

# Global Lab 2020 Project Information

Company	Unilodgers Inc.	UNILODGERS
Industry	Consumer Internet	
Location	San Francisco, USA	
Web	www.unilodgers.com	
Company Background	One of the largest consumer tech platform company for student housing globally, commanding market leadership in UK and Australia, now looking to scale in US with a repurposed brand and a beefed-up product + tech toolkit.	
Key Deliverables	A fully fleshed out U.S. market entry strategy and an execution plan: <ul style="list-style-type: none"><li>• Consumer research (archetypes as well as segmentation), go-to-market strategy, marketing channel mix, online, and offline acquisition model;</li><li>• Detailing out various execution elements around customer acquisition, seeding the brand in-market, identifying and striking the right brand partnerships with detailed value proposition and decks;</li><li>• Critical elements of product capability must be identified and a delivery roadmap of the same must be created in consultation with techno-functional teams.</li></ul>	
Preferred Skills/Industry Experience	Functional Skills- Brand, Marketing, Consumer Research, Business Strategy, Product Management Industry Experience- Consumer Tech (esp. in Hotels/Hospitality/PropTech), Management Consulting Geographical Experience- US	
Travel Location	Gurgaon, India	
Travel Commitment	Begin in-country work: Wednesday, March 18 <sup>th</sup> Conclude in-country work: Friday, March 27 <sup>th</sup>	