



MISSION

The Superville is a leading hospitality management and business development company. Founded in 2015, and revolutionized the concept of innovative hospitality. Superville strives to provide exceptional experiences for its guests and an excellent work environment for its staff in order to reach outstanding results while introducing unique concepts.

The Superville offers a wide range of hospitality, business development and consultancy services and tools that are tailor-made to each project to ensure maximum return on investment to both shareholders and stakeholders.

The Superville has the hospitality experience needed to lead on-site teams to reach the fullest potential and execute turn key projects with A to Z solutions.

VISION

Establishing The Superville hospitality management and services as a unique and innovative business landmark, renowned worldwide as a multifaceted, management, consulting, and development company with a hotel in every major city.

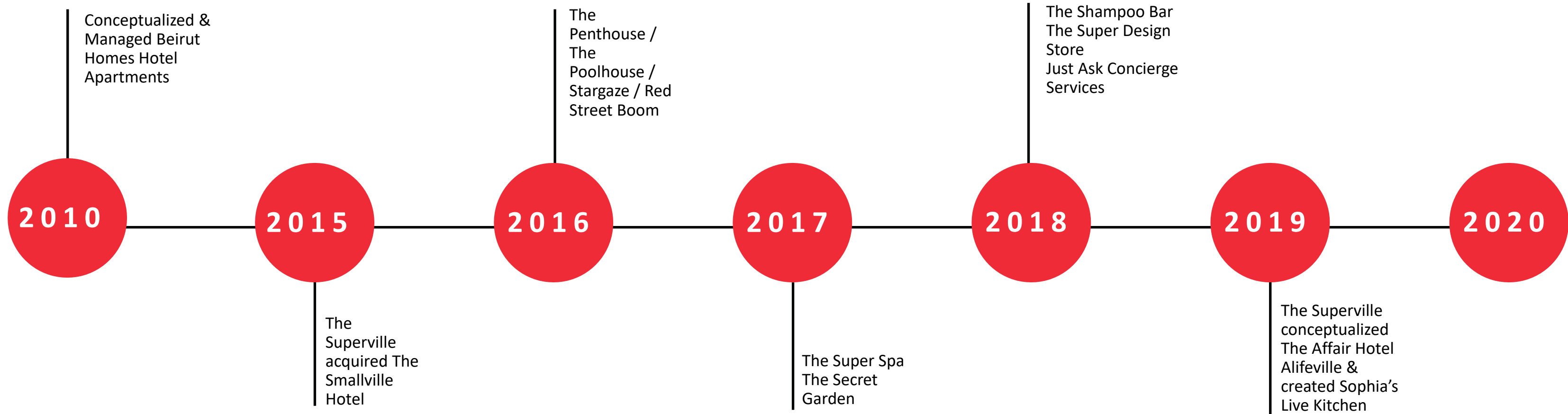
CULTURE

“

THE SUPERVILLE BELIEVES THAT UNIQUE CONCEPTS, EFFECTIVE MANAGEMENT INNOVATIONS AND EXCELLENT RELATIONSHIPS WITH THE BUSINESS COMMUNITY IS ESSENTIAL TO OUR SUCCESSFUL OPERATION AND PROFITABLE GROWTH.

”

THE HISTORY OF GROWTH AND SUCCESS



TIMELINE ABOUT EVOLUTION OF THE GROUP

PORTFOLIO

HOTELS

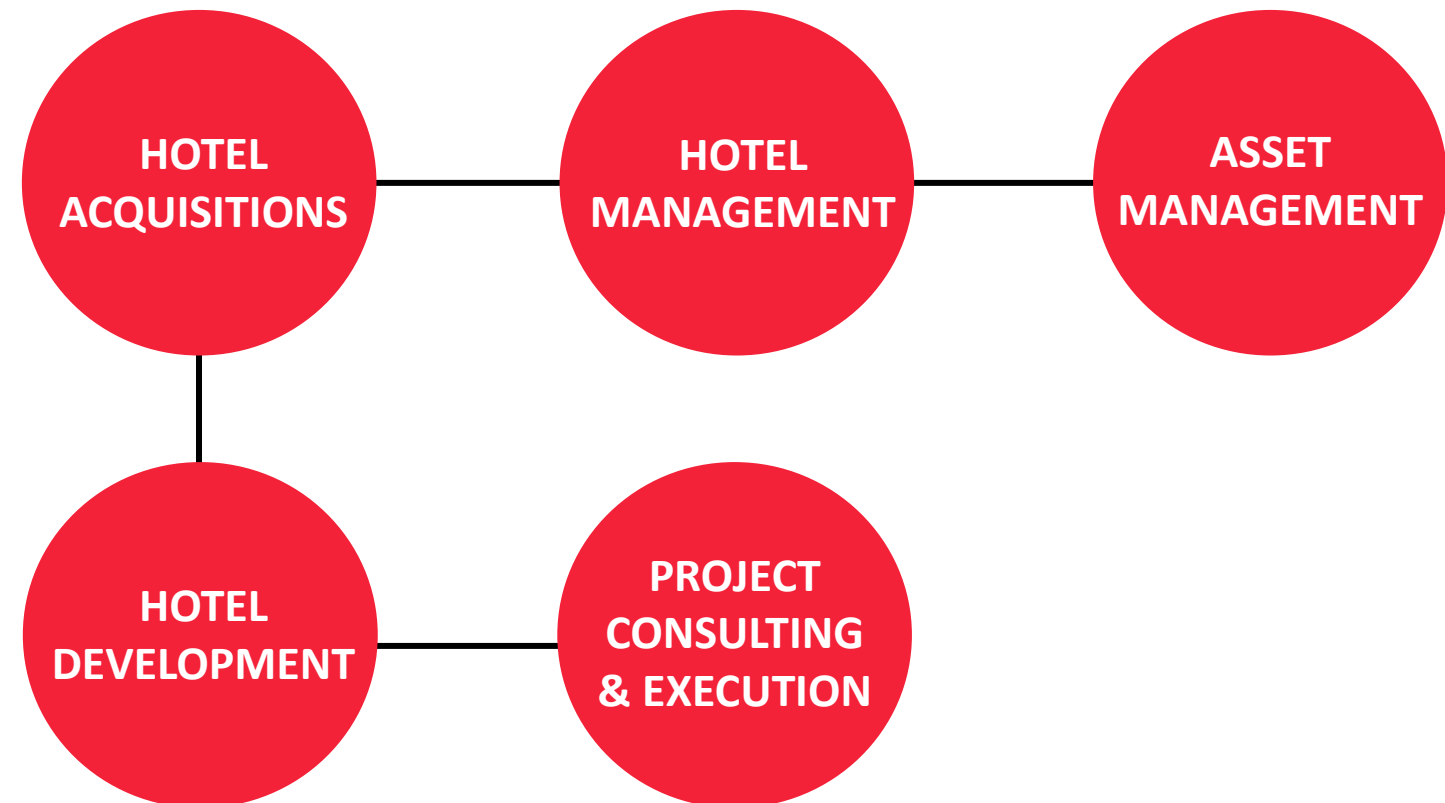
RESTAURANTS

SHOPS

E-COMMERCE

SPAS & WELLNESS

CAPABILITIES





HELLO! MY NAME IS SOPHIA FAKHRY

CEO

British-Lebanese Hotelier, Entrepreneur, Published Author & Public Figure

- I am a Hotelier and Business and Hospitality Management Consultant
- I majored in Communication Arts and Education
- I worked as a Business Management Consultant for a school concept in Dubai
- I have 18 years of experience in Hotels, Food and Beverage and Business Management
- I have 20 years of experience in Marketing solutions
- I am a Partner & the General Manager at The Smallville Hotel
- I am a Partner in Beirut Homes Hotel Apartments
- I am the Founder of The Superville Hospitality Management Solutions
- I am the Founder and CEO of #SUPER an E-Commerce and Lifestyle Brand
- I am the Creator of various Restaurants, Wellness and Design Concepts
- I am a Published Author of Marvellous The Great Magician Series (7 volumes)

Meet Me Bar
you had me at hello!

**MERRY
ROUND**
it's all about
being merry

**RED STREET
BOOM**
all day, all night

**SOPHIA'S
KITCHEN**
ITALIAN RESTAURANT

**THE
SECRET
GARDEN**
— what happens in the garden, stays in the garden —

THE AFFAIR
It takes two to tango!

THE PENTHOUSE
of Sophie & Co

**THE
POL
HOUSE**
POOL, LOUNGE & BAR

STARGAZE
we're not alone!

**SUPER
SPA**
The Superville Hotel

013

THE CHAKER BAR

THE SUPERHERO GYM

#SUPER
a unique lifestyle brand

**THE
Shampoo Bar**
HAPPY HOUR

**JUST
ASK**
CONCIERGE
SERVICE

**SUPER
STORE**

TSV
Unique Hospitality Solutions

SV the smallville hotel

the alifeville hotel

beirut homes
Hotel Apartments

the living
beirut homes

the standard I
beirut homes

the standard II
beirut homes

THE AFFAIR
It takes two to tango!

THE ENTOURAGE
we will surround you!

TSV
Unique Hospitality Solutions

THE TEAM



GEORGE KAZAN

Executive Assistant & Marketing Manager

10 years of experience in the hospitality Industry
BA, Hospitality Management



NANCY ANTAR

Human Resource Manager

15+ years of experience in the hospitality Industry
Technical Diploma in hospitality management



FARES FARHAT

Director of Finance

20 years experience in local / International hotel
finance
BA, Economics



BERTE BARAKAT

Cluster Director of Sales

20 years experience within Local
& International Sales Market
MA, International Hospitality Management



JOSEPH NAKHLE

Chief Engineer

15 years of experience in the hospitality Industry
MA, Electro Mechanical Engineering



CHARBEL FEGHALI

Director of Food & Beverage

18 year in Food & Beverage: Intercontinental Hotel
Group
BA, Hospitality Management



MAGGY MONSEF

Architect & Interior Designer

20 years in interior design
MA, Corporate Finance MA, Journalism &
Communications Politics

THE TEAM



FENTON JAGDEO

Corporate Due Diligence Advisor

Ex-Management Consultant, Monitor Deloitte
6 years in Business Strategy & Investor due diligence
HBA, Ivey Business School Canada



ADAM GIAMBRONE

Strategy Advisor

Canada Head of Consulting, HDR Global
Ex-General Manager Strategy SAPTCO
MBA, University of Toronto



CHAKER KHAZAAL

Marketing Advisor

Author *Tale of Tala & Confessions of a War Child*,
Reporter, Global Speaker
10 years in Growth & Marketing



KARIM FAKHRY

Architect & Design Advisor

International Principal, Domaine Public Architects
10 years in architectural design and city building
Graduate School of Design, Harvard University



TAREK FAKHRY

Business Development Advisor

Founder, Beirut Homes
20+ years in business development
Business Management, University of California

CULTURE

STAKEHOLDERS

The community is an important part of The Superville family. It drives us to play a leadership role in the community we are a part of it. One of our main marketing strategy is to satisfy our community and environment since we believe in giving back to the community we are and this brings positive word of mouth and perceptions toward our properties.

EMPLOYEES

Superville adopts the service culture as a main tool for success. Corporations should be built around people who function as a loyal team. Our employees are involved in the common vision of our company's mission. They participate in the planning and implementation of the company's action plan. We encourage an authentic 2 way communication, delegation and empowerment coupled with high but realistic performance standards to generate maximum productivity.

SHAREHOLDERS

We strive to keep a professional, open and harmonious relationship with our partners. We listen to their needs and we manage assets focused on providing a return on investment consistent with the owners or investors expectations.

CUSTOMERS

Superville implements a unique marketing oriented management style. We are customer oriented as we design our products according to customer needs and emotions. Balance sheets go beyond finance to become customer balance sheets too. Our management team is oriented to exceed customer satisfaction at every level and provide the guest with a unique experience.

BUSINESS PHILOSOPHY

The Superville believes that effective management innovations and excellent relationships strategies with the business community is essential to our successful operation and profitable growth.

ETHICS

- Time
- Honesty and Integrity
- Innovation
- Mutual Commitment
- Standardization
- Friendly Environment

How we implement our philosophy across The Superville (bottom up)/ brand culture and The Superville attitude

WHAT WE DO

We develop unique concepts that complement selected markets/locations. We cater to both niches affordable & luxury hospitality.

- HOTELS
- RESTAURANTS
- DESIGN CONCEPT STORES
- E-COMMERCE
- SPA, BEAUTY & WELLNESS
- HOTEL ACQUISITION
- HOTEL DEVELOPMENT
- HOTEL AND RESTAURANT MANAGEMENT
- ASSET MANAGEMENT
- BUSINESS DEVELOPMENT
- PROJECT CONSULTING & EXECUTION

THE HOTELS



THE SUPERVILLE CONCEPTS

 the smallville hotel

the alifeville hotel



the smallville hotel





POSITIONING

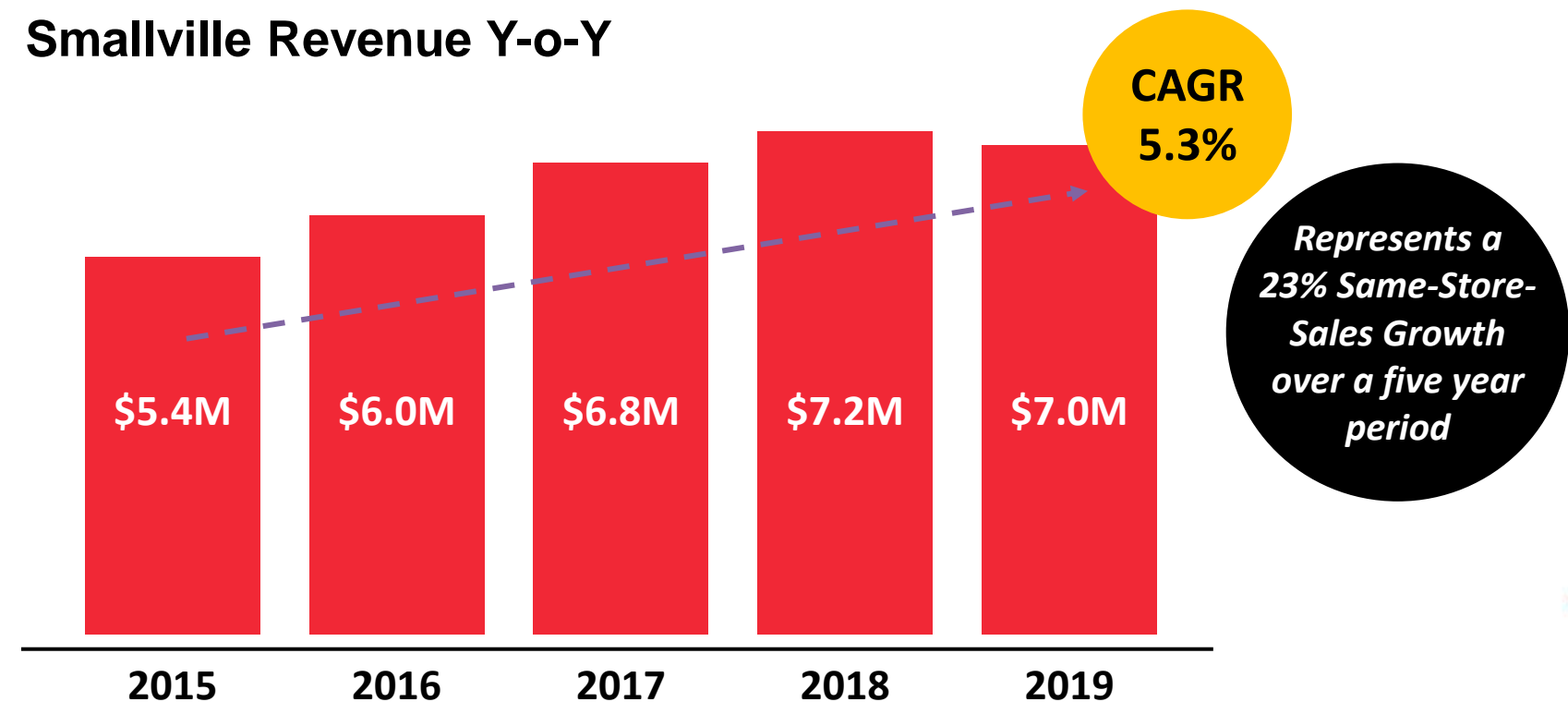
The Smallville Hotel is positioned as a mid-upscale thematic hotel experience with a history of growing same-store-sales (SSS). The Smallville caters to a wide array of users (from families to business conferences) making it an ideal destination for all.

The Smallville when compared to other competitive hotels has a higher occupancy rate year round (low end 40%), solidifying its place as a destination for tourists (with 1.3K google reviews, ranking it amongst the best hotels in the region).

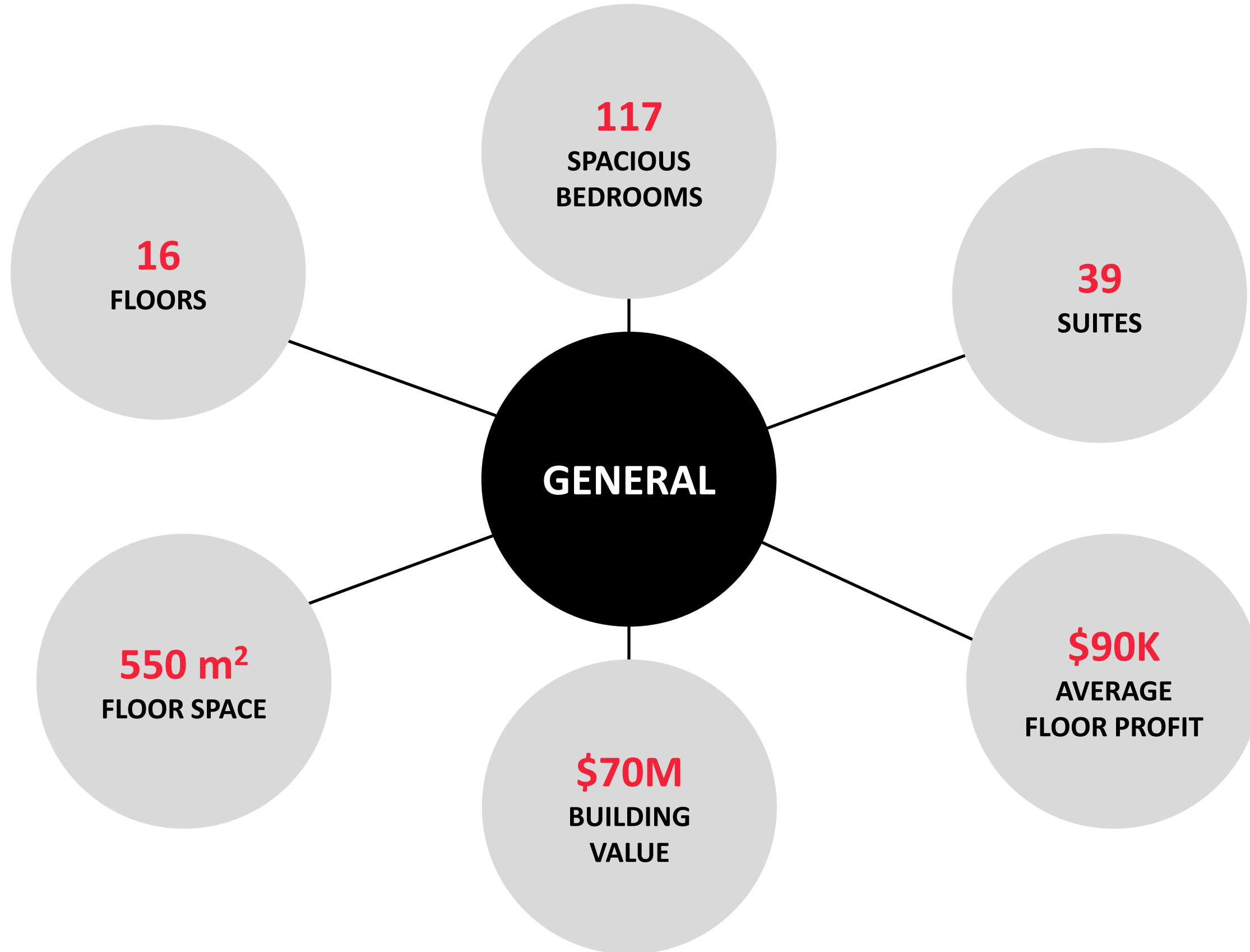
High Level Financials

Smallville has continued to see financial success since being built:

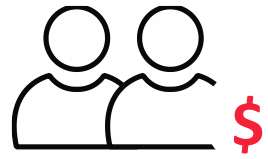
Smallville Revenue Y-o-Y



NUMBERS

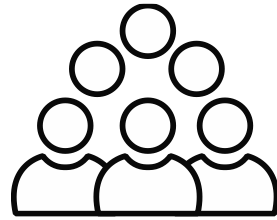


CULTURE



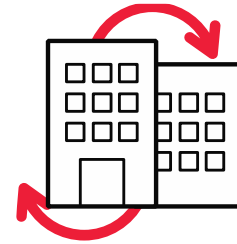
CUSTOMERS

We are customer oriented, designing products according to their needs and implementing a marketing oriented management style.



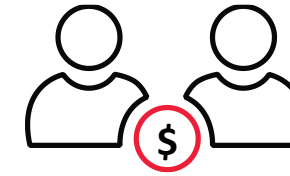
COMMUNITY

Community satisfaction is crucial. Our strategy focuses on satisfying the community and environment. Superville finds itself in to drive awareness and traffic to our concepts.



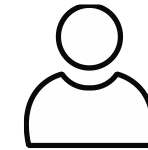
BUSINESS PHILOSOPHY

We believe in connecting with the business community; effective management innovations and excellent relationship strategies champion this focus.



SHAREHOLDERS

We keep a professional, open, and harmonious relationship with our investment partners, managing assets to generate returns consistent with expectations.



EMPLOYEES

We are service oriented and empowering our front line staff. They are authentically involved in the planning and execution of our common mission and vision, making them invested in what we do.

TIME

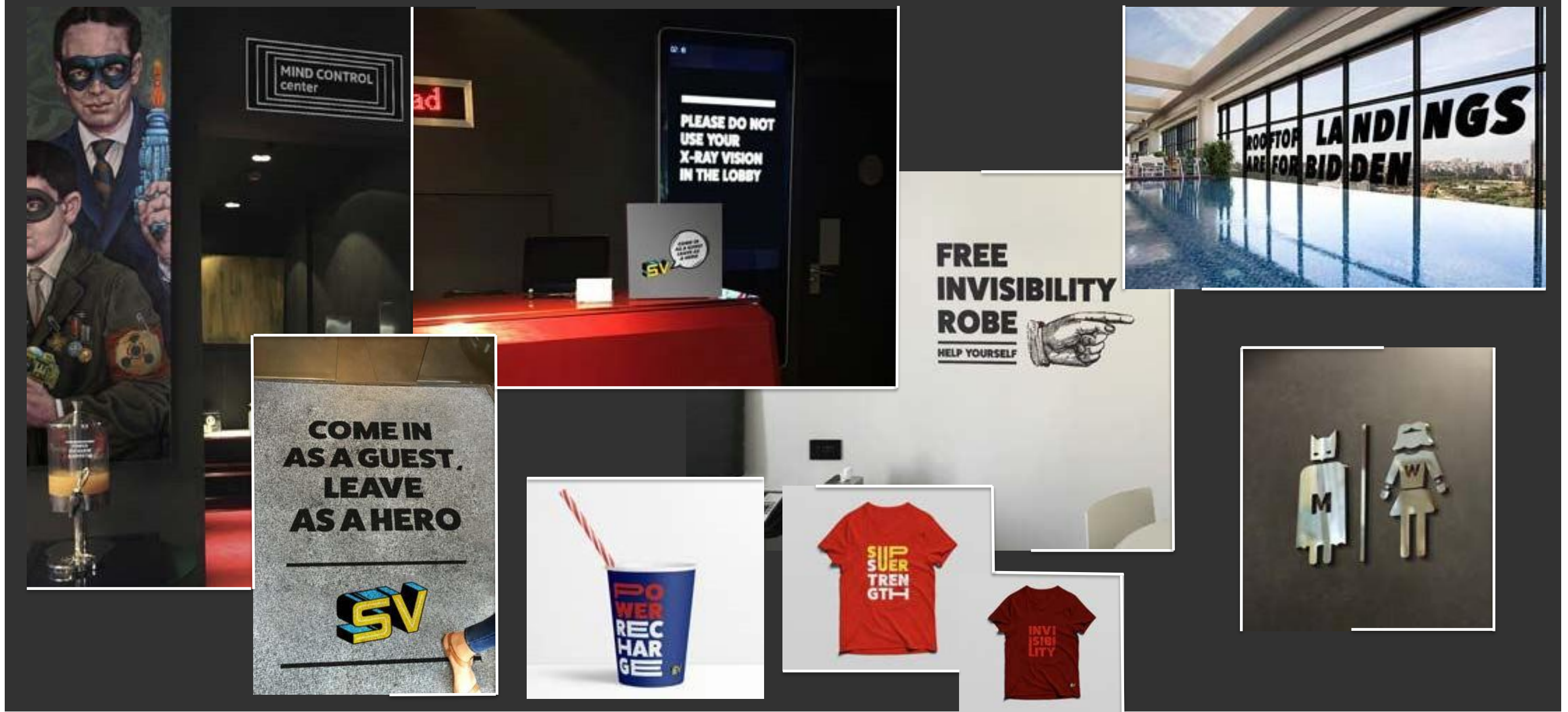
INNOVATION

MUTUAL COMMITMENT

STANDARDIZATION

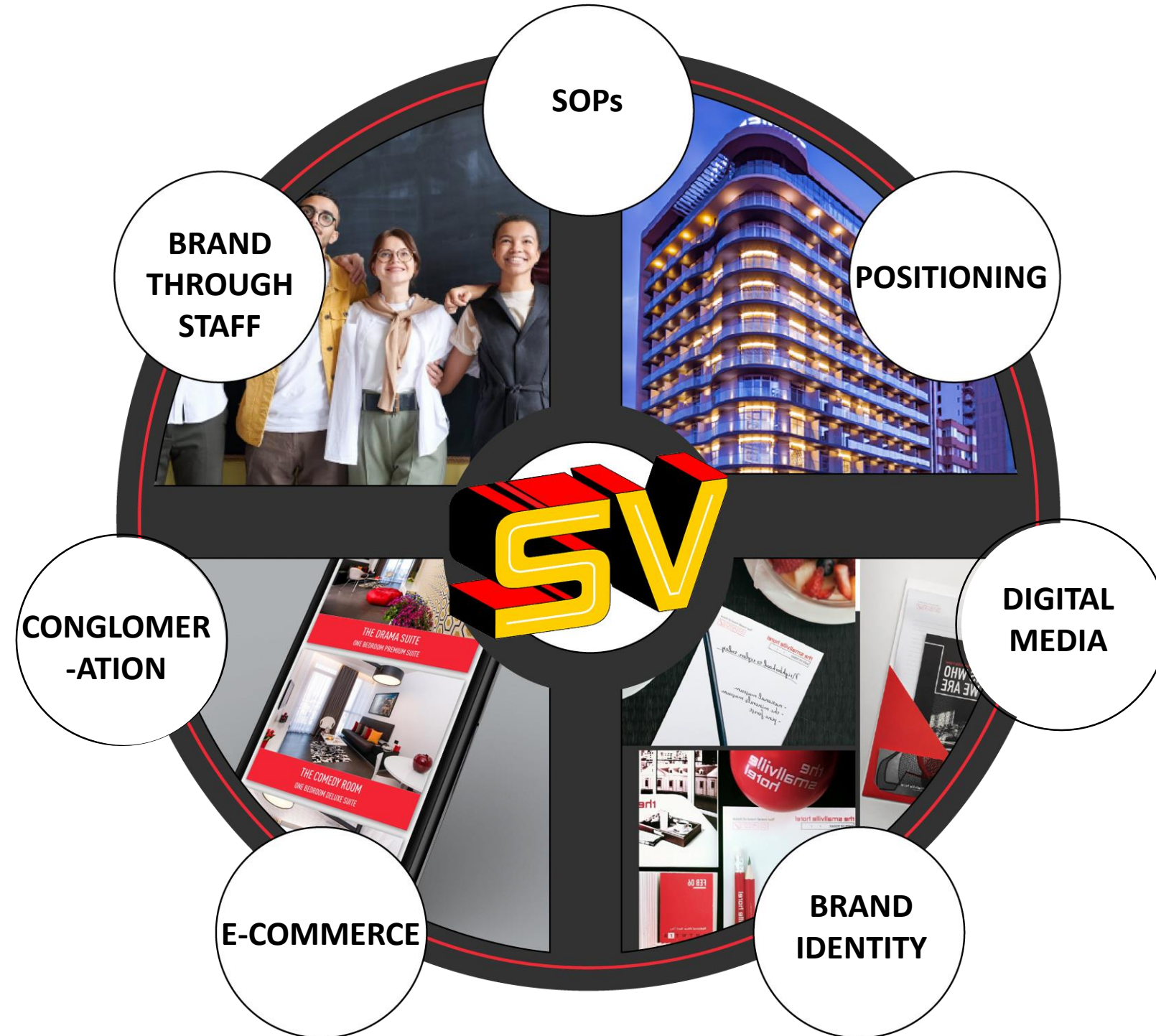
FRIENDLY ENVIRONMENT

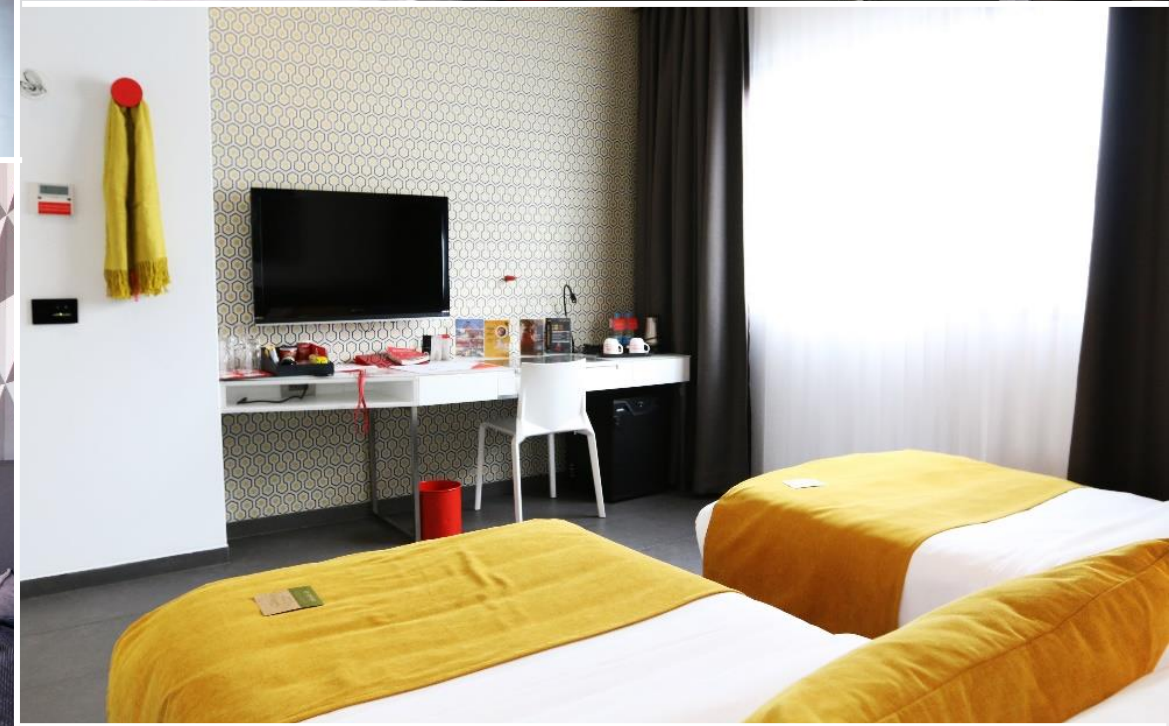
CORE ETHICAL BELIEFS



the smallville hotel

COME AS A GUEST, LEAVE AS A HERO





ROOMS

Providing themed rooms with top-notch quality and distinctive style while managing to stay comfortable and affordable, The Smallville Hotel provides both short and extended stays.



ROOMS

COLLATERALS

These collaterals reflect The Smallville hotel and its playful engaging superhero concept, with its corporate savvy-chic personality. All the collaterals are divided into categories according to their functionalities, each function has its own design brief.



bedtime & some stories





CONFERENCE ROOMS

Five day-lit meeting rooms of varying sizes and flexible layouts grace the first floor and provide optimum conditions for your meetings and conferences.



FEATURES & AMENITIES

- DOUBLE VOLUME CEILING
- DOUBLE GLAZED GLASS
- PROJECTOR & SCREEN
- WIRELESS MICROPHONES
- ROOM LIGHTING TOUCH KEYPAD

- HQ SOUND SYSTEM
- HIGH-SPEED WIFI
- VIDEO CONFERENCING
- IP PHONES
- PENS
- LED TV SCREEN

- FLIP CHARTS
- LASER POINTERS
- DOCKING STATIONS
- COMPUTERS
- TRANSLATION EQUIPMENT & BOOTHS

the alifeville hotel

THE HOTEL LOGO



BEFORE

the alifeville hotel

AFTER

THE HOTEL FACADE



BEFORE



AFTER

THE HOTEL LOBBY

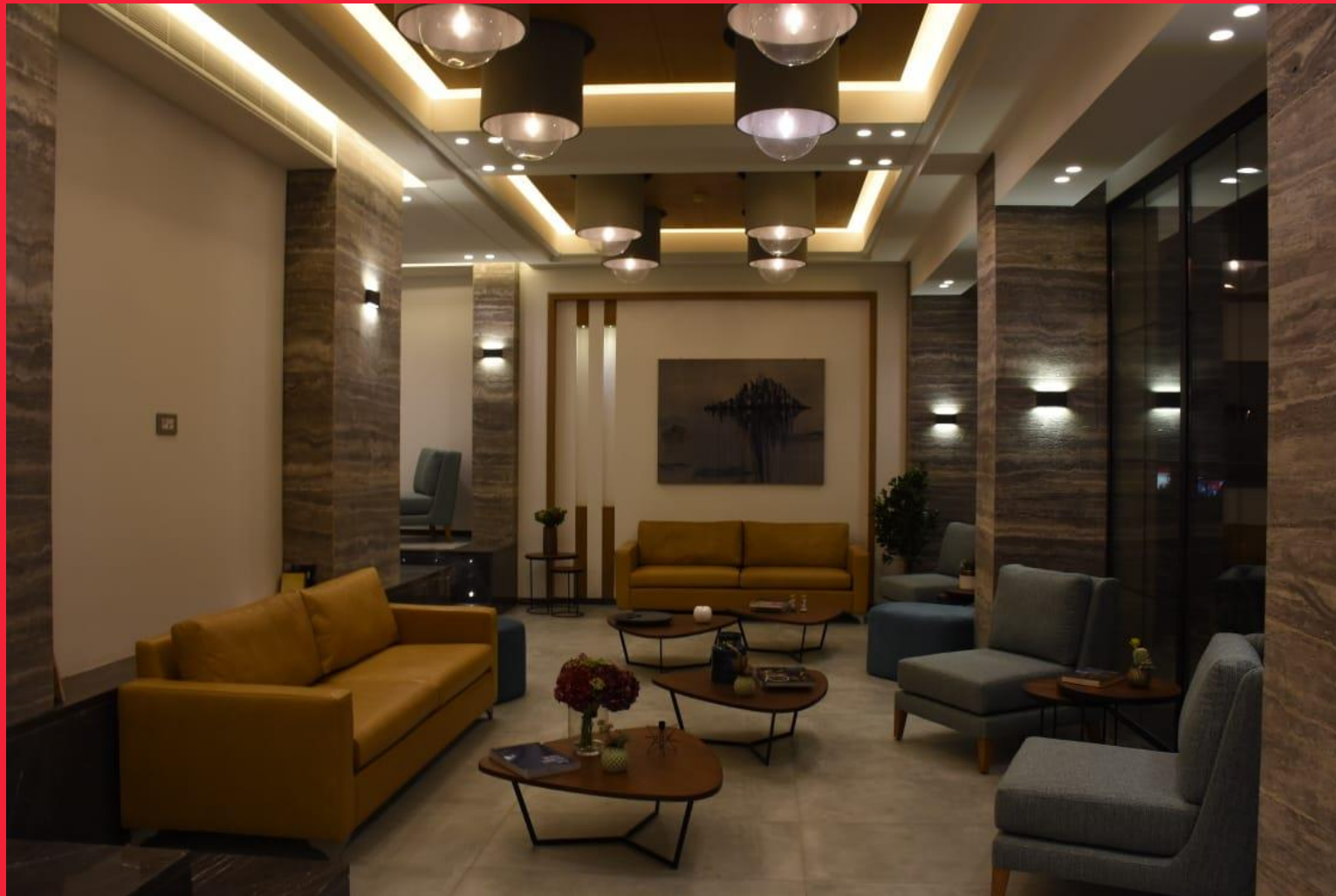


BEFORE



AFTER

THE HOTEL LOBBY



BEFORE



AFTER



**THE BAR
AREA**
BEFORE



THE BAR AREA AFTER



THE HOTEL BATHROOMS

BEFORE

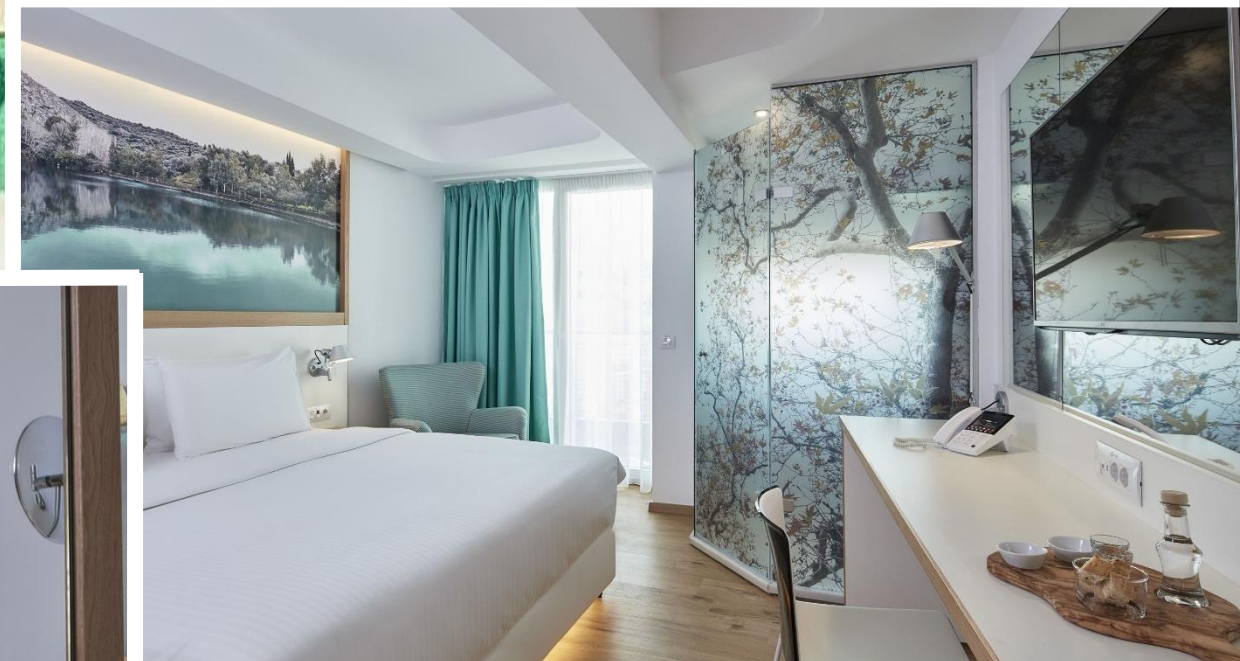


THE HOTEL BATHROOMS

AFTER



THE HOTEL ROOMS CONCEPT





THE PATIO

BEFORE



THE PATIO

AFTER

THE ENTOURAGE

The Entourage is an underground lux concept based loosely on the TV series - Entourage! Where the protagonist is surrounded with friends willing to serve him and he is treated as a VIP celebrity - A Jacuzzi in each room and an amazing rooftop bar and lounge! 30 keys for Demco Steel company in Jal El Dib area 15 minutes away from Beirut.



THE AFFAIR

The Affair is sexy, elegant yet playful theme hotel! Where love and love of guest is central to this unity concept hence its slogan: It takes two to Tango! The theme luxury hotel concept was developed for District S project in Saifi Village, Downtown Beirut comprising 50 keys two restaurants and bars and catering and full services to the whole of district S compound - Project on hold –

THE AFFAIR
It takes two to tango!

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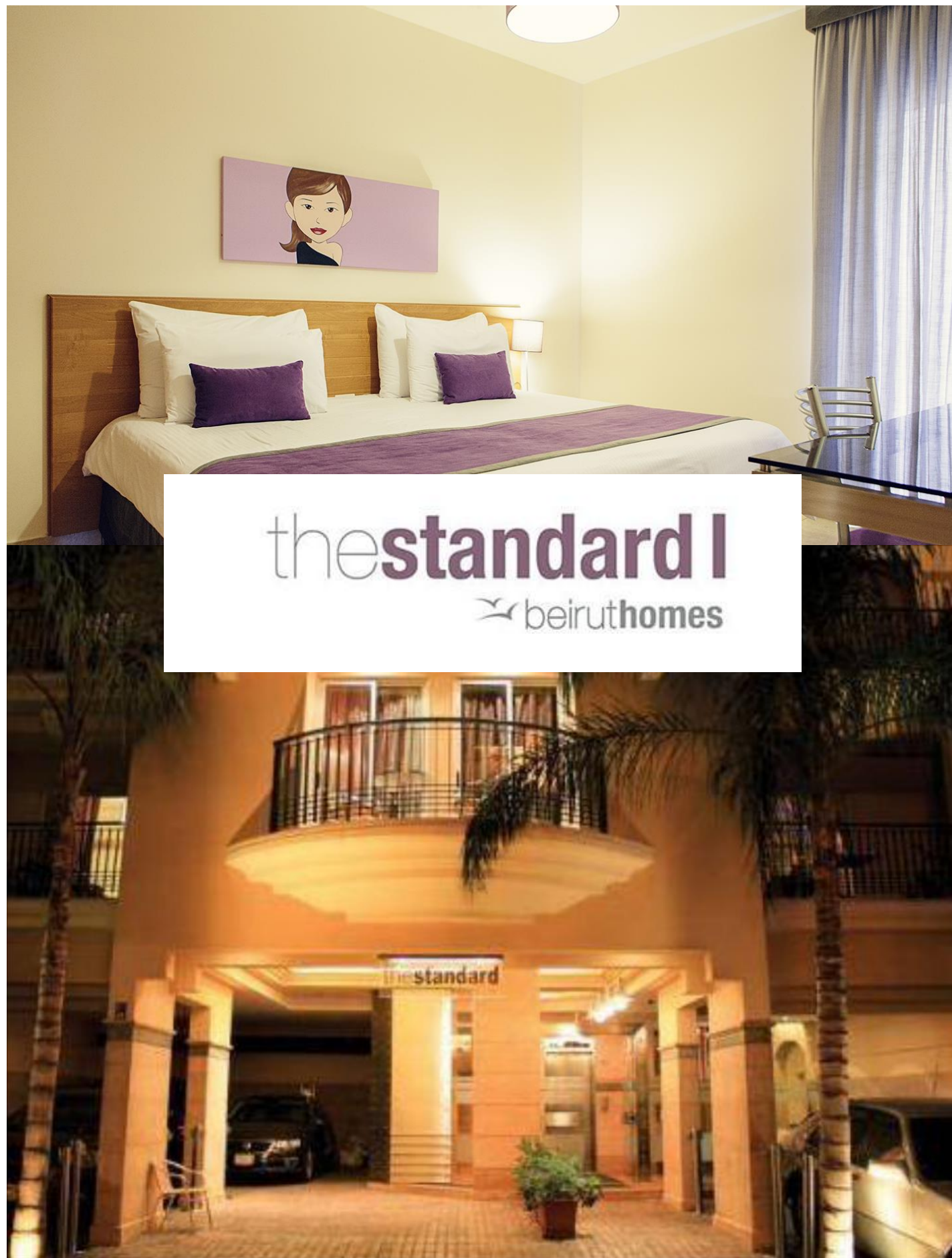
THE AFFAIR
It takes two to tango!



BEIRUT HOMES THE LIVING

Beirut Homes The Living is found in Beirut's quaint, quietly bustling Sodeco neighbourhood, filled with the latest shops, theatres, and restaurants. A well-known commercial area, Sodeco lies in Beirut's much-loved Achrafieh district, famous for its beautiful architecture, quaint alleyways, sidewalk cafes, and ultra-chic boutiques and nightclubs. The historical national museum is just 5 minutes walking distance. At The Living, you are just minutes away from Beirut's most charming sights. Take a stroll to Downtown and Mar Mkhel, two long strips of pubs, cafes, notable galleries, and increasingly trendy restaurants. Walk over to Sassine, a cross-section of the city's most bustling coffee shops and a stone's throw away from the iconic ABC Mall, home to the county's finest designer boutiques, departments stores, concept dining, and theatre screenings.

beiruthomes
Hotel Apartments



the **standard** |
beiruthomes

STANDARD I

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beiruthomes
Hotel Apartments



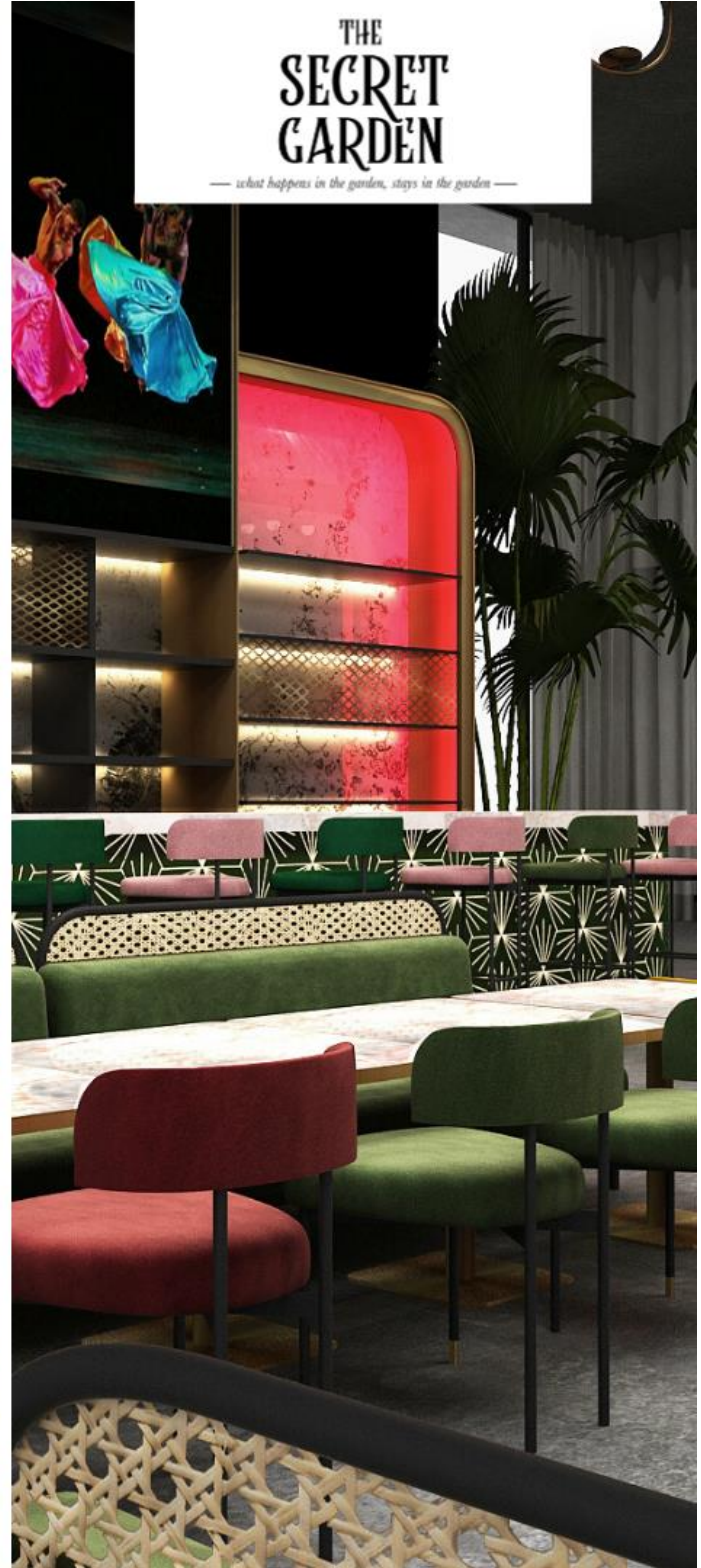
STANDARD II

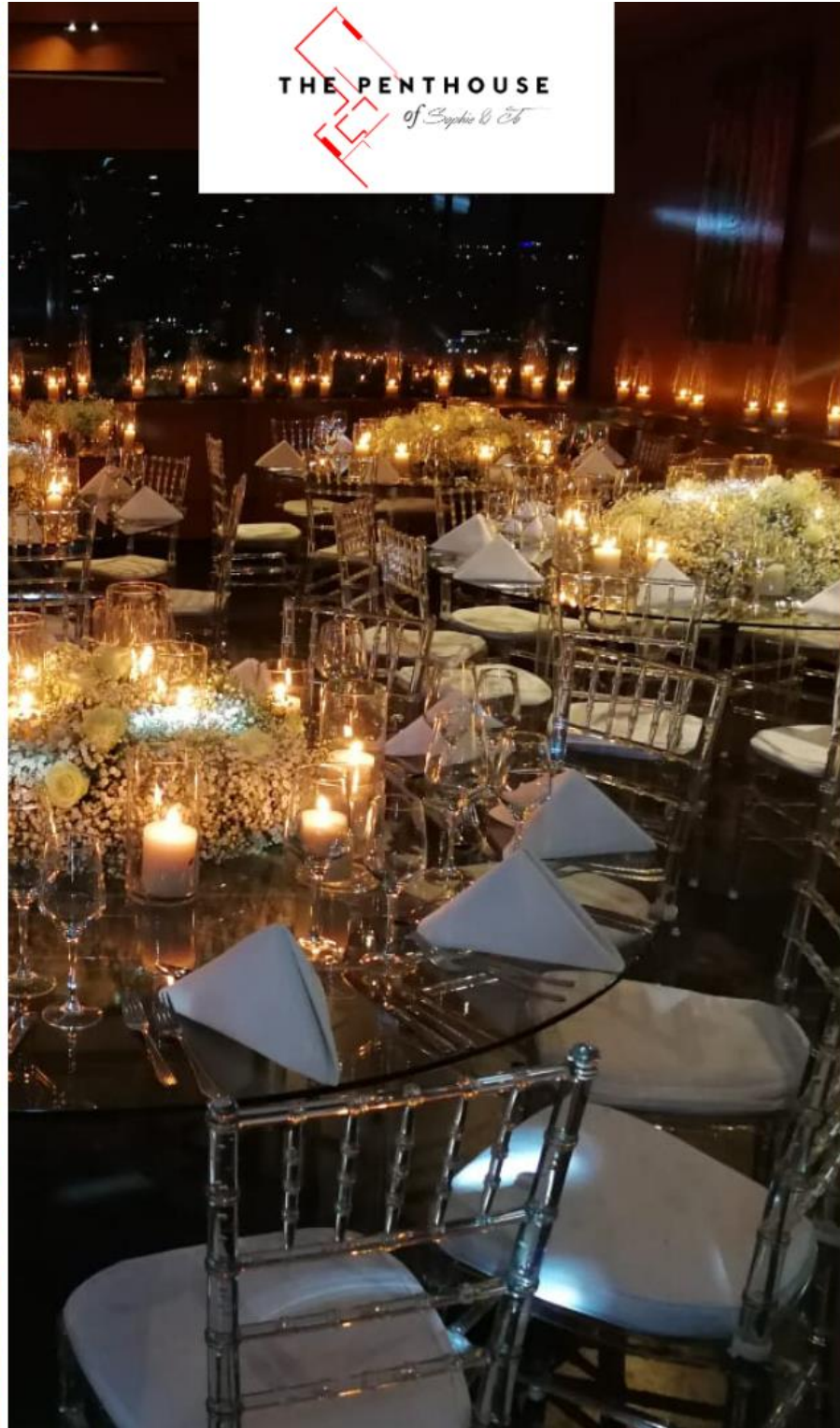
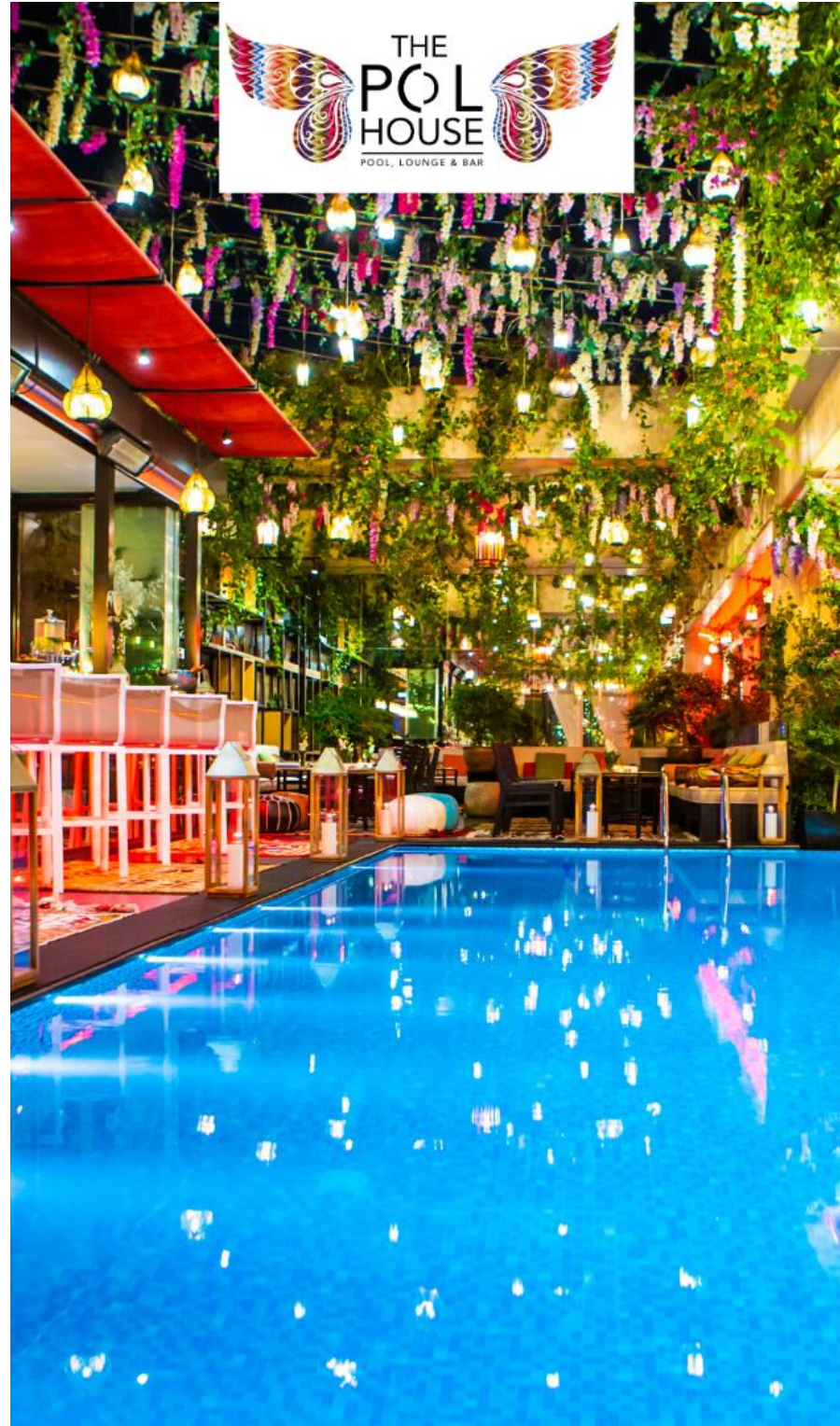
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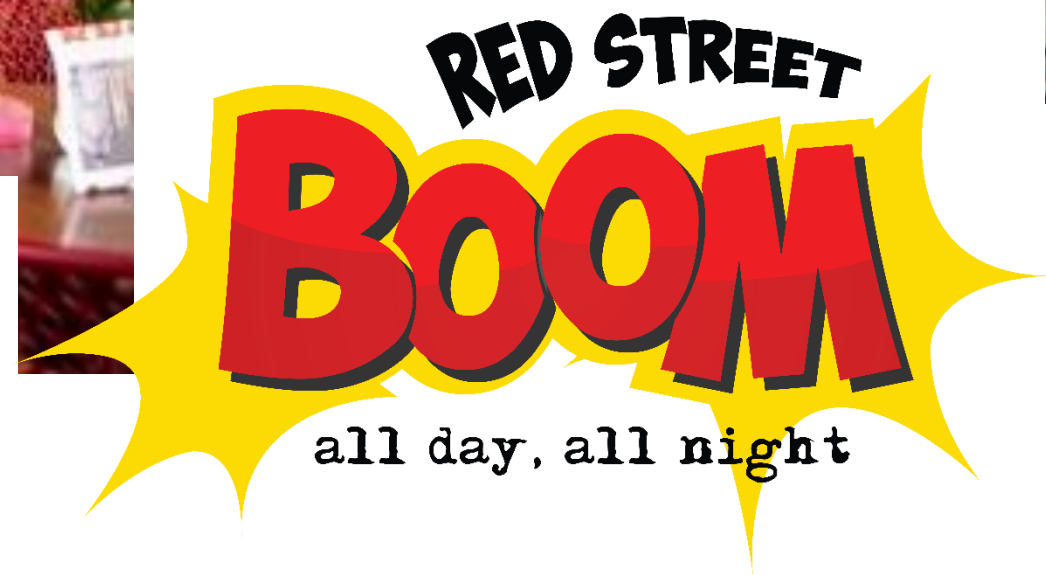
beiruthomes
Hotel Apartments

THE HOTEL RESTAURANTS AND VENUES









Not limited to the confines of its four walls, Red Street Boom café-pub located on the pavement of the entrance allows guests to experience Badaro street the way intended.



SOPHIA'S LIVE KITCHEN

A carousel of flavors and a roller coaster of delights awaits the guest of Sophia's Live Kitchen for the playful at heart and those who like to indulge their senses in authentic Italian dishes inspired by Sophia Lauren's Italian cookbook. Our kitchen is ready to satisfy your every cravings.



Meet Me Bar

you had me at hello!

Say hello and mingle with guests and friends from all corners of the world as they lounge and socialize at the Meet Me Bar. Serving delicious bites and mouthwatering cocktails, our Meet Me Bar encourages you to have fun with other guests at the lounge or bar. Better yet, impress them with the piano and show off your skills!

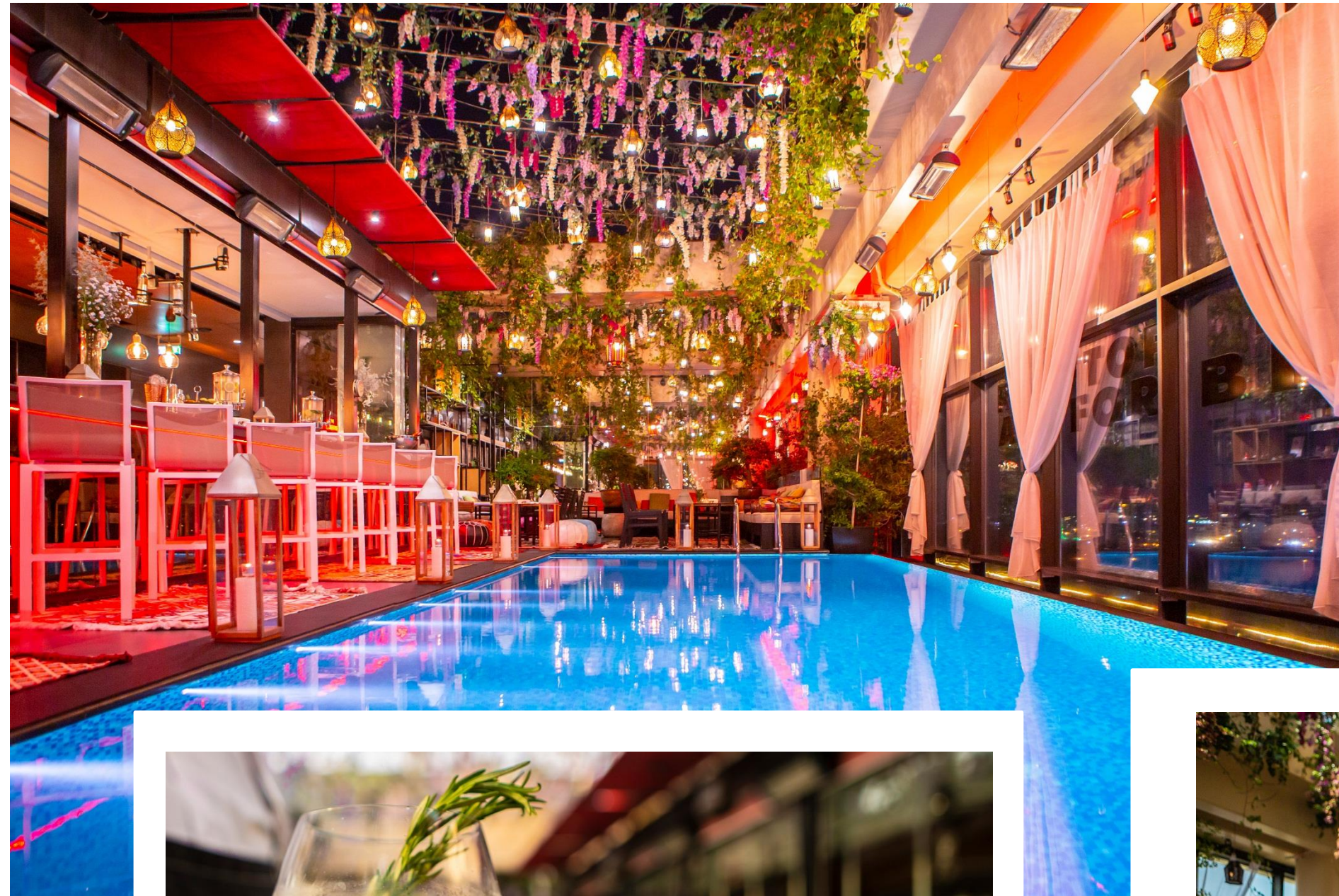


THE SECRET GARDEN

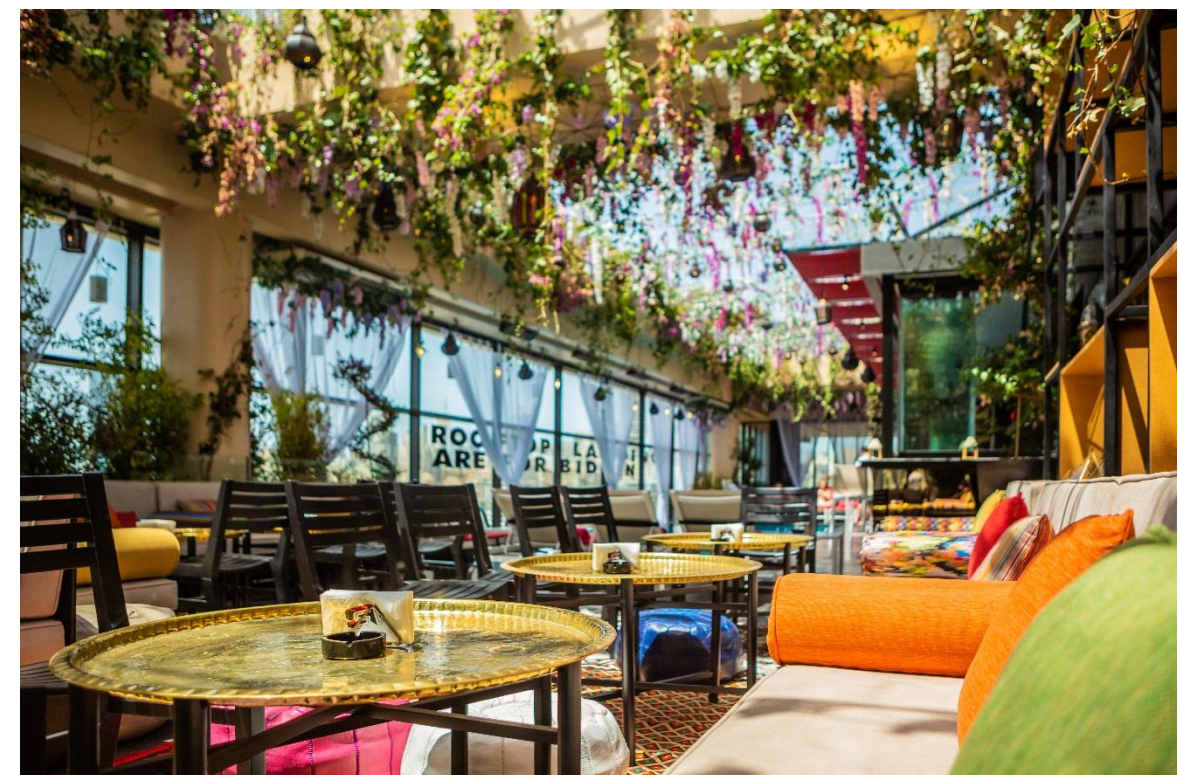
— *what happens in the garden, stays in the garden* —

A two floor plans venue perfect for private events, weddings, corporate conferences and birthdays. It has been created and managed to suit a variety of set ups as a guest desires!





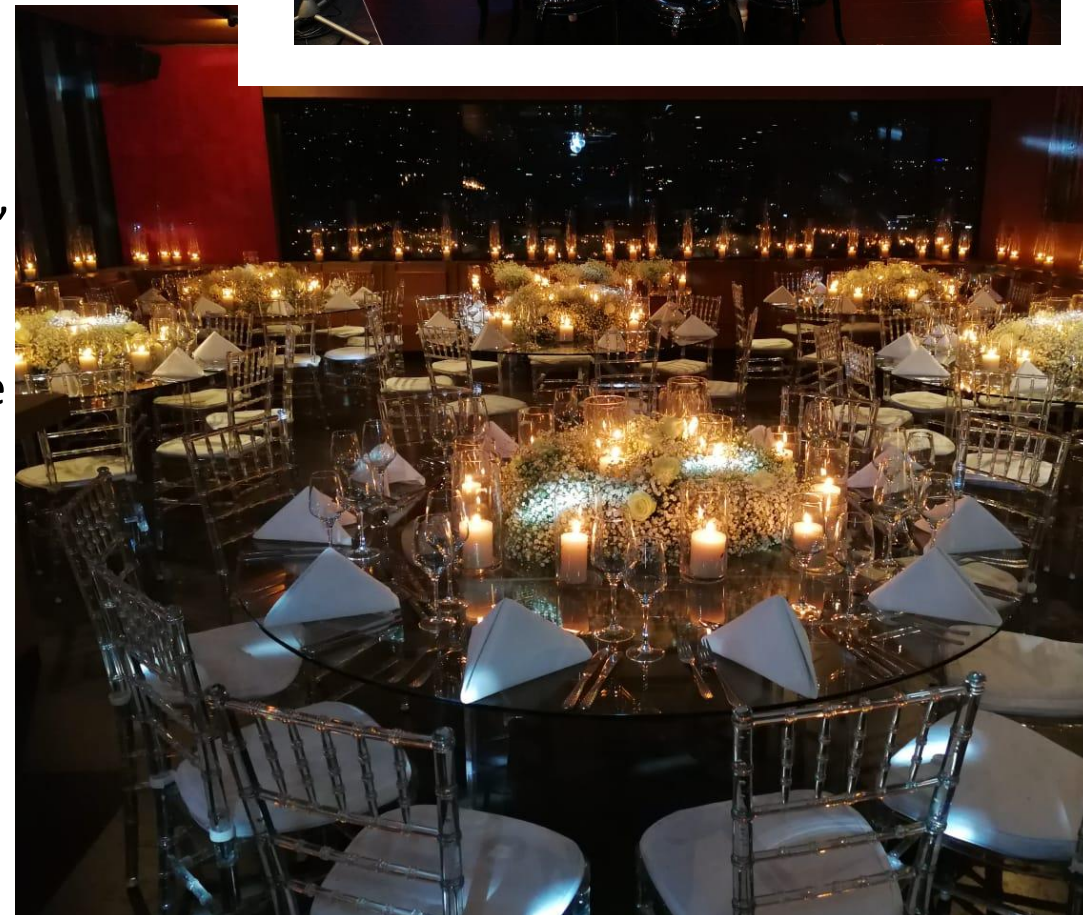
With a breathtaking panoramic view and a modern décor inspired by nature, chilling by the pool has never felt fulfilling. Refreshingly chill during the hot seasons, alluringly warm during the cold seasons, The Poolhouse is open all year long! Enjoy fresh cocktails and international cuisine whilst you lounge.



THE PENTHOUSE

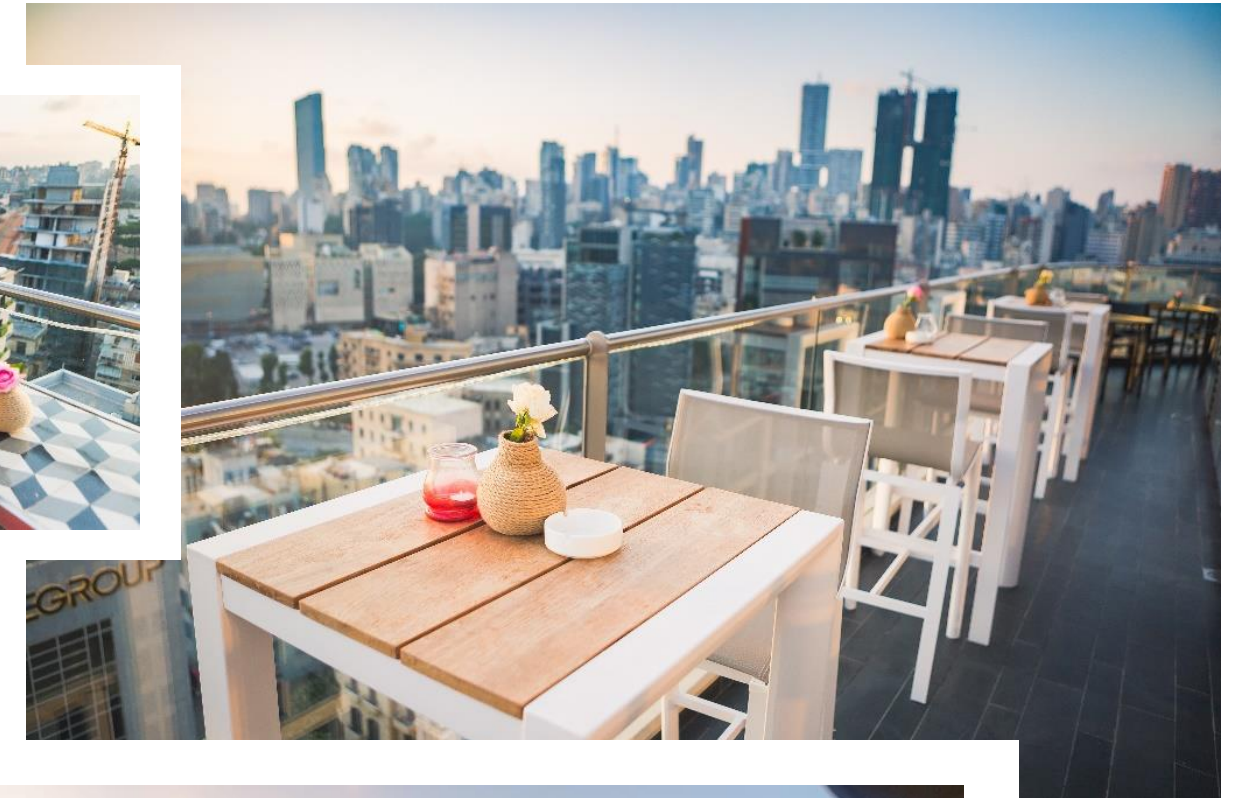
of Sophie & Co

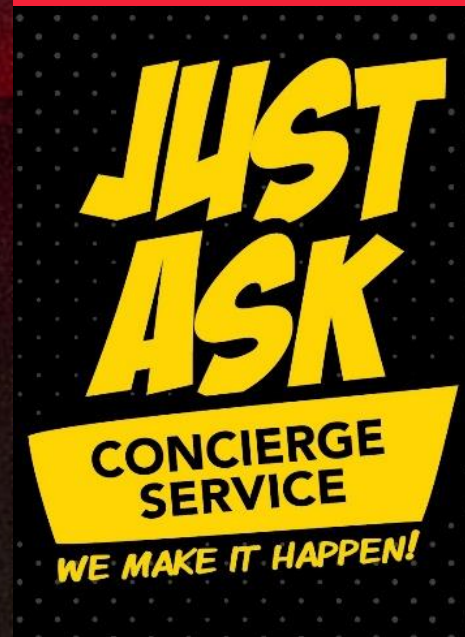
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For a more intimate setting, guests will love the Stargaze Terrace by the Poolhouse. Overlooking the city and bejeweled with a starry sky, the Stargaze Terrace at night would make cupid himself jealous. A table for two made just for you while watching the stars!





Our services are dedicated to assure your comfort and keep you updated with the new openings and exciting outings. All our services can be provided for guests staying in house and all over the world for those with a just ask membership.

FEATURES & AMENITIES

- Hotel Services
- Outings
- Sports expeditions
- Activities & Wellness
- Classes private/groups
- Kids Activities
- Flights & Planned Trips

Don't forget to Whatsapp us on +961 70 933 331

THE SUPERHERO GYM

THERE IS A SUPERHERO IN ALL OF US!

OUR MISSION

Looking good? Feeling good? Our gym is designed to help you do both! Full equipped for a body workout or a fitness training session or a yoga class!

Ask Our Professionals About Our Packages & Membership!

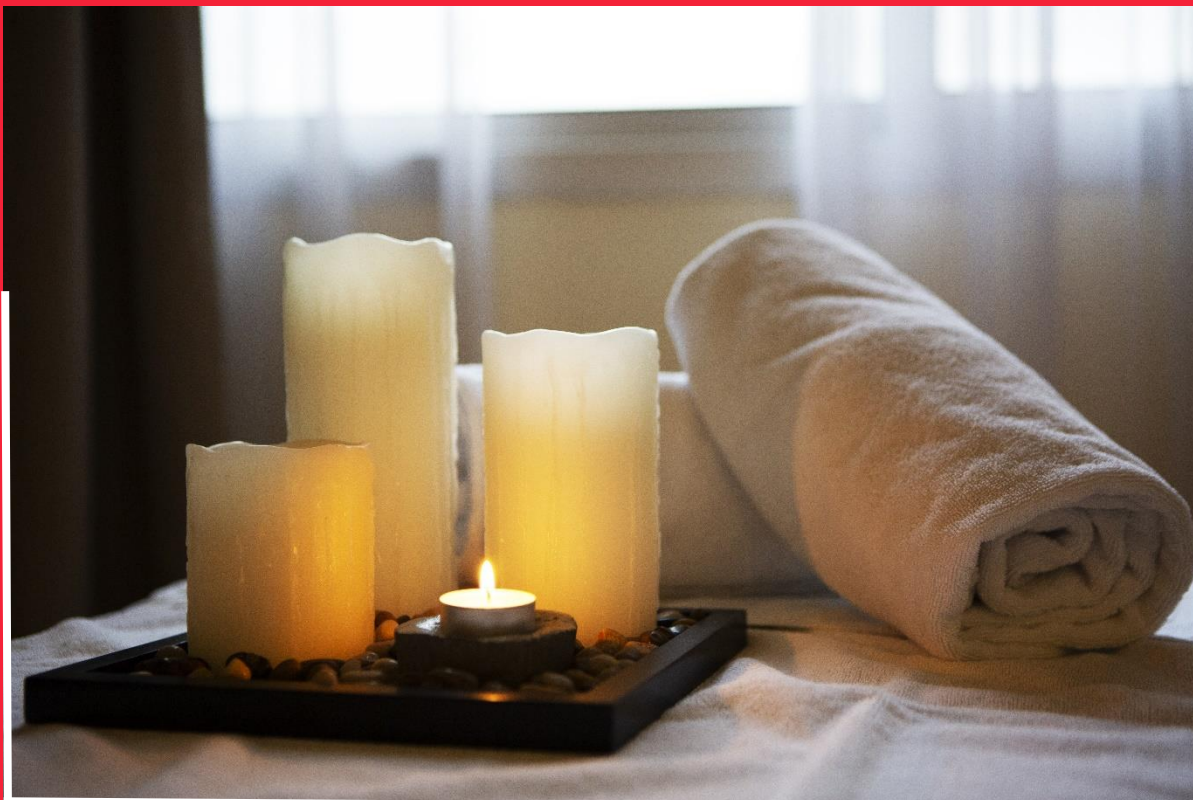


SUPER SPA

It feels good!

The Smallville Hotel

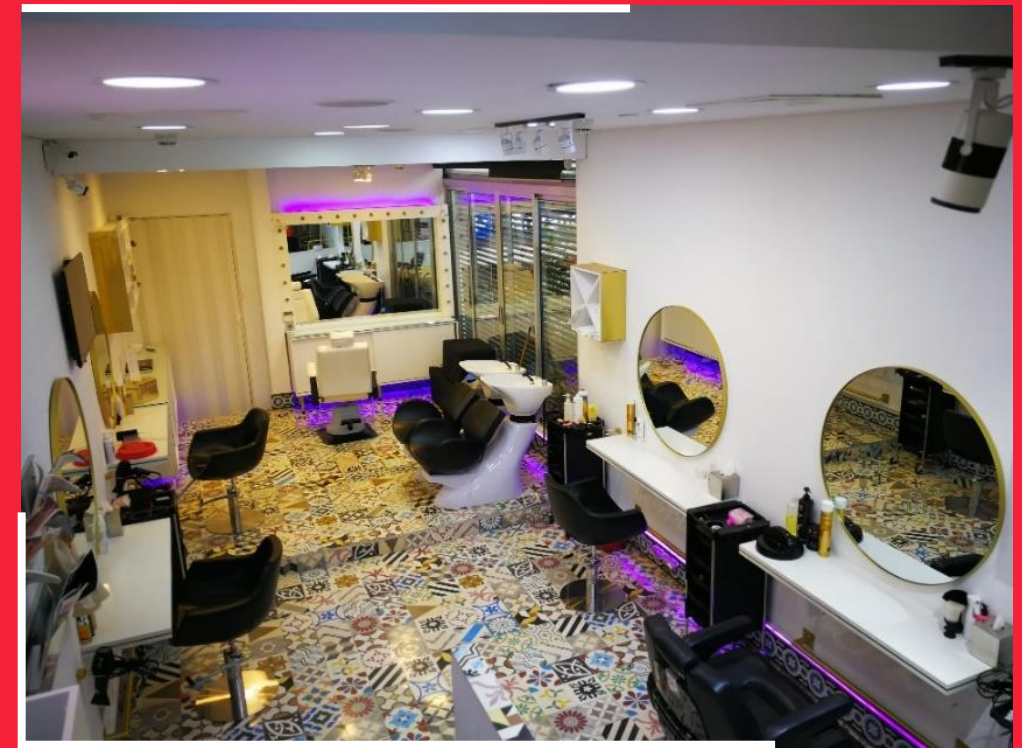
For ultimate pampering and luxurious care, The Smallville welcomes you to the Super Spa! Experience 5 star treatment on the 14th floor with the most lavish treatments.





Let go of your lackluster locks and feel fresh at our trendy salon located on The Smallville Hotel side. The Shampoo Bar caters to all your styling desires. What's more is that you can take a sip of a Marguerita or two while you wait. Both men and women are welcomed!

THE
Shampoo Bar
HAPPY HOUR





We at The Smallville Hotel believe that magic does exist and we aspire to spread it to all our guests. We believe that guests deserve the most memorable experience from the moment they arrive until their departure.

We believe that design and luxury go hand in hand, which is why The Smallville Hotel has been decked with the latest designs and styles, all while remaining comfy and homey. Our hotel is always up to date with the hottest trends and never misses the opportunity to showcase designs and looks for both up-and-coming and established designers.

HOTEL ACQUISITION

- Identification of under-performing properties in strategic locations to reposition the property to lead to an outstanding performance. Analysis of costs, financial projections, and physical and environmental challenges present in older buildings.
- Selection of the appropriate brands.
- Determination of replacement materials which will enhance the system based economic operation of the property
- Selection of properties wherein the cost of renovation represents significant savings over new construction
- Determining possible changes in management/Franchise.



HOTEL DEVELOPMENT

- Selection of development team members including architects, general contractors, interior designers, engineers, etc.
- Detailed pre-development project budgets identifying all project elements (typically containing hundreds of line items).
- Pre-development coordination between designers and contractors, ensuring efficient design and high quality results.
- Detailed project schedules.
- Coordination meetings during the development phase to answer questions and solve problems well in advance of construction.
- Coordination with the hotel management team to ensure a smooth opening.
- Provide market analysis for, and financial evaluation of the proposed project include cost-benefit analysis, facility recommendations, occupancy and room rate projections, operating results and valuation estimates.



HOTEL MANAGEMENT

- New concept development through our partnerships with expert designers and branding.
- Repositioning Underperforming Properties
- Profit & Loss Analysis and Risk Management
- E-Commerce, Inventory Control & Monitoring
- Purchase Agreements
- Budgeting - Pre-Opening, Opening & Operational Property
- Human Resources, Labor Management & Training, and Standard Operating Procedures
- Managing F&B resources



ASSET MANAGEMENT

- Operator selection and negotiation
- Operational reviews to ensure the productivity level of operator's management staff and increase the property's cash flow.
- Monitor the physical condition of hotel to assure proper improvement and project capital expenditures.
- Review the market strategy and expenses to enhance revenue growth.
- Develop goals for management that encourage their achievement in finding cost-effective ways to improve revenue.
- Seek ways to maximize value including repositioning, expansion, renovating and recapitalization.
- Make regularly scheduled visits for consultation with management on ongoing operations and implementation of changes.
- Follow-up reports including analysis and critique of financial statements.

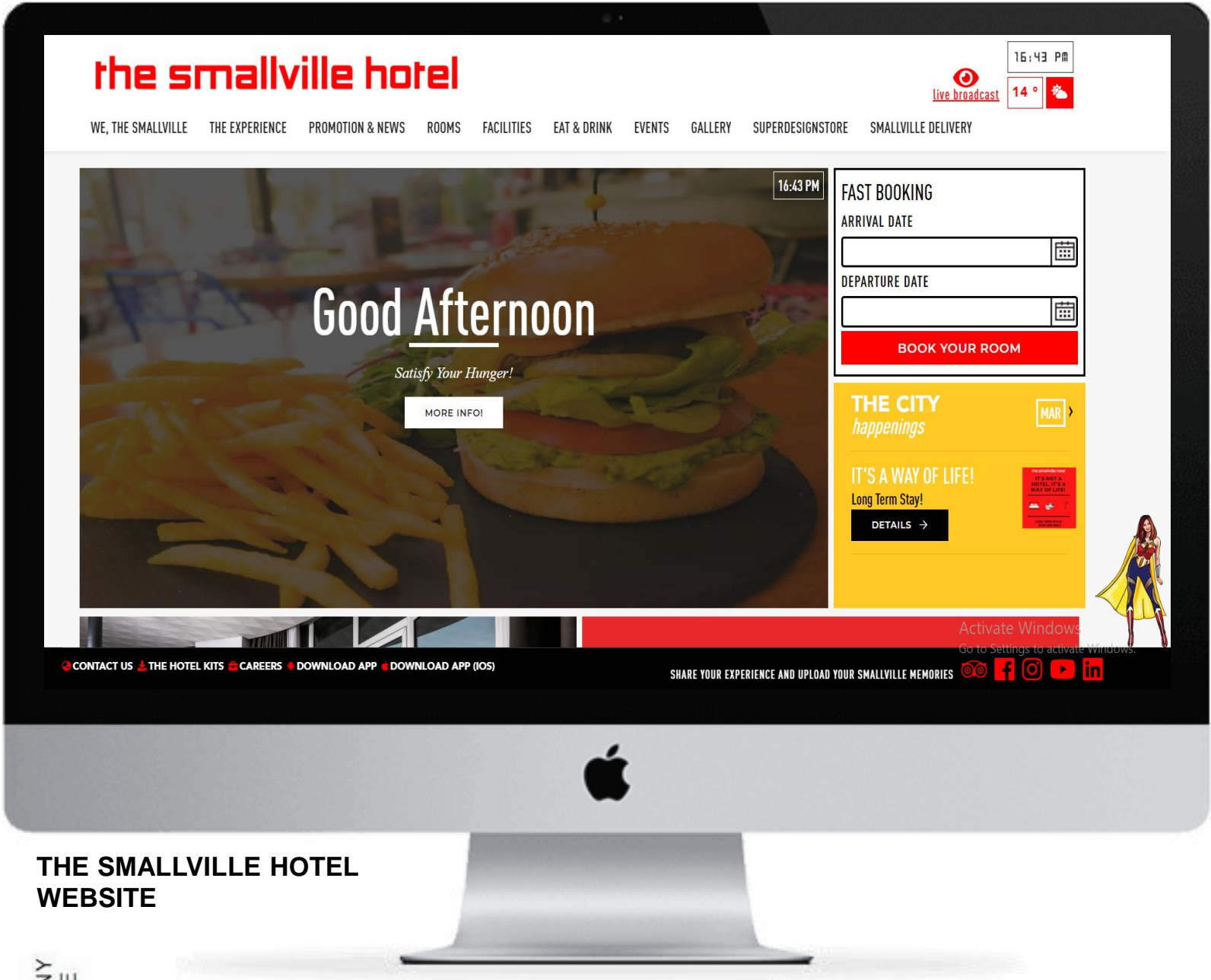
PROVIDING SERVICE IT PROCESS PROPERTY FINANCIAL
DISPOSING ENTITY ASSET COST
INTELLECTUAL MONITORING
MANAGEMENT
LIFE CYCLE
FIXED UPGRADING MAINTAINING
FACILITIES GOODWILL OBJECTIVE
INFRASTRUCTURE OPERATING EQUIPMENT PHYSICAL
EFFECTIVELY
GROUP SYSTEM
DIGITAL ENTERPRISE

PROJECT CONSULTING AND EXECUTION

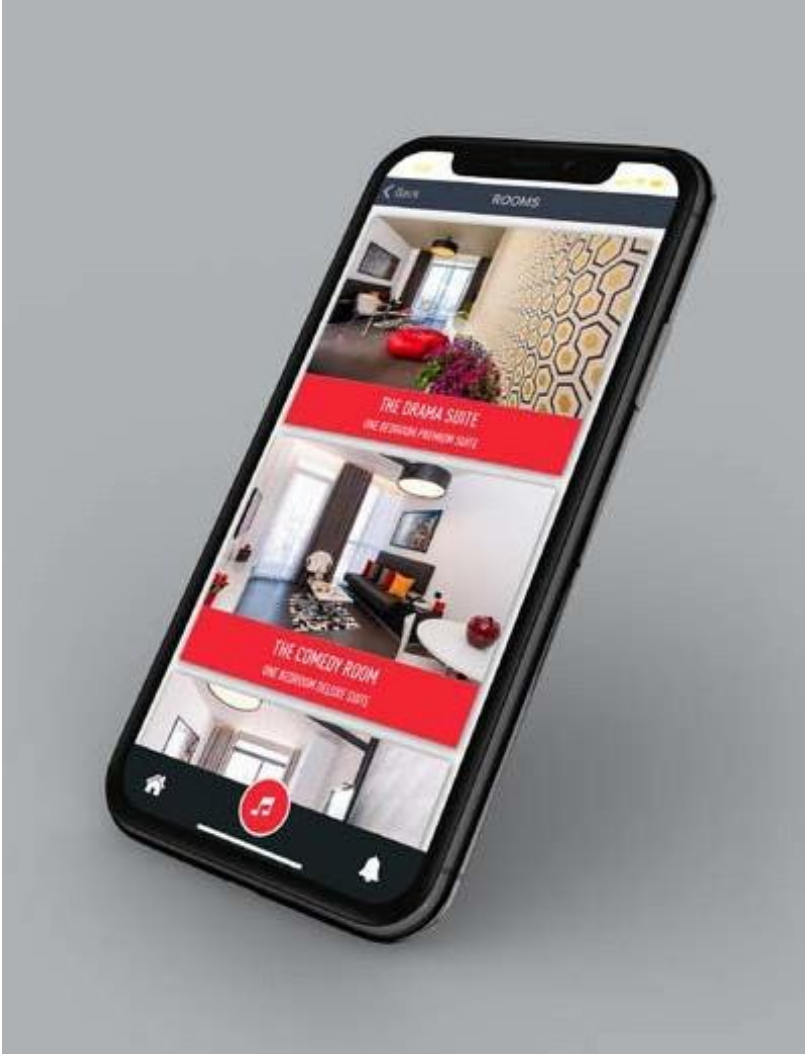
- Market analysis, positioning and feasibility studies.
- Selection of Brand and Branding.
- Selection of key project team members including: Architects, Contractors, Interior Designers, Marketing consultants.
- Negotiation of Management or Franchise Agreements.
- Conceptual design review.
- Due Diligence and financial operational projections.
- Project planning and programming.
- FF&E and OS&E purchasing and installation
- Technology and telecommunications systems implementation.
- Architectural, engineering and construction coordination.
- Licensing and permitting guidance.
- Pre-opening staffing and budget.
- Sales and Marketing, Operations, Accounting, Human Resources, IT, F&B, Engineering...



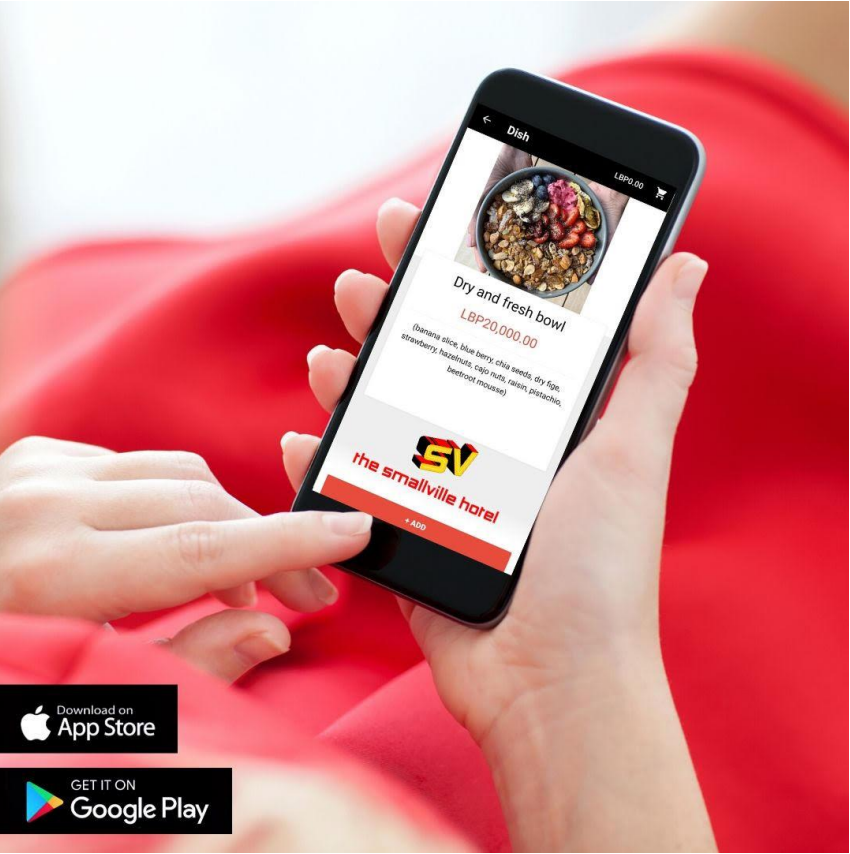
DIGITAL EXPERIENCE



THE SMALLVILLE HOTEL
WEBSITE



THE SMALLVILLE HOTEL
APPLICATION



THE SMALLVILLE HOTEL
DELIVERY APPLICATION

The background is a comic book illustration. On the left, a woman with long, flowing blue hair and a red dotted skin texture is shown with a wide-eyed, open-mouthed expression of surprise or awe. Her hands are raised near her face, with red-painted fingernails. On the right, the word 'WOW' is written in large, bold, red, stylized letters with black outlines, set against a yellow background with black outlines. The overall style is reminiscent of mid-20th-century comic book art.

#SUPER | Brand Expansion

January 2020

The Superville, and what it stands for



Lodging Solutions



Restaurants & Cafes



Health & Wellness



Night Clubs +
Lounges

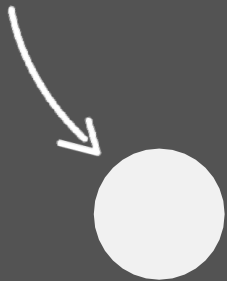


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Good strategy is elevating our core, before going after adjacencies



Hotels, hostels, and other long term and temporary living situations



Lodging Solutions

Restaurants & Cafes

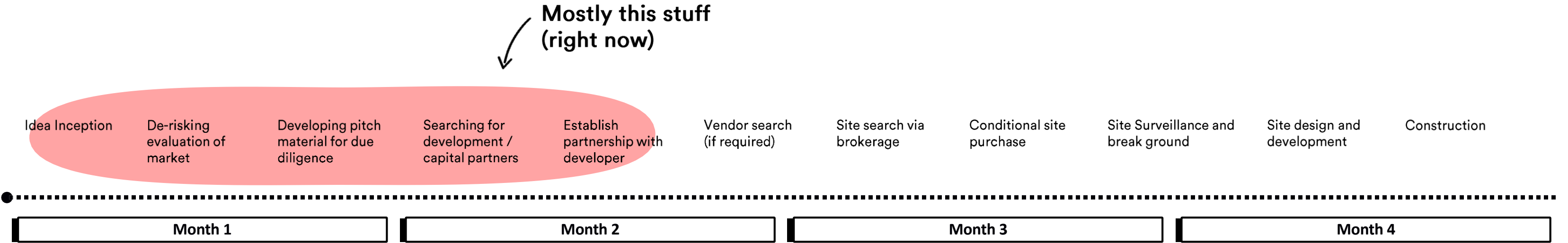
Health & Wellness

Night Clubs +
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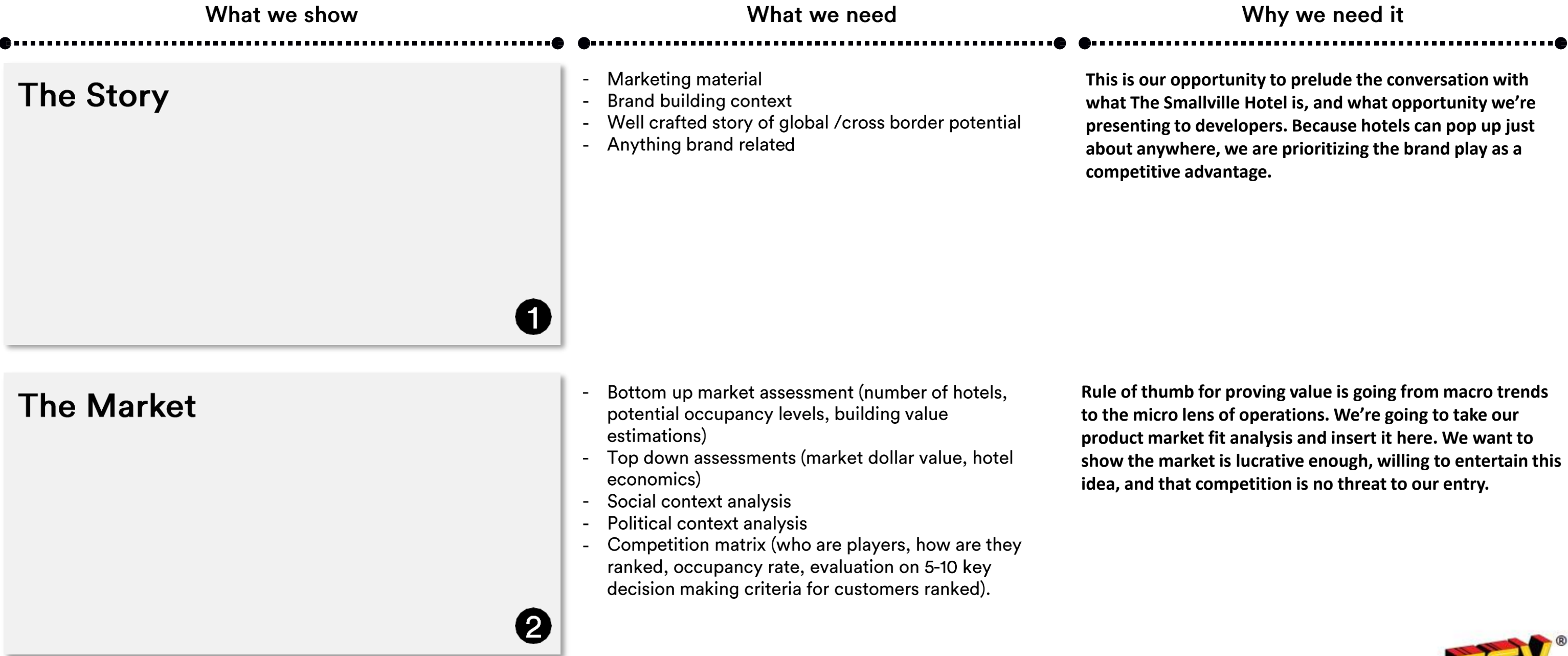
2020

And within that, vectoring on what we have most control over



A pitch is a *science*, and we need all the ingredients

Once we’ve truly understood the market, we package, and include in the pitch. But what does that pitch look like?



The Target Demographic

3

- User stories
- Persona creation (including social, behavioral and economic profile)

Because our brand is a hallmark of what we’re selling, it’s crucial that we can link it back to who we intend on targeting. What does the average Smallville customer look like, and why are they attractive?

Why #SUPER

4

- Smallville hotel value proposition (to be built if one does not exist).
- The “Sophie” slide, with a focus on her operational experience and why it’s teachable

This is our chance to talk about our value proposition, and the operational experience Sophie can bring to make this into a lucrative hotel opportunity for investors and developers.

The Experience

5

- Any visual telling the story of Smallville’s greatness
- Pictures from events
- Room schematics and suite images

Linking back to the value proposition, we take a few slides to articulate what the experience could look like: amenities, brand visuals, showcase rooms, etc. We need to show investors and developers, that there’s something compelling about Smallville, something that cannot be replicated.

The Business Model

6

- Services upsold to customers
- Potential amenities
- Partnerships with other private institutions, companies, and government agencies
- Apparel and lifestyle branded products sold through Smallville

We know this – it's a hotel, it's obvious. But The Smallville in the past has hosted events, and has the potential to generate revenue from other lifestyle focused initiatives.

The Financial Justification

7

- Unit economics of all revenue generating subsidiaries and amenities
- Projected operating expenses
- Projected costs of goods sold
- Balance sheet items (property, plant & equipment)
- Return on Investment (ROI) analysis
- Internal Rate of Return (IRR) analysis
- Cashflow (Net Present Value) analysis
- Three-statement financial model with valuation

We can't just put a few numbers on a slide... And we can't just use existing numbers we have – because developers and investors will ask. We have to be methodical about what we think we can make. We have to support every value with assumptions concretely researched through a due diligence process, and we need to take into consideration the new operating environment – which could garner its own financial challenges and opportunities. And, we have to run the analysis to determine the development can satisfy the IRR & ROI for investors. The more sophisticated our approach, the greater relevancy the plan gains.

The Launch Strategy

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- PR strategy
- Detailed timeline of actions and activities
- Any experiential marketing tactics
- Grand opening marketing plan

Unlike a condominium where we could sell prebuilds, the hotel operates on a different commercial model that requires marketing and advertising. What's the plan to ensure that we get traction out of the gate? Showcasing our launch strategy and marketing plan will set investor and developer worries at ease.

Bringing it all together (Due diligence readiness)

The pitch package is important, and is our best opportunity to show potential partners why electing for #SUPER to brand a hotel site is the **only** option. Below is the due diligence readiness stream and steps.



CRITICAL FIRST STEP

1 Do Market Assessment

- ☐ Assess market size
- ☐ Analyze social context of future expansion city
- ☐ Understand present and future political environment
- ☐ Build competition matrix (developing evaluation criteria and ranking system)
- ☐ Make a call on confirming our hunch about expansion city

Execution: 2 weeks
Potential Team: Fenton + Adam + Chaker

2 Build #SUPER Stories

- ☐ Draft developer friendly brand narrative
- ☐ Workshop brand voice and verbiage
- ☐ Draft #SUPER value proposition with unique and competitive qualities
- ☐ Create the “Sophie” slide focusing on operations and network

Execution: 2 weeks
Potential Team: Fenton + Sophie + staff copywriters

3 Build Experience visuals

- ☐ Collect documents (pictures, visuals, diagrams)
- ☐ Enlist designer
- ☐ Work with designer to render new images of expansion project

Execution: 2 weeks
Potential Team: Fenton + Sophie + Chaker + Designer

4 Prove the concept's value

- ☐ Articulate business model
- ☐ Collect historical financial statements and balance sheets
- ☐ Build comprehensive financial model projecting discounted cashflows
- ☐ Develop ratio analysis, and note assumptions for model
- ☐ Package model for developer / investment facing due diligence

Execution: 3 weeks
Potential Team: Fenton + Accounting staff

Bringing it all together (Due diligence readiness, cont'd)

The pitch package is important, and is our best opportunity to show potential partners why electing for #SUPER to brand a hotel site is the **only** option. Below is the due diligence readiness stream and steps.



5 Customer Personas

- ☐ Develop person profile for average Smallville customer, through secondary and ethnographic research techniques

Execution: <1 week

Potential Team: Fenton + Sophie

6 Develop Launch Strategy

- ☐ Develop strategy for PR, and create RFP for PR firms in expansion country to execute strategy
- ☐ Develop plan for experiential marketing campaigns
- ☐ Work with event planners to conceive grand opening strategy
- ☐ Develop detailed timeline of events pre and post construction

Execution: 4 weeks

Potential Team: Fenton + Sophie + Chaker + Marketing staff

Bringing it all together (Build relationships)

The pitch package is important, and is our best opportunity to show potential partners why electing for #SUPER to brand a hotel site is the **only** option. Below is the build relationships workstream, and activities.



1 Development strategy

- ☐ Assess whether or not we partner or build independently
- ☐ Begin soliciting developers, starting with firms that have a local presence, but global reach
- ☐ Get a head start on potential capital solutions

Execution: on-going
Potential Team: Adam + Chaker

2 Other vendor search

- ☐ Prepare list of approved architecture, interior design, and HVAC services willing to assist post developer sign off

Execution: on-going
Potential Team: Fenton + Sophie + Adam

3 Site search

- ☐ Getting a head start on searching for a site to build, independently, or through a brokerage local to the expansion city, in anticipation of development sign off

Execution: on-going
Potential Team: Sophie + Adam + Chaker

Bringing it all together (Prepare for orals)

The pitch package is important, and is our best opportunity to show potential partners why electing for #SUPER to brand a hotel site is the **only** option. We want you to be prepped for these conversations.



1 Presentation Coaching

- ☐ Coach on communication delivery, and refine presentation and approach where required

Execution: on-going
Potential Team: Adam + Chaker + Fenton

2 Prepare for Q&A

- ☐ Create a list of potential questions and answers to them (especially for the numbers)

Execution: 1 week
Potential Team: Fenton + Adam + Chaker

2020

I can help across these areas



Pitch
Development

Financial
Modeling
(M&A, LBO,
Ventures)

Copywriting
and story
development

Presentation
coaching

Analysis on
critical
decisions to
inform
direction

Growth
strategy, and
where to play
next

What is your strategy for #SUPER's growth, and how can we help get you there?

**We want to partner with you on the
expansion of our successful concepts.**

And help you become a leader in creating space for **innovation**,
creation, and **comfort**.