



Team 10: Kyoto University

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Kyoto International Entrepreneurship Contest

12 December 2020



What travellers expect to find in Kyoto



Reality



How about tranquility instead?

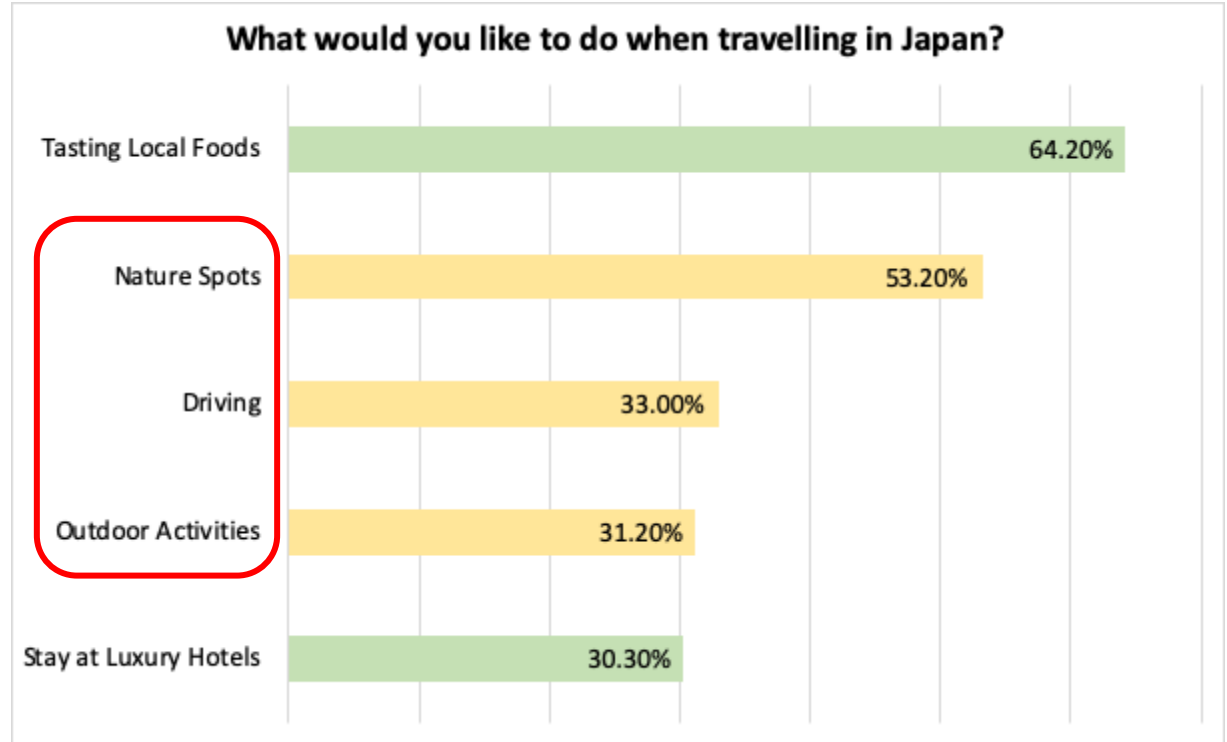


Travellers are looking for nature/driving/outdoor post COVID

Key Challenges:

Transportation

Accommodation



Why not a hotel without geographical limitations?

Our Proposition

Transport

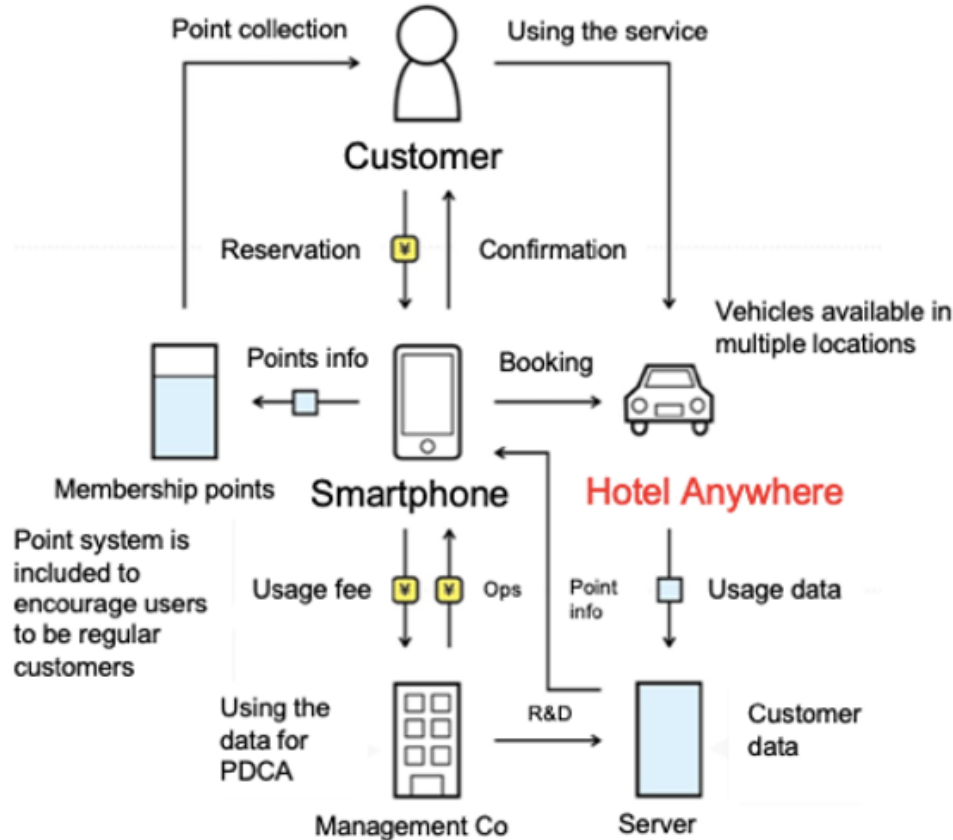
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Hotel

=



Our Proposition



Smartphone app play central role for registration, booking and transaction



Our Proposition



01

Economic
Ripple Effect

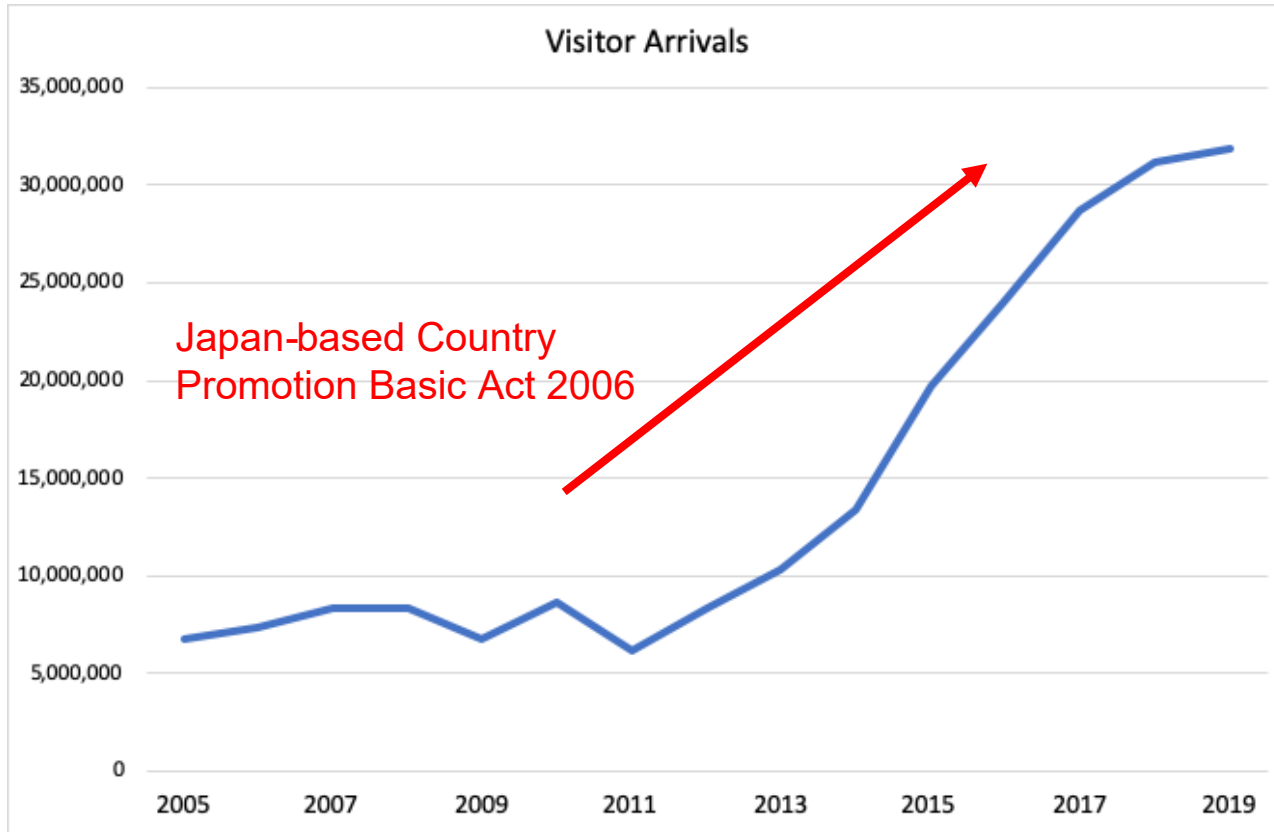
02

Avoid
Overtourism

03

Clean
Energy

Market Size Japan



Kyoto (2019):
53.5 million visitors from
both domestic and
abroad, and average
OCC of 70%

Industry Analysis

New entrants	Suppliers	Buyers	Substitutes	Rivalry
Automakers and car rentals may enter MaaS Hotel industry	Not single supplier dependent	Less number of affordable regional resorts and very less camping van facility	Camping vans Local resorts Business hotel Hostel Love hotels Internet Cafes	Hotels, car rental could be individual indirect rivals, but not as rivals for MaaS
Medium	Medium	Low	Low / Medium	Low

Traditional Campers Field Research



Difficult to access

Too small



Low cost performance

Outdated fashion/luxury

Traditional Campers Field Research



Difficult to access

Too small



Needs a Reboot



Low cost performance

Outdated fashion/luxury

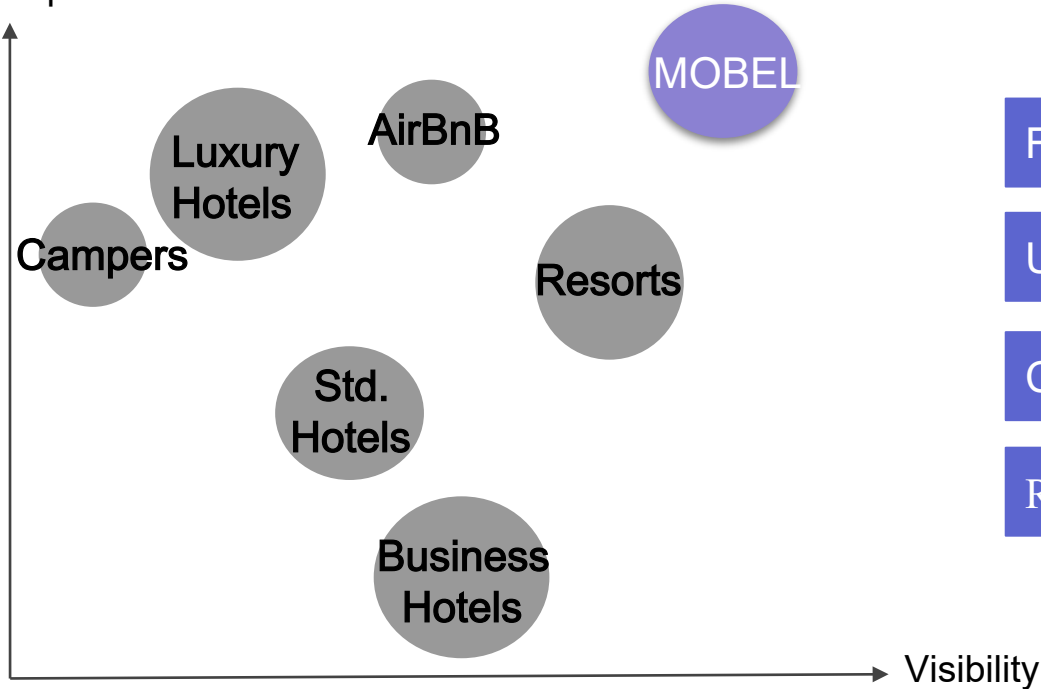
MOBEL Design



Simple, sophisticated and giving a sense of Kyoto/Japan

Competitive Advantage

Unique Experience



First to Market

User friendly

Contactless

Robust value chain network

Target Market

DINKs



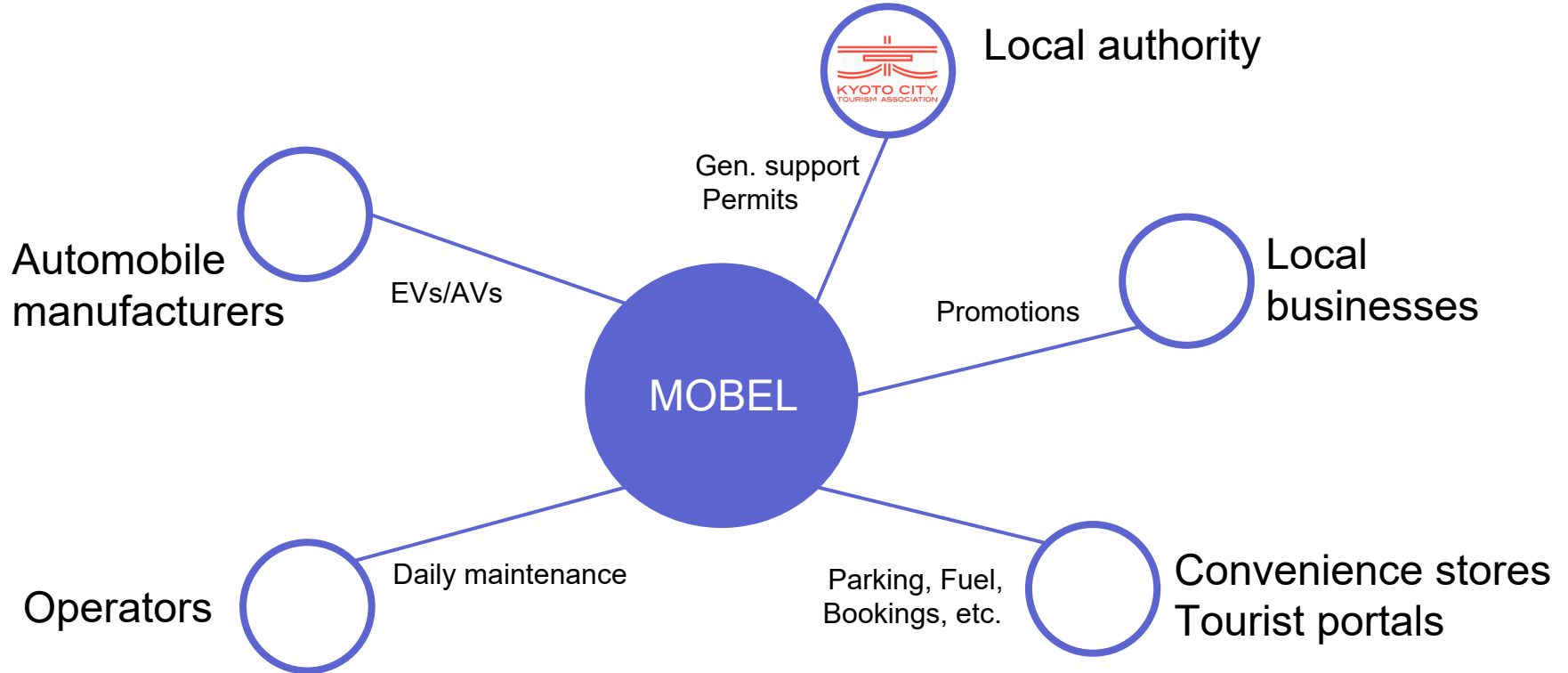
Age:	20 to early 30s
Looking for:	Fresh experience
	Sense of fun/adventure
	Non-mass/mainstream

DEWKs



Age:	40s+
Looking for:	Premium experience
	Authenticity/culture
	Engage with locals

Business Model Strategic Partnership Centric



Business Model Revenue Stream



User Services

Commision per booking
Customers /OTA subscriptions



Advertisements

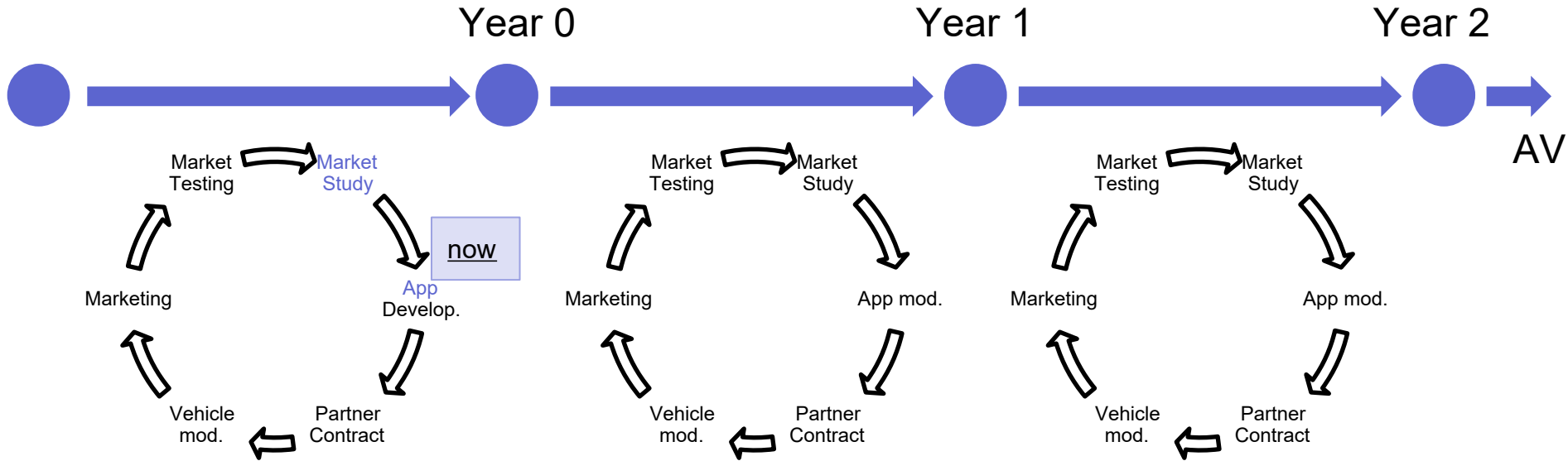
Tacit advertisements for products through facilities inside MOBEL



Strategic Partnerships

Collaboration with automobile manufacturers, parking space providers, Operators, etc.

Development Plan Feedback Model



Prototype DEMO

Financial Plan

(in JPY)	Year 0	Year 1	Year 2	Year 3
New Operating Base		0	1	1
Total Operating Base	1	1	2	3
Average Units	10	10	10	15
Number of Vehicles	10	10	20	45
ADR	9,000	9,450	9,923	10,419
OCC	50.0%	50.0%	60.0%	75.0%
RevPAR	4,500	4,725	5,954	7,814
Operating Days	365	365	365	365
Revenue	16,425,000	17,246,250	43,460,550	128,344,437
EBITDA margin	10.0%	15.0%	15.0%	15.0%
EBITDA	1,642,500	2,586,938	6,519,083	19,251,666
EV/EBITDA	7.5	7.5	7.5	7.5
EV	12,318,750	19,402,031	48,893,119	144,387,491
Cash	100,000,000	100,052,163	100,963,612	155,764,611
Interest-bearing debt	0	0	0	0
Net Debt	(100,000,000)	(100,052,163)	(100,963,612)	(155,764,611)
Equity Value	200,000,000	200,000,000	150,000,000	400,000,000
MoC		1.0x	0.8x	2.0x

Number of vehicles:
10 → 45

Occupancy rate:
50% → 75%

Revenue to grow:
¥16.4 → ¥128 mil

Investments

(in JPY)	Year 0, Series A		Year 2, Series B		Year 3, Series C	
	Shares held%	Capital	Shares held%	Capital	Shares held%	Capital
Partners	46.6%	46,600,000	32.6%	244,545,045	22.8%	228,144,126
Founders	33.4%	33,400,000	33.4%	250,500,000	33.4%	334,000,000
Series A	20.0%	20,000,000	14.0%	104,954,955	9.8%	97,915,934
Series B			20.0%	150,000,000	14.0%	139,939,940
Series C					20.0%	200,000,000
IPO						
Total Value	100.0%	100,000,000	100.0%	750,000,000	100.0%	1,000,000,000

We are looking for three rounds of investments at 20% stake each time.
 Locking the founders' shares locked at 33.4%.

Our Team



Dinesh Kumar
Cofounder and CEO

3 years of experience in
Automobile industry and
2 years of experience in
Tourism industry

MBA (Kyoto University)



Chikara Uekawa
Cofounder and CFO

10 years of experience in
Finance industry

MBA (Kyoto University)



Haissam Khan
Product Management

10 years of experience in
research and development
industry

MBA (Kyoto University)



Kay Khaing
App Development

7 years of experience in
design and development
industry

MBA (Kyoto University)





Tourism is not about what people **see**,
it's about what people **feel**