Stu—
Buddy

Smart Kiosk Strategy

Rental & Purchase Solutions

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Step 1: Student Survey

Goal: Identify what students want in the kiosks and the website.

It's crucial to understand what students actually want in the kiosks/website. The student testimonials are important.

- **Basic Demographics:** Age, gender, university, course duration, etc.
- **Current Buying/Renting Habits:** Where do you currently buy/rent small appliances, electronics, or everyday essentials?
- **Interest in Renting vs. Buying:** Would you prefer renting items for short-term use, or would you rather buy them outright?
- **Preferred Products:** What kind of products would you like to see in the kiosks/website?
- Multiple choice and open-ended questions.

- Tech (chargers, headphones, power banks, VR headsets)
- Kitchen appliances (microwave, air fryer, coffee machine)
- Cleaning (vacuum, steamer, iron, ironing board)
- Everyday essentials (umbrellas, toiletries, bedsheets)

- **Pricing Sensitivity:** What would be a fair rental fee per day/week for these items?
- **Other Services:** Would you be interested in other services like dry cleaning, parcel lockers, or bike rentals?

How to Distribute the Survey

- **Email Blast:** Send it to our database of current and past residents (DMC database)
- **In-House QR Codes:** Place posters or leaflets with a QR code in common areas of accommodations or in the rooms.
- **Social Media:** Share on both Stubuddy and Londonist DMC Instagram, LinkedIn, and Facebook groups.
- **Incentivise Participation:** Offer a prize draw (e.g., a £10 Amazon voucher or free rentals/discount codes for Stubuddy).



Step 2: Analysing the Survey Data

Once the survey results come in:

1. Identify the **top requested** products.
2. Analyse whether students prefer **renting vs. buying**.
3. Determine pricing expectations and feasibility.
4. Use open-ended responses to find any **unique ideas (we should be able to get response from students for recommendation products).**
5. Review product offerings and services based the feedback and student preferences.

Step 3: Building the Business Model

1. Rental Model vs. Purchase Model

- **Pay-per-use model** (like TULU) – Ideal for expensive or bulky items students don't want to own.
- **Subscription model** – Students pay a monthly fee to access a selection of items.
- **Outright purchase** – Useful for essential, everyday products.

2. Revenue Model

- **Direct Sales & Rentals** – Students pay per use or per item.
- **Partnerships & Sponsorships** – Brands pay you to feature their products in your kiosks. (Future)
- **Advertising** – Screen ads on kiosks to generate additional revenue.

3. Logistics & Operations

- **Inventory Management:** (Omercan will be in charge of it)
- **Restocking & Maintenance:** (Omercan to restock and maintain kiosks regularly)

Step 4: Expansion and Partnership

Once the kiosks are set up in the selected accommodations, we can explore partnerships to scale.

1. University Collaborations

- **University Unions & Accommodation Services:** Pitch your kiosks as a solution to students' everyday needs. (University Turkish Societies)
- **Freshers' Fairs & Open Days:** Set up booths to demonstrate the kiosk system.
- **Career & Entrepreneurship Departments:** Universities might support student-friendly business ideas.

2. Beyond Universities: Where Else Can These Kiosks Be Useful?

- **Other Private Student Accommodations** (Unite Students, iQ, Chapter, etc. Umang or Dinara can possibly help)
- **Co-Living Spaces & Hostels** – Young professionals also have short-term rental needs. (Even cheap hotels like Travelodge?)
- **Airports & Train Stations** – Useful for last-minute tech and travel essentials (Future)
- **Co-Working Spaces & Libraries** – Perfect for renting chargers, headphones, and ergonomic accessories. (Future)

Step 5: Roadmap & Next Steps

To establish StuBuddy as a recognized name, we need a solid marketing strategy.

1. **Digital Marketing**

- **SEO Optimization:** Improve your website ranking with student-related searches.
- **Google & Social Media Ads:** Target students on Instagram, TikTok, and YouTube.
- **Influencer Collaborations:** Partner with student influencers for promotions.

2. On-Campus/On Residences Activations

- **Launch Events:** Organize an event at your student accommodations with free trials and introduction to the products and offerings. (Spin-the-Wheel; Stubuddy products etc.)
- **Referral Program:** Offer discounts/free rentals to students who refer a friend.
- **Merch & Branding:** Give away StuBuddy-branded tote bags, stickers, etc.

Final Steps: Implementation Roadmap

1. **Survey Students** → Gather product preferences & pricing insights.
2. **Select Key Products** → Based on demand & feasibility.
3. **Partner with Kiosk Manufacturer** → Ensure smooth logistics & payments.
4. **Set Up Trial Kiosks in 2 Accommodations** → Test student adoption.
5. **Analyze Performance & Optimize** → Adjust based on usage data.
6. **Expand to Universities & Other Locations** → Scale based on demand.

QR Code or Catalogue for Rooms

In all our rooms, we can place cardboard QR code holders that direct students to www.Stubuddy.co.uk with a clear message: *"Scan for your everyday essentials."*

Additionally, many hotels provide brochures listing minibar products along with their prices. Similarly, the catalogs Melek Hanim requested from Diksha can be created for Stubuddy, printed, and placed in the rooms. This way, students will have both options—a physical copy of our product range and a QR code for easy access to our website.



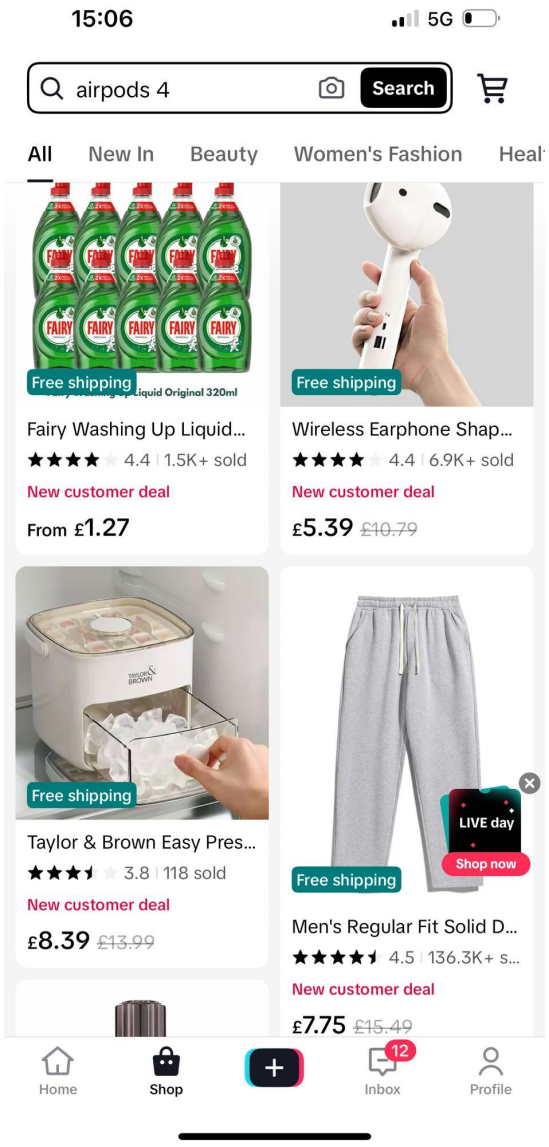
Tiktok Shop

TikTok Shop has rapidly evolved into a dynamic platform for selling a diverse range of products, including electronics and daily essentials. Here's an overview of its potential, supported by relevant figures and examples from Tiktok;

Sales Performance of Specific Products:

- **Fairy Liquid:** A popular cleaning product that has achieved over 1,500 sales on Tik Tok Shop.
- **Fake AirPod Speaker:** A Chinese-manufactured wireless speaker resembling AirPods, with sales exceeding 6,900 units.
- **Men's Jogger Bottoms:** A clothing item that has impressively sold more than 136,000 units.

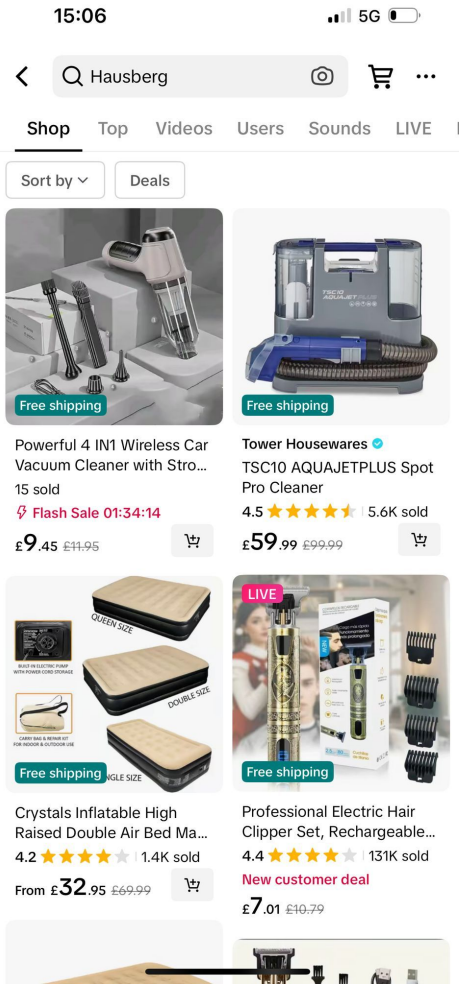
These figures highlight TikTok Shop's capability to drive substantial sales across various product categories.

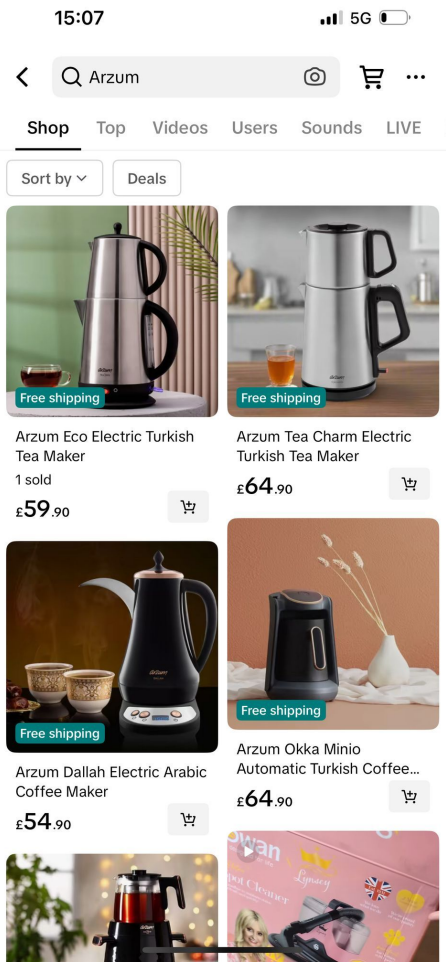


Market Opportunities for Our Brands

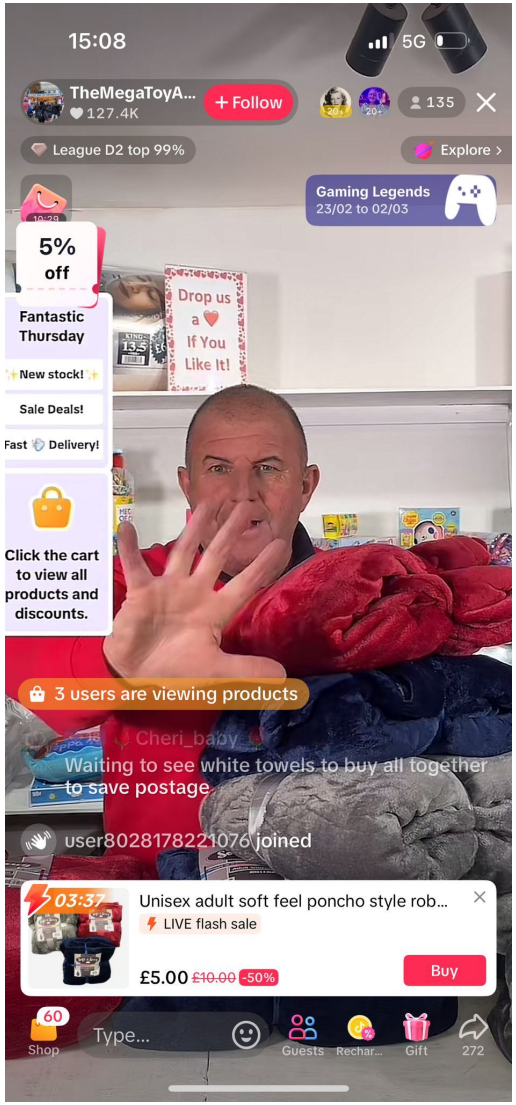
- **Hausberg:** A search for "Hausberg" on TikTok Shop reveals no current listings, indicating a potential opportunity to become the exclusive seller of this brand on the platform.
- **Arzum:** While the brand "Arzum" has a tea machine listed, other products from our range are absent, suggesting an untapped market for expanding their offerings on Tik Tok Shop.

Entering these underrepresented brand niches could position your business as a unique provider, attracting customers seeking these specific products.





- We are planning to **give leaflets to local stores or supermarkets** so they can sell these items. Instead, we can also **work with someone** to promote the products on Tik Tok Live. If the **marketing team is okay with it, they can appear on live** and do a direct sale themselves.
- Additionally, we can **ask the Hausberg and Arzum teams for official videos** of their appliances and use them to create **short "How-To" videos** on our profiles.
- Partnering with influencers who conduct live selling can amplify product reach and credibility. For instance, a live stream featuring blanket sales attracted 135 viewers, resulting in 60 purchases—a conversion rate of approximately 44%. Collaborating with such influencers can directly promote products to an engaged audience, enhancing sales potential.



Success Stories in Tik Tok Live Selling:

- **Willow Boutique:** This fashion company achieved remarkable success by generating $100,000 in sales during a single Tik Tok live stream, surpassing their previous record of $40,000. This was accomplished through strategic cross-channel promotion and engaging live content. Agital
- **Canvas Beauty:** In June 2024, Canvas Beauty set a TikTok U.S. record by generating $1 million in sales during a six-hour live stream, with a peak viewership of 10,000. marketplacepulse.com

These examples demonstrate the immense potential of live selling on TikTok, where engaging presentations can lead to significant sales and brand growth.

TikTok Shop's Expansion into Electronics:

- TikTok Shop has broadened its product categories to include refurbished electronics, aiming to tap into the $23 billion U.S. refurbished goods market. This expansion indicates the platform's commitment to catering to diverse consumer needs, making it a viable marketplace for electronic products. Retail Dive

Conclusion: TikTok Shop presents a promising platform for selling electronics and daily essentials, supported by;

- Notable sales figures across various product categories.
- Opportunities to introduce and exclusively sell specific brands.
- Success stories from live selling events.
- The platform's strategic expansion into the electronics market.
- Leveraging these insights can inform your strategy to effectively utilize TikTok Shop for your product offerings.

Tik Tok - People to Collaborate

- For the Turkish community located in North London, we might collaborate with Fatma Yuksel TV who is like an influencer who usually collaborate with Turkish Businesses. (This is just to get rid of the current stock levels.)



Potential Universities

- **University of East London**

Location: Docklands Campus, University Way, London, E16 2RD.

Capacity: The campus has approximately 1,200 student rooms, complemented by shops, cafés, a restaurant, launderettes, and an open-air fitness suite. As you can see in the pictures, there are 10 buildings in total.





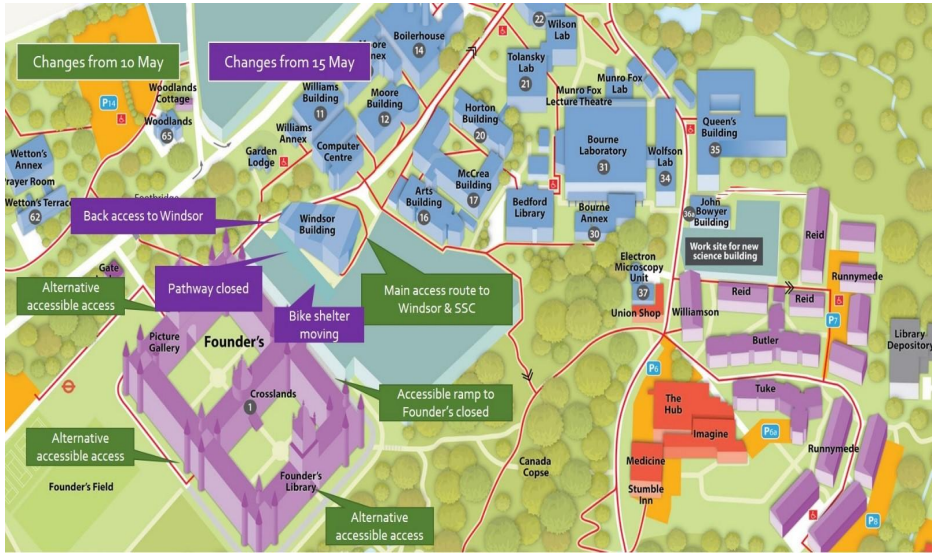
- **Royal Holloway**

Accommodation Capacities:

Founder's Building: Offers 431 rooms, comprising single rooms with washbasins, large rooms, and shared rooms accommodating two students.

Kingswood Hall: Located near the main campus, Kingswood Hall has a total capacity of approximately 413 students, with 352 students currently residing on-site.

- Overall, while the exact total capacity for on-campus accommodation is not explicitly stated, the combination of these facilities suggests that Royal Holloway can accommodate over 1,200 students on campus. (This university brings many student for Summer Camps)
- This is a campus university located in Egham and the nearest shops are a taxi distance from the main campus. In the picture all the purple buildings are student accommodations



- **King's College London**

Has 5 different accommodation options;

Vauxhall, Great Dover Street, Hayloft Point, Moonraker Point and

Stamford Street Apartments (potential)

Capacity: 550 rooms

Located near the South Bank, this large residence offers a range of self-catered apartments with modern facilities, including Wi-Fi and communal kitchens.



- **University of London**

Eleanor Rosa House

which stands 33 floors high and adds an additional 511 study bedrooms and associated communal space

Located in Stratford

International Hall

Home to over 850 Students

Located in Russell Square





- **Queen Mary University of London**

Has 5 on campus halls. The potential one is;

Westfield Student Village (Mile End Campus)

Capacity: Approximately 1,195 students.

- **SOAS, University of London**

Dinwiddy House (Potential but has many other options)

Capacity: Approximately 510 students.

Details: Located on Pentonville Road

- **University of Westminster**

In total 4 different options

Potential – Harrow Hall

accommodates approximately 615 students.

- **Kingston University London**

Over 2,000 rooms. **(Student Starter Kit Pack from our friends at UniKitOut.),** spaceteam@kingston.ac.uk.

1. Chancellors Hall
2. Clayhill
3. Middle Mill
4. Seething Wells
5. Walkden Hall
6. Penrhyn Road accommodation

Potential Residential Properties

Flexible working environments, for start-us, freelancers, and businesses in various industries to work with either for Kiosk installation or cleaning services etc.

- Ark Canary Wharf
- Ark Wembley
- Spaces Canary Wharf
- Spaces Hammersmith
- WeWork Soho, Victoria
- The Ministry Southwark
- Runway East Old Street, Victoria, Farringdon
- The Foundry Vauxhall
- Launch Pad Canary Wharf
- Impact Hub

KIOSK OPERATIONS

Objective

Install kiosks in student accommodation halls and offer Stubuddy gadgets (for rent and purchase) inside these kiosks, enhancing student convenience and satisfaction.

Site Assessment and Selection

- **Survey student accommodation halls** fo optimal kiosk placement. Consider high-foot-traffic areas (e.g., common rooms, entrances, reception area, concierge).
- **Assess power, network, and security requirements** at each location.
- **Ensure accessibility** for all students, including those with disabilities.



Product Offering

Stubuddy Gadget Selection: List of available gadgets for purchase and rent.

- Portable chargers
- Vacuum cleaners
- Rug cleaners
- Gaming consoles, PS5 etc.
- Irons, ironing board
- Cleaning kit
- Projector
- Airfryer
- Scooter-Bicycle
- Printer
- VR Headset



Rental terms and pricing strategy (e.g., daily/weekly rental fees).

Inventory Management System:

- Develop an inventory management process for both rented and purchased items.
- Set up tracking system for items rented out and returned.

Marketing & Awareness

Creating Marketing Materials:

Design promotional materials (flyers, posters, email campaigns) to raise awareness of the kiosks and Stubuddy gadgets.

- Include benefits (convenience, affordability).
- Offer introductory promotions (e.g., discounts on rentals for first-time users).
- Connect it with Stubuddy website discounts, vouchers.



Launch Marketing Campaign:

- **Utilize social media** and university platforms (or university Unios to get support) to promote kiosk locations and available gadgets.
- **Host an introductory event** (demo booth or online campaign) to get students excited and familiar with the kiosk offerings.