

easyNap





# the idea

**easyNap** is the budget-friendly, tech-driven nap pod service designed for everyone, especially young professionals and tired travelers seeking efficient rest solutions.

By integrating with **easyJet**'s ecosystem, **easyNap** provides affordable, on-demand napping pods at high-traffic travel hubs, offering a seamless, comfortable, and accessible alternative to premium lounges and hotels.



MINIMAX | © Hailuo AI

# theFit

Great value

For the  
many, not  
the few

Entrepreneurial

Making a  
Difference in  
People's  
Lives

Taking on  
the Big Guys

Relentless  
Innovation

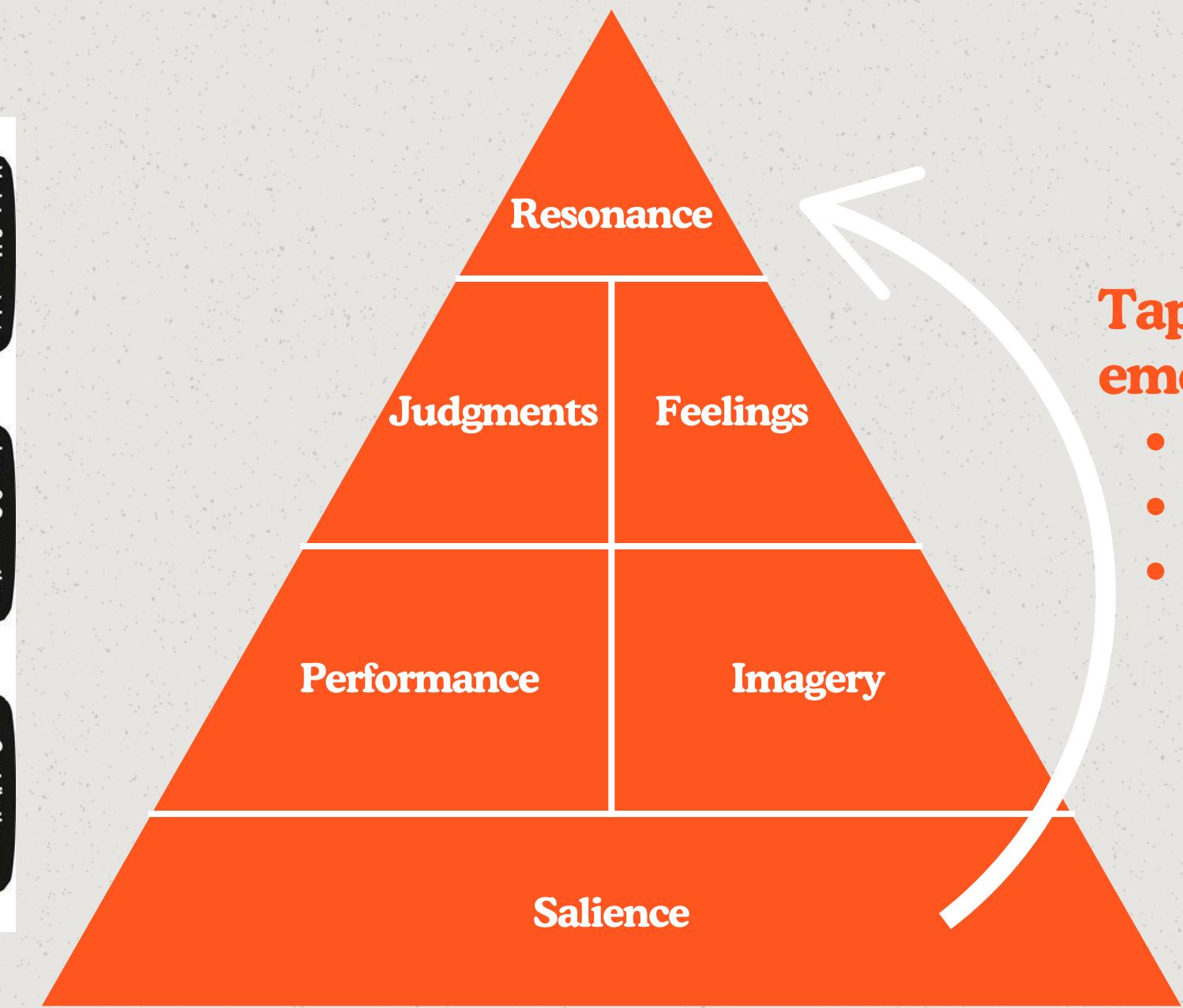
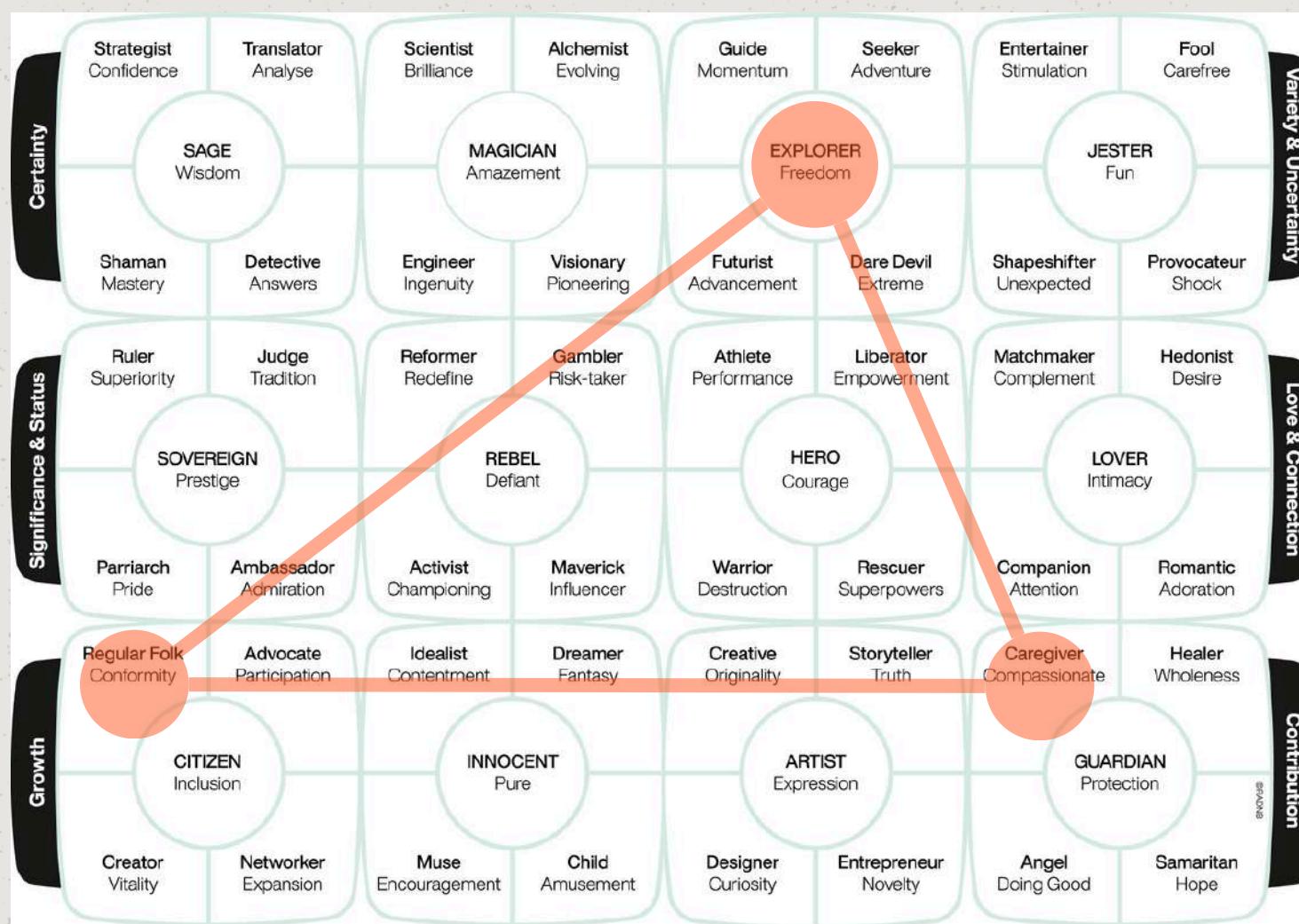
Keep it  
Simple

easyGroup values

# theBrand

## Brand archetypes: Caregiver + Explorer + Everyman

- Builds on existing easyJet brand recognition
- Natural extension of the brand



Tapping into the emotional side:

- Warmth
- Security
- Relief

# theStrategy

## Initial target market:

Young solo travelers aged 20-35 seeking a place to rest between transfers

## Value Proposition:

Affordable napping -  
For the many, not the few

### Price

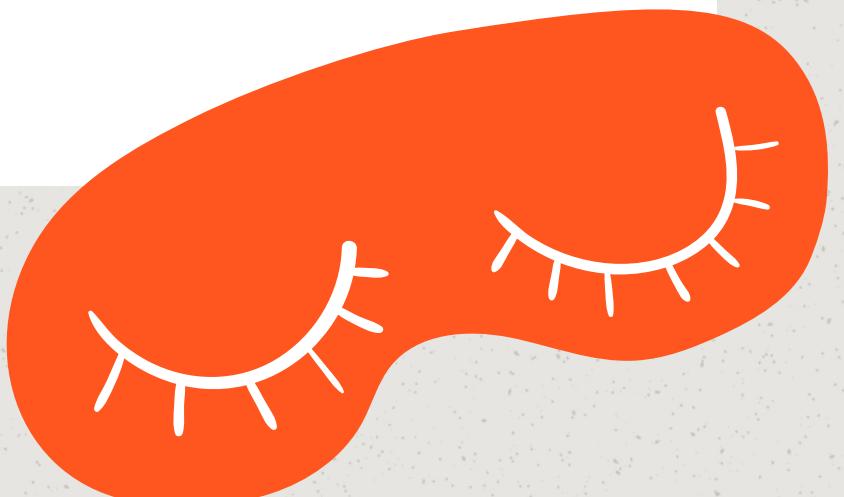
- Capped (£10-20/ hour)
- Dynamic
- Depends on:
  - Time of day
  - How crowded the Airport is
  - Utilisation percentage of Pods

### Promotion

- Owned and Operated (O&O) ads on existing platforms
- Targeted social media ads
- Influencer & Travel Blogger collaborations

### Place

- Launch in selected airports
- 10-15 pods per location



# theStrategy

“Relax. Recharge. Take Off.”

**Key metrics:** Occupancy rate, Customer satisfaction, Repeat usage

## Phase 1: Soft Launch (3-6 months)

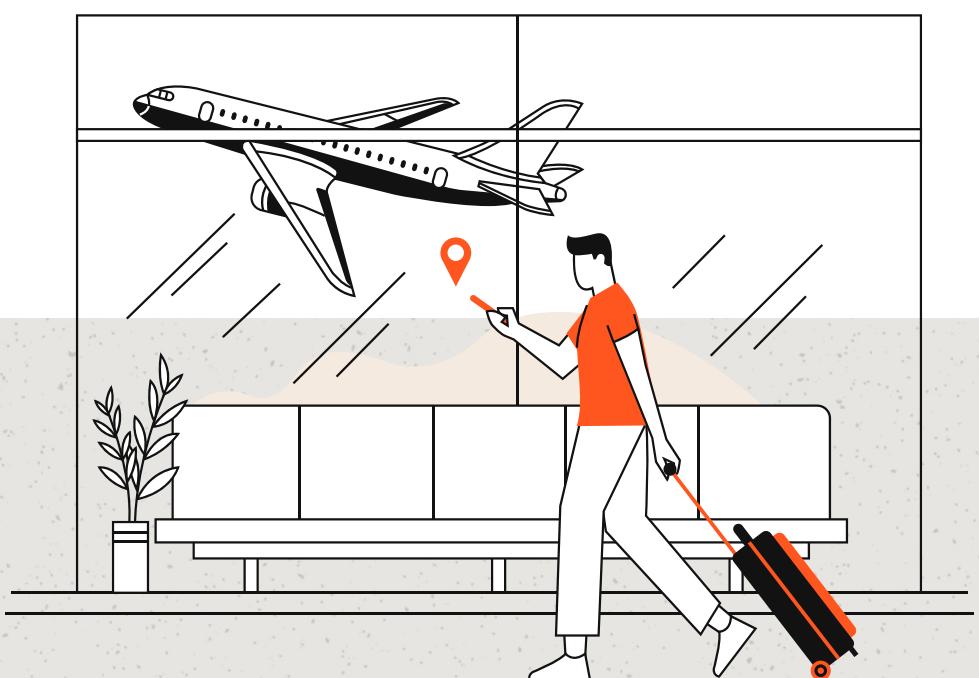
- Install 10-15 pods at London Luton (LTN) and London Gatwick (LGW)
- Offer free trials for first-time users
- Run social media & influencer marketing campaigns

## Phase 2: Expansion (6-12 months)

- Expand to select airports like Barcelona Airport (BCN) and Berlin Brandenburg Airport (BER)

## Phase 3: Full-Scale Growth (12+ months)

- Expand further to **easyJet** hubs & transit hotspots
- Consider expanding to non-airport locations like co-working spaces, universities, and long-haul bus terminals



thank you  
anyQuestions?

