Stubuddy meeting minutes

Date: 12.06.24

Time: 11:00AM

Location: Teams

Attendees:

Umang GANDECHA

Asli GUNEYI (minute taker)

Bill BATIRBEK

Ceyhun KOCAL

Diksha NAYYAR

Key points discussed:

Summary - The purpose of Stubuddy platform

- Many international students fly overseas seeking for accommodation and pack main essentials –likely to not pack kitchen appliances
- Amazon may not be fast enough for urgent deliveries.
- To fulfil their needs (kitchen)
- Basic items students would need daily:
  - Cutlery
  - Plates
  - Longer term items:
  - Coffee machine
  - Toaster

- 60% of the students are from Southeast Asia
- Streamlined demographics
  - They want rice cookers
  - Coffee
  - More high- end

- European students and UK in bound students don't necessarily use these products as much.
    - US students are the same as well
    - East coast students' parents want their kids to have a full service and ensure that they are getting the full experience.
    - Shorter term students might not be as interested.

- Average stay is 3 weeks.
- Average booking is £15k.

- After booking, there is an upsell for the kitchen + cutlery items.
    - These products are first offered during accommodation booking and after sale as well.
    - Zeynep will offer these items.
    - Online as well (student portal)

- Stubuddy won't be confined for just Londonist students – for anyone.
- 20-30% of students are aware of the student portal
- Stubuddy is easier than Amazon, because Londonist is all on one place- one stop shop.
- You get a more personal experience with Londonist.
- During booking users are made aware.
- Free delivery + quick deliveries

- Competitors:
    - Primark
    - Amazon
    - Ikea – kitchen and room related items
    - Wilko

Decisions –

- Price point slightly more expensive than amazon
- Lose market shares after students become aware of the real market price in London (amazon etc)

- Not aware of the market
- We try to make the first sale via our own service due to students not being aware of competitors
- Bookings to have some sort of consultation.
- Sales team to ask students what they are looking for from the 30 locations in London.
- To customise the students experiences to their liking to make them feel comfortable.
- 3rd party partners who connect with students (booking.com of China)