

"Inspiring Hotels"

Unique & innovative Global Hotel Chain.

The problem that creates the opportunity:

"Hotels are boring "boxes" and lack surprising fun"...

The amazing solution:

Inspiring Hotels creates amazing opportunity in the global market by pushing innovation into the hospitality industry.

Inspiring Hotels will achieve **unique & differentiated** position in this crowded arena.

A combination of "out of the BOX" concept and contemporary issues that are sought by the sophisticated clientele will generate smart synergy and benefit for both the hotels owners and guests.

Inspiring Hotels was examined with various potential clients, experts and indicates impressive value for all stakeholders. **They ALL LOVE it.**

The Product / Market arena:

Inspiring Hotels serves global markets. The following audiences are some of the potential target audiences:

- Managers in all types of businesses and organizations
- Professionals.
- Fun enthusiasts.
- Young and young in spirit.
- Special groups.
- Families.

Potential strategies:

- The hotels that might be participating in the chain can be:
 - Existing hotels
 - New hotels.
- Amazing opportunity for "grey" hotels with weak brand / positioning that will enable them to make a great step forward.
- The starting point can be from a limited number of hotels.
- Hotel locations can be in city centers or in leisure areas.
- Potential geographical locations: USA and/or Europe and/or Far East. And yes – one in Israel.

Entrepreneurs:

- Dr. Ben Nachman. International "Innovation Architect", expert in the fields of Innovation, Entrepreneurship, Business Development and Strategy. Ben Nachman has great experience with companies in **tourism, hospitality**, high-tech, manufacturing, services and marketing.
 - Board Member: Israel – EU Chamber of Commerce.
 - Honorary President, Israel – Ireland Chamber of Commerce.

Tech Ideas:

- Elad Nachman. Senior Software Engineer. Elad Nachman has skillfulness and special knowledge in ICT.