

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.

theFit

Great value

**For the
many, not
the few**

Entrepreneurial

**Making a
Difference in
People's
Lives**

**Taking on
the Big Guys**

**Relentless
Innovation**

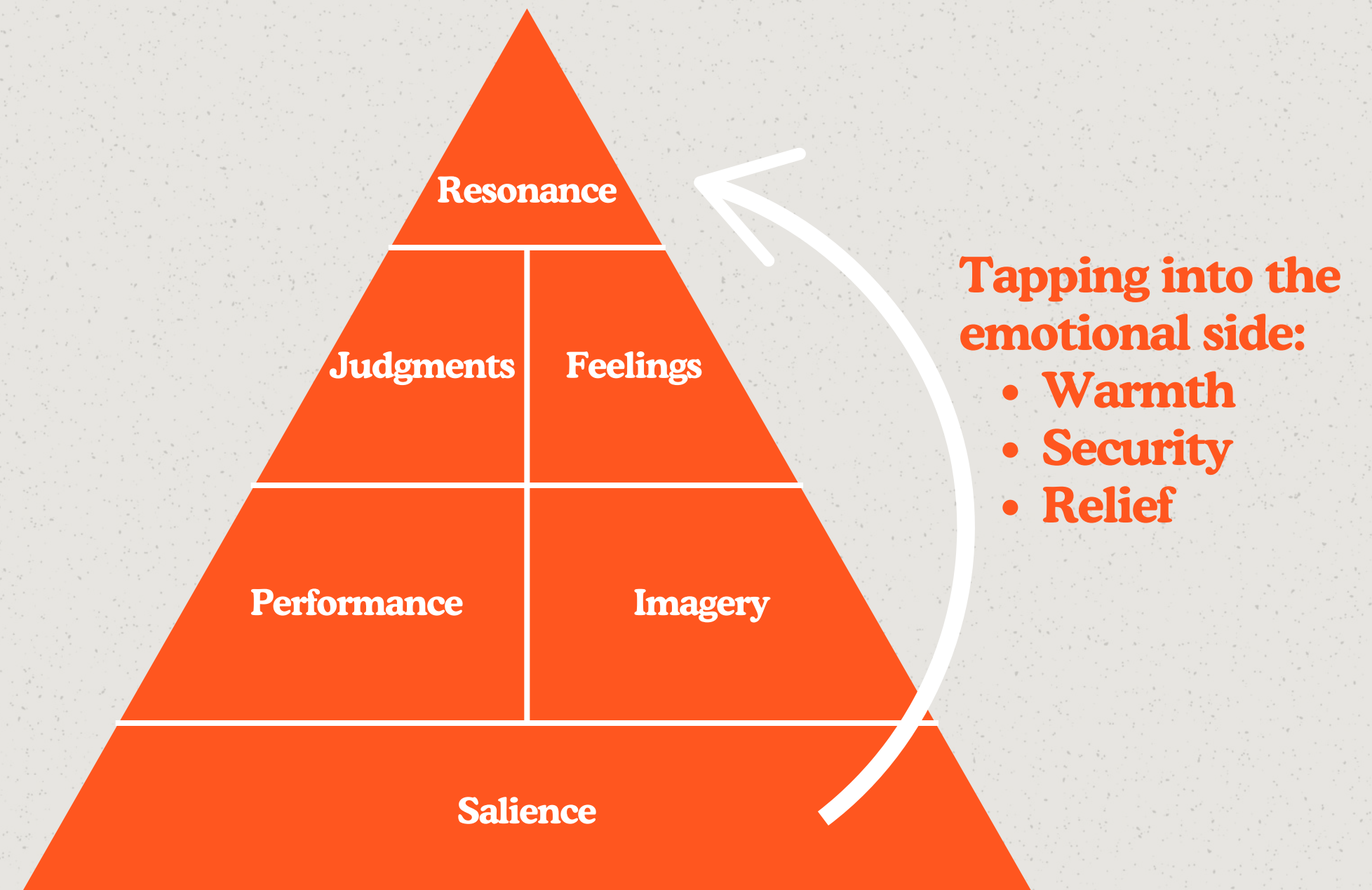
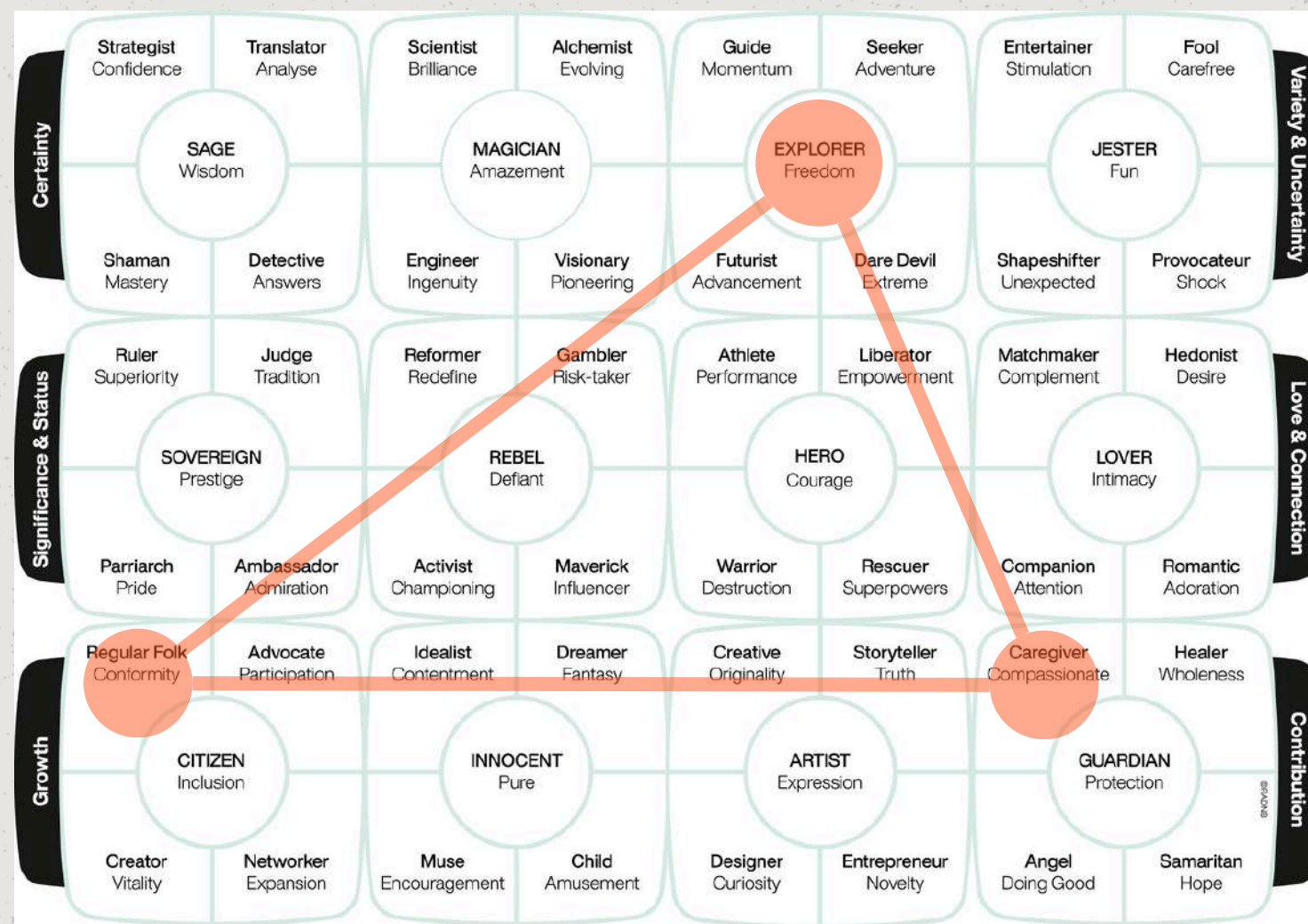
**Keep it
Simple**

easyGroup values

theBrand

Brand archetypes: Caregiver + Explorer + Everyman

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



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

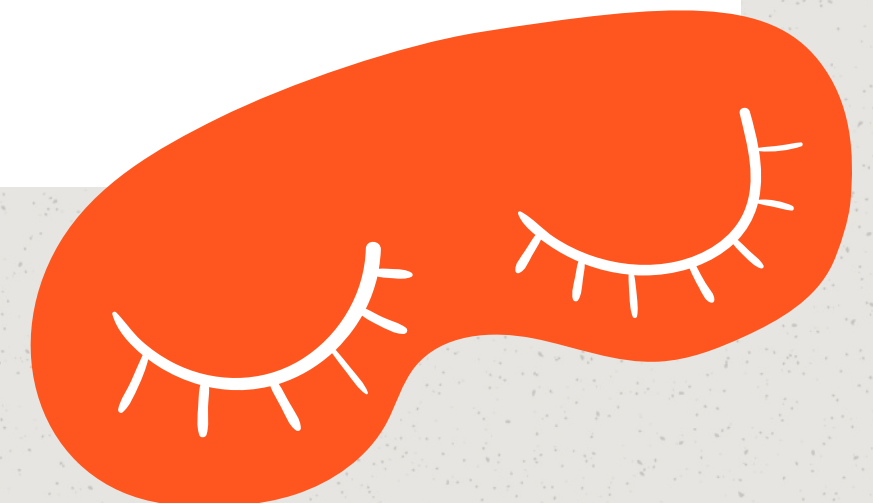
- Capped (£10-20/ hour)
- Dynamic
- Depends on:
 - Time of day
 - How crowded the Airport is
 - Utilisation percentage of Pods

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.”

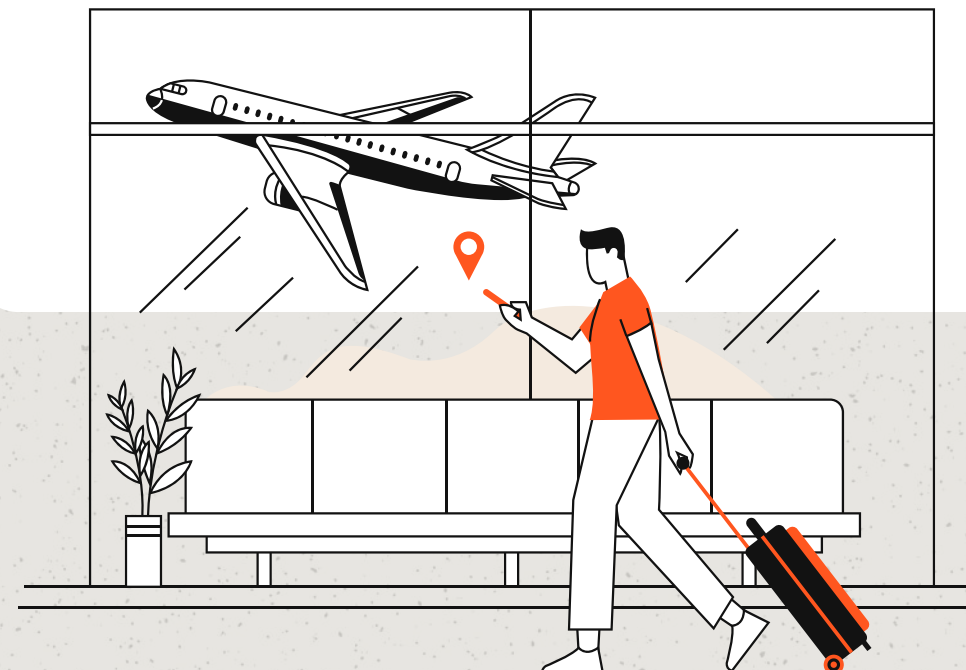
Key metrics: Occupancy rate, Customer satisfaction, Repeat usage

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
any Questions?