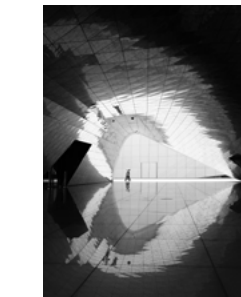
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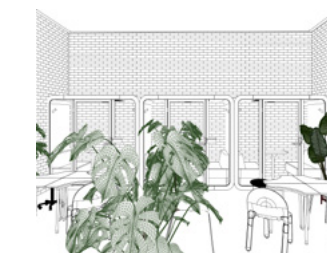
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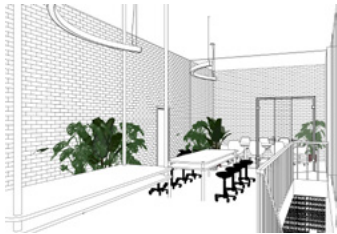
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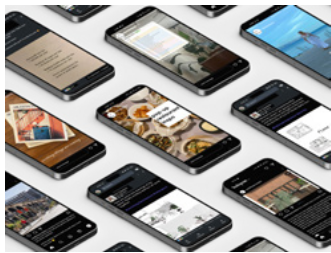
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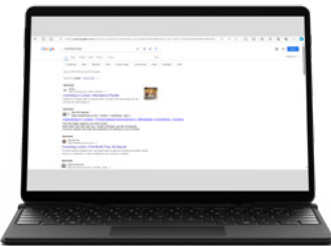
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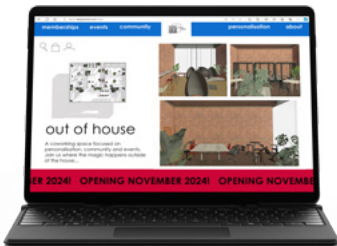
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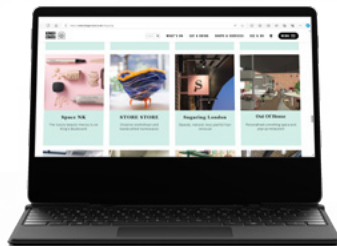
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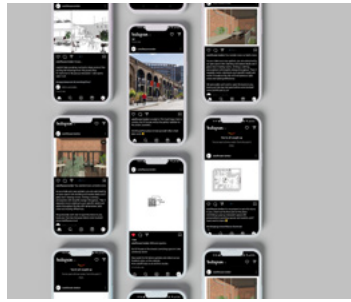
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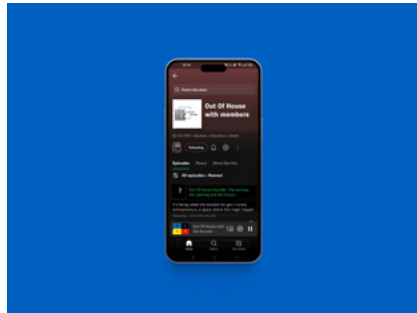
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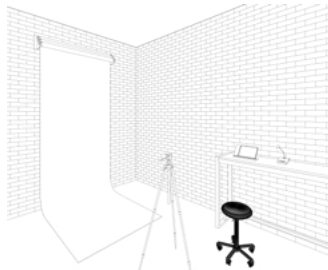
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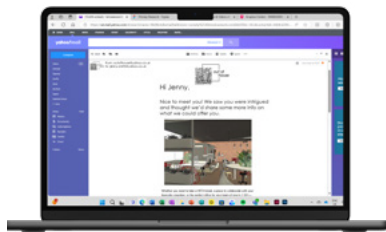
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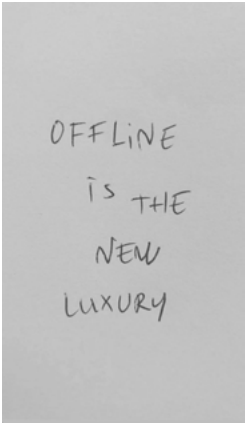
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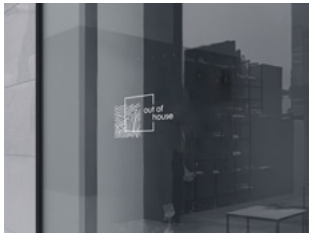
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