

TAKE OFF!

Join the ACCORHOTELS Student Adventure

Imagine how could JO&JOE become a place to meet for locals and travellers?

1) JO&JOE Overall Presentation

JO&JOE reinvents the hospitality experience in its **Open Houses** which take the best elements from existing models: the experience and freedom of **Youth Hostels**, the security of **Hotels**, with the convenience of **Private Rentals**. JO&JOE's values are **COOL**, **CARING** and **BLENDED**.

JO&JOE was co-constructed with its future guests and disrupt traditional code. The only boundaries are those of imagination. More than just an accommodation solution, it has been conceived as an experience enhancer thanks notably to its offbeat design, innovative digital ecosystem and catering offerings.

The brand rounds out the Group's economy-brand portfolio and was developed for millennial and millennial-minded customers' need for convenience, freedom and sharing memorable experiences. It provides a made-to-measure solution for the vast international community.

To cater to this new demand, JO&JOE aims to expand rapidly by opening 50 venues by 2020, with locations including Paris and Bordeaux (2018) as well as Warsaw, Budapest, Rio and Sao Paulo. The open house will take root in bustling city center locations that are close to public transport and less than 15 minutes away from the major points of interest.



2) The Community: Tripsters, Townsters & Team

With its “open house” concept, the brand diversifies the customer journey by welcoming both Townsters (people living nearby) and Tripsters (travelers exploring the town). JO&JOE Team is also part of the community to facilitate exchanges and interactions between everyone.

The concept is designed to promote interaction and foster **positive community** living thanks to common areas that are open to both the external and internal worlds.

3) Spaces: Playground, Happy House, Indoor/Outdoor

The Open House design as well as the furniture, is completely modular, and also has a mandatory outdoor element present in every JO&JOE (patio, rooftop, garden).

The Playground is the heart of the Open House. It is open to the public (non-residents), to the outside, and has all the important Food&Beverage&Events offer. It is a permeable, modular space, where Tripsters and Townsters can meet, eat, play, chill & work: JO &JOE always has something going on, be it a concert, a yoga class or a DIY workshop...

The Happy House is privatized and reserved for Tripsters - it is their home away from home where they can cook, clean up and relax in an intimate environment. In this place, JO&JOE proposes innovative accommodation solutions, for people traveling alone, in pairs, in groups or as a family with rates starting from €25 a night.

4) Food, Beverage and Events Offer & The Shack

Mechanism: self-service, multiple pick up and order points (inspiration: food markets), cashless (payment by app or prepaid bracelet).

- **At Window:**

Breakfast from 4€ all day

All Day Offer: homemade soup/salad/sandwich offer available all day.

Sharing moments: sweet or salty, a large shareable local delicacy accompanied with all the extras (example, a stack of waffles with whipped cream, fruits, sprinkles and toppings to share between 4-8 friends

- **At Open Kitchen:**

Lunch and Dinner service with one choice per Playground of one of four concepts (Grill, Rotisserie, Pizza, Wok), with possibility to have a full meal under 10€, but also a selection of premium options.

- **Bar**

1 concept of bar for each Playground (beer, cocktail, wine), served as much as possible on tap and with a wide range of sizes to promote sharing.

- **Joe Clerk/The Shack**

An outlet where Tripsters and Townsters can find helpful information, as well as amenities, services and cool souvenirs for purchase. Additionally, grocery baskets will be for sale as ingredients for Tripsters to cook in the Happy House.

5) Features & Tools

Playground features

Modular furniture, a stage, an excellent sound and lighting system means the Playground is an entirely adaptable space which Tripsters, Townsters and the Team can easily change according to the needs, times of day and events.

Application Features

The JO&JOE team, the Townsters and Tripsters themselves help keep the venue active and buzzing, notably thanks to the brand's geosocial application, which helps bring people together

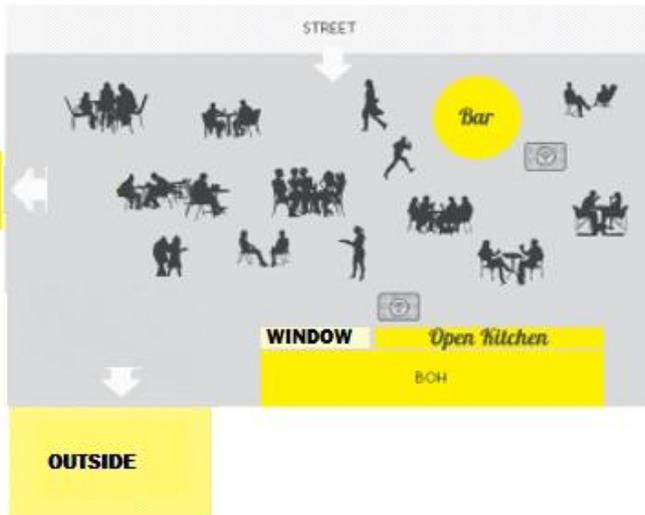
- Social Wall: create a profile and see who else is hanging out at your local JO & JOE
- Who's Up For: Team, Townster or Tripster submitted events to enable interaction amongst the community
- City Hot Spots : find out where the action is in the city via a social media aggregator
- No Cash, No Clash: cashless payment enables you to quickly pick up food, amenities and access outlets and areas of the Open House.

JO&JOE Playground

A Feeling Of Freedom



Our clients can eat and drink when they want, where they want, with whom they want.



- High visibility from the street
- 24/7 Space optimization
- Inside Outside - a piece of Outside : garden, roof top, patio...
- Payment point at order with an RFID prepaid badge 
- To Order and take the drinks
The Bar (All day long)
- To Order and take the food
Open Kitchen
(Fixed opening times : lunch and dinner)
With a Window with direct access to the kitchen
(All day long)

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For more information about the brand, do not wait anymore and discover JO&JOE website:
<http://www.joandjoe.com>

YOUR CHALLENGE

With all the features and tools above, how would you make JO&JOE an unmissable venue for the local community, gathering Townsters, Tripsters and JO&JOE Team together?

Be as innovative as you can!

It can be a development focus on JO&JOE organization, F&B offers, design, business models, events, application...Whatever you want, just let your creativity run wild!