CoLiving Canvas

**Value Proposition**
Shared living with a greater sense of community and access to large communal spaces

- High-quality living spaces without the need to buy a home
- Meet like-minded people and share costs on living expenses
- Maintain flexibility, move cities easily

**Customer Relationships**
Personal, Community-Oriented

- Coliving brands must create and maintain strong relationships with their customers
- Many brands have a mobile app

**Channels**
Online and Offline

- Many customers hear about coliving online; they apply online if they are interested in renting
- Meet in person at the space, attend community events

**Key Partnerships**
Depending on the size and scale of the brand, there are different partnerships that will play a role in the execution of the strategy:

**Financing**
Financing partnerships help medium-large brands scale-up

**Property**
Finding the right property is critical for many brands

**Architecture**
Many brands rely on design and creating the right environment to help justify high rental prices

**Key Resources**
Property, Brand, Community

- Securing central, modern properties in hub cities, with good access to transit
- Brand and strength of community are crucial to success

**Key Activities**
- Developing a strong community and brand ethos is essential to create brand equity
- Tech development/deployment to keep operational costs down
- Finding new customers

**Cost Structure**

- **Lease Cost** - Coliving firms traditionally look for central, multi-unit dwellings and sign a long-term lease

- **Operations** - most Coliving firms require full-time staff to manage and clean spaces, run events, collect rent and other day-to-day operational activities

**Revenue Streams**

- **Coliving Operators**: earn income on the spread between their rental income and what they pay for their monthly lease, minus all operating costs

- **Real Estate Funds**: Can earn increased yield on coliving properties

**Millennials, Families, GenZ**
- Millennials were the original customer segment based on the ‘adult dorm’ thesis
- Families have become a prominent segment in coliving, as many are better served by communal spaces
- GenZ (students and young professionals) are a new segment that thrive on flexibility and continuous learning in dynamics environments

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