



CoLiving Canvas



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

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

Customer Segments

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

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