

 **URBANCAMPUS**  
*PRESS DOSSIER 2020*



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## HISTORY, MISSION AND VISION

**Urban Campus**, a new actor in the residential real estate market, and more specifically in the **Coliving** sector, was created by John van Oost and Maxime Armand, after **observing the evolution of metropolitan lifestyles and a stubborn real estate market, in the face of these changes.**

Not just content with offering improved residential accommodation, **Urban Campus has the ambition to respond to the deepest needs of the population, revolutionizing how people live and interact in cities,** creating an offer that is accessible and comfortable.

After the **success of its five coliving and coworking spaces in Madrid**, Urban Campus will open 30 residences in the next five years, in the main cities of Europe.



**IN 2025:  
+ 30 SPACES**

Welcome home!

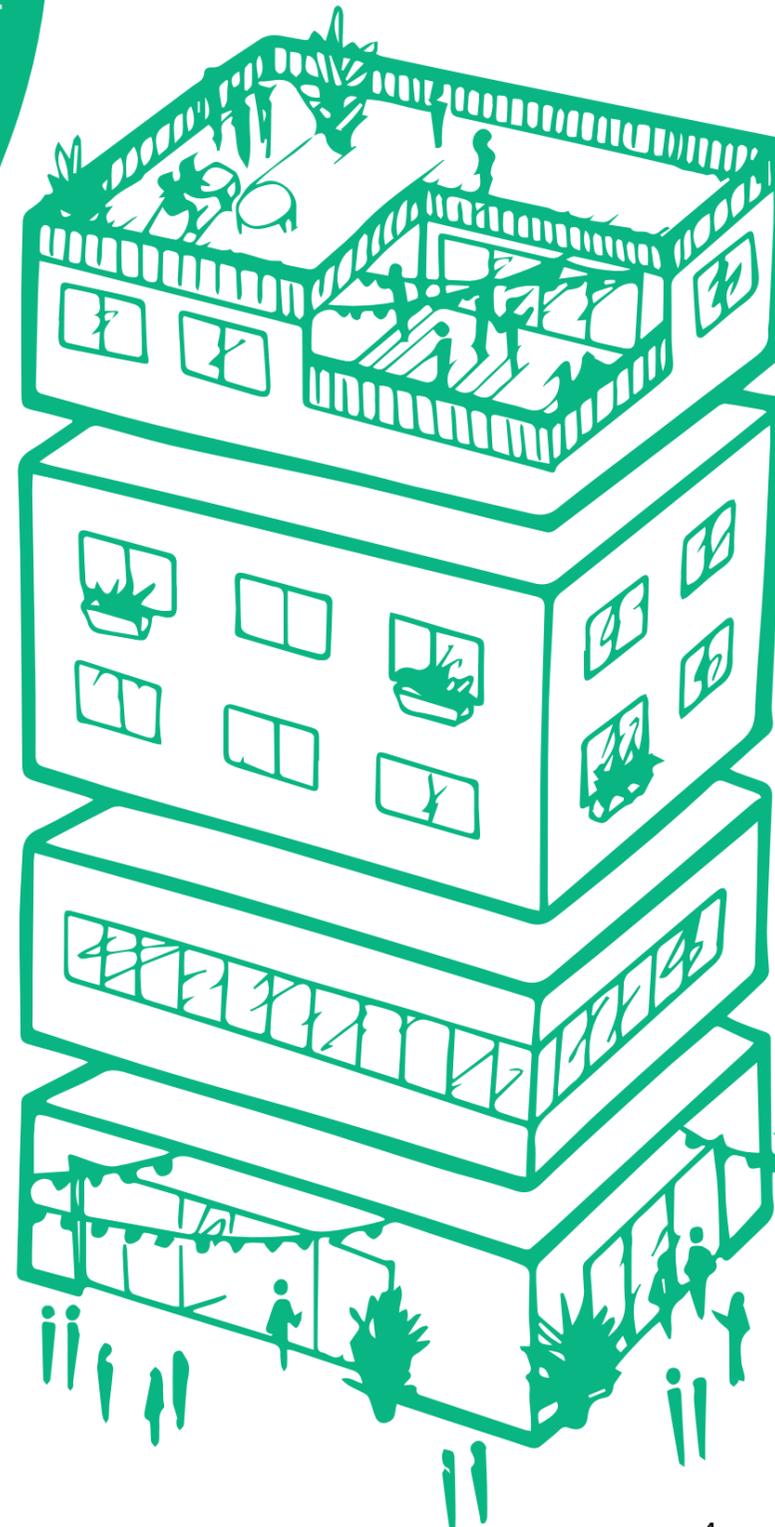


# SOCIAL EVOLUTION AND RESIDENTIAL MARKET

Having a comfortable and cozy home, a **roof over your head that allows you to feel safe and integrate into a community**, whether in a town or a city, is one of the basic needs of any human being.

However, the current residential real estate model responds less and less to this need, with an urban population that is constantly transforming.

The inhabitants of big cities face a **shortage of housing, dizzying prices, difficult access conditions and offers that are not adapted to their needs nor expectations**. Often the apartments are small, old, and poorly equipped, and located in buildings where the inhabitants do not know each other or barely ever cross paths, which contributes to their increasing **loneliness and discomfort**.



# live

**Singles and couples without children represent 52%** of households in the 50 largest European cities.

**HOUSEHOLDS ARE MADE UP OF A SINGLE PERSON OR A COUPLE WITHOUT CHILDREN.**



Paris: 70%



Barcelona: 43%



Madrid: 41%

**By 2030, 68% of the world's population will live in cities** (up from 55% in 2018), and between 2016 and 2030, the proportion of single-person households will grow faster than all other types, to around 120 million.

Thanks to changes in work opportunities and mobility-oriented careers, **lifestyles are evolving rapidly**. New trends in consumption are appearing, that allow inhabitants needs to be met immediately, and encourage self-care and care of the environment.

Consumers are more and more informed and expect clearly defined offers with a standard minimum of quality, from brands and companies whose values they share and are authentic.

**Easy & quick access to a product and the time to enjoy it, becomes more important than possessing a product.** With the search for new experiences and immediate satisfaction, the lines between our personal, professional and social life tend to blur, and **our needs change rapidly, heightened by technological advances**.

# URBANCAMPUS COLIVING

In large European cities such as Madrid, Paris or Lisbon, it is increasingly difficult to meet the existing demand for housing, coming from young professionals.

There is no coherence between the residency options offered and the demand, due to three underlying reasons:

- 1 The inflexibility of lease agreements.
- 2 The large size of existing floors and wasted spaces.
- 3 High prices.

New players in the game are offering a new urban residential alternative: **Coliving, which consists of the leasing of a private space (or furnished and equipped studio) with access to common areas (common kitchen, cinema, terraces, gym, etc.) and a community of residents with similar interests.**

**Coliving** is the transformation of buildings through social architecture, to create connections between people. We could say that coliving is sharing buildings and favouring the creation of a community.



For Urban Campus, the concept of coliving **goes far beyond the renovation of buildings**. It is the creation of **private and common spaces (through social architecture) attractive interior design and accessibility**, to provide residents with a true sentiment of **feeling at home**.

A home whose inhabitants belong to a **community** that shares a lifestyle, culture, and interests. A community that lives in the heart of the city and is close to public transport.

The notion of “home” transforms the building into more than just bricks and mortar. It adds an emotional value that the real estate market, whose assets have the highest profitability, can no longer ignore.

**Urban Campus anticipates this revolution by designing residences influenced by economic and social studies and observations of new needs.**

*let's grow together!*

# URBAN CAMPUS A UNIQUE RESIDENTIAL MODEL



The **Urban Campus model** offers an answer to the questions of social change in the urban environment:

- **Lack of accessible** quality housing in Europe's biggest cities.
- An **environment that fosters human relationships** and a better quality of life.
- The **conversion of single-use buildings into mixed spaces.**
- A **positive impact on the social and economic environment of neighboring communities.**

A solution to the discomfort caused by loneliness, social isolation and its consequences on people's health.

Urban Campus spaces are located in **central or emerging areas** of the city, which are well connected with access to **public transport and commercial and leisure areas.**

Urban Campus residences, whose surface varies between 4,000 and 8,000 m<sup>2</sup>, are living spaces whose models are based on four fundamental elements:



**All-inclusive service** for residents, on a single invoice, that includes all supplies and services (from WIFI to maintenance).



**A rich and international community**, encouraged by the Community Developers, who co-ordinate networking among the entire Urban Campus community, through different activities. They play a role as facilitators within each space, which creates the best conditions to favor personal and professional growth.



Warm, intimate and optimized **design and decorations**, to achieve a feeling of belonging and home.



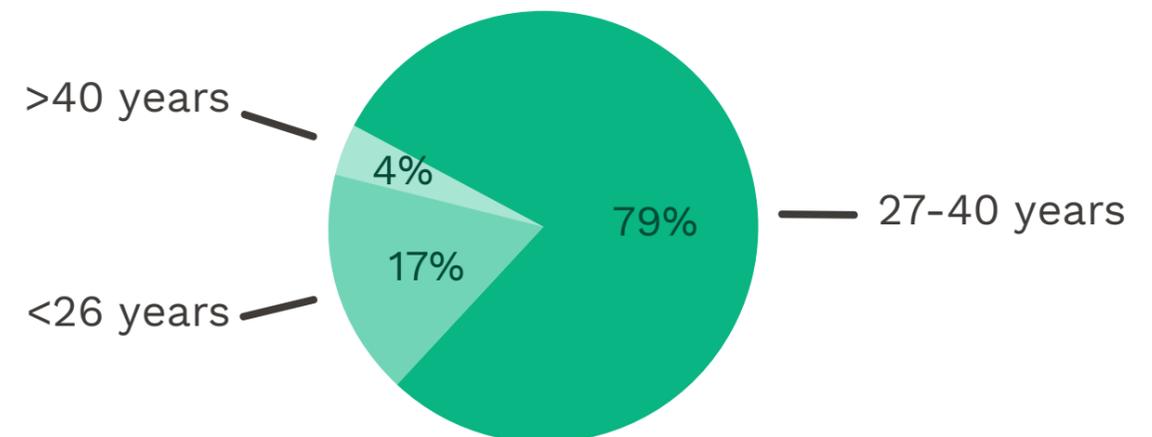
**Technology:** An online booking and payment platform, developed internally.

*family*

## URBAN CAMPUS USERS PROFILE

Urban Campus residential buildings are marketed to **professionals, aged between 25 and 50 years old**, who want privacy but also to belong to a community of people with similar interests. Somewhere where they can expand their social network, in turn helping them to achieve their personal or professional goals.

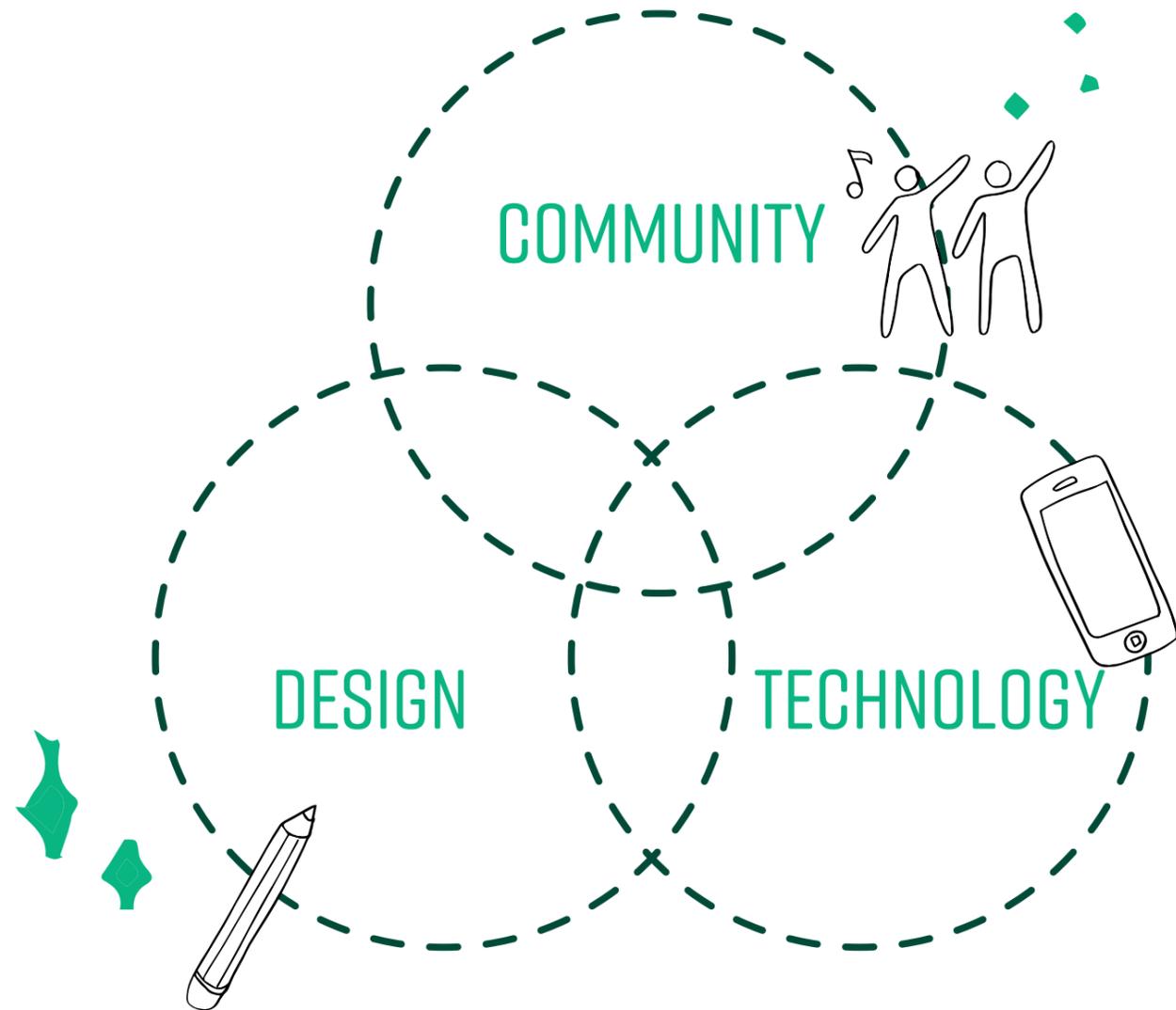
Some are **entrepreneurs or expatriates** whose profiles do not meet the criteria required by classic real estate offers or who find it difficult to find accommodation corresponding to their needs.



AVERAGE AGE: 31

# THE URBAN CAMPUS EXPERIENCE

## 3 IMPORTANT PILLARS



ENJOY



## COMMUNITY

The Urban Campus residences are attractive because of their location and comfort, but the **secret to their success lies in their residents' experiences.** Urban Campus has developed spaces where each of its inhabitants feel **like they're home**, and not in a rented, shared place.

**88%**  
**88% OF OUR COLIVERS FEEL SOCIALLY SUPPORTED  
AND PART OF THE COMMUNITY**

The **Community Development** team is responsible for fostering relationships among the community, animating the spaces and turning their experience at Urban Campus into an unforgettable one.

They get to know the members before they move into our campuses, and **encourage relationships between those who they think will have something in common**, which allows to create a link quickly and feel at home.

**Community dinners** are organized twice a month to introduce new members, to network, resolve small technical or logistical conflicts, develop the calendar of activities etc.

Through these dinners community members create different groups to **organize activities.** These groups are divided by **areas of interest** and encourage collaboration, in order to develop projects and grow together: language exchanges, entrepreneurship courses, wellness, gastronomy and sports, are just a few of the groups created by members.

**Events and workshops are also organized several times a month** for the entire Urban Campus community. These events range from cultural exchanges, cooking classes, wine or product tastings, brainstorming sessions or workshops **to cocreate a new common space together.**

COMMUNITY

# DESIGN

**Urban Campus residential buildings** are designed **based on the needs and expectations of its residents** and form a real local ecosystem.

DESIGN

In a building of between 4,000 and 8,000 m<sup>2</sup>, the **private spaces 1** (studios between 12 and 28 m<sup>2</sup>) represent around 70% of the total area, the **common spaces 2** (kitchen, library, gym, etc.) about **10%** of the space, **workspaces 3** (open space offices, private offices, meeting rooms), also around **10%**, (same percentage for the **F&B spaces 4**).



## SPACES WITH A COMFORTABLE AND WARM DESIGN.

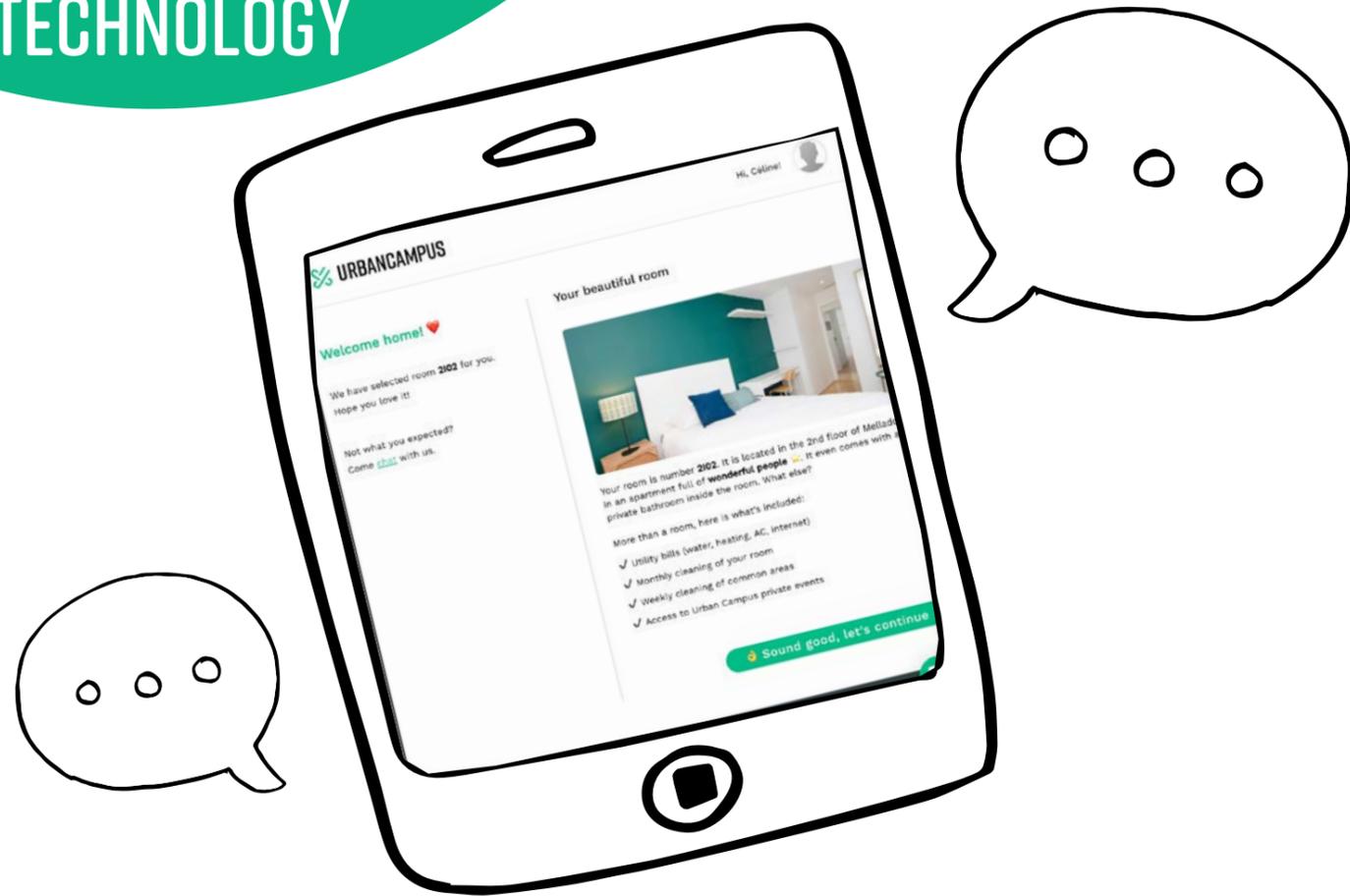
Urban Campus takes great care in the design of its private and common areas to offer an immediate feeling of well-being, comfort and privacy, but also to increase sociability within its walls.

Every detail is analyzed to promote durability, flexibility, adaptability and space optimization. The walls are customizable so that everyone can create their own environment, the furniture is easily movable so that the spaces are multifunctional and adapt to the creativity of the community.

The success of the Urban Campus residences in Madrid has been proved, with 95% of the colivers willing to recommend Urban Campus to a friend and with 35% of residents extending their stay. This demonstrates the relevance, profitability, and viability of this model, that will soon be developed in other European cities such as Pantin (Paris), with a projected coliving space of 4,200 m<sup>2</sup>, comprising 110 studios of 24 m<sup>2</sup>, in a neighborhood that experts are calling the new Brooklyn.



# TECHNOLOGY



## A 100% DIGITAL, SIMPLE AND FAST RESERVATION PROCESS.

After registering on the Urban Campus website, potential residents have the option of making an online visit through videoconferencing or booking an appointment for an on-site visit. Once they decide, the reservation is made in approx. 6 minutes.

Signing of the contract and the lease and deposit payment are done online, through a secure system with credit card or SEPA transfer. The rent and invoices are automatically processed each month through a system developed by Urban Campus.

## EASY MOVING IN AND INSTALLATION

On the day of arrival, a Community Developer will welcome the resident to the community. They will only need to bring their suitcase, thanks to our toothbrush ready studios.

From their arrival they will be able to **open the door** of their private area and **have access to all common spaces** of the building, in synchronization with the Urban Campus system, **using an electronic key or their smartphone.**

# DIGITAL PLATFORM

The Urban Campus digital platform is the basis for the future development of new digital services, such as a multifaceted app, to be used by members, owners, maintenance services etc.

The cutting-edge digital and technological strategy of Urban Campus is an asset aimed to optimize the operation of residential buildings, whose spaces are equipped with sensors that gather technical information about their use.

This information serves to:

- **Reduce operating costs.**
- Control **space access** remotely to **facilitate entry for residents**, maintenance or cleaning.
- Have a detailed knowledge of the use of spaces, **to improve and optimize the design of buildings.**



# SUMMARY

Founded in 2016 by John van Oost and Maxime Armand, Urban Campus is redefining the rules of residential housing in major European cities, offering coliving, coworking and community events, adapted to new lifestyles.



## URBANCAMPUS MELLADO MADRID COLIVING

OPENED: OCTOBER 2018

DIMENSIONS: 2.456 M<sup>2</sup>

ESTUDIES: 74

AVERAGE PRICE: €850/MONTH



# URBAN CAMPUS SPACES: COLIVINGS

## URBANCAMPUS MALASAÑA MADRID COLIVING

OPENED: JUNE 2019

DIMENSIONS: 2.027 M<sup>2</sup>

ESTUDIES: 36

AVERAGE PRICE: €1500/MONTH



## URBANCAMPUS FOODLAB

Coworking for gastro entrepreneurs, start-up incubator specialized in the food sector of 263 m<sup>2</sup> for an average price of € 135 / month, with a professional kitchen with first-class equipment, beautiful common areas for gastronomic activities.

**DIMENSIONS: 263 M<sup>2</sup>**

**AVERAGE PRICE: €135/MONTH**



URBAN CAMPUS  
SPACES:  
COWORKINGS

URBANCAMPUS LIBERTAD, MADRID COWORKING +  
URBANCAMPUS JERÓNIMO, MADRID COWORKING

OPENED: APRIL 2017

DIMENSIONS: 1.967 M<sup>2</sup>

OFFICES: 200

AVERAGE PRICE: 250€/MONTH



# THE TEAM



## JOHN VAN OOST CO-FOUNDER & CEO

30 years of experience in Real Estate & Venture Capital. Founder and managing partner of:

**Fluxus Ventures**, a VC firm headquartered in Palo Alto, that backs prop-tech startups.

**Captiva Capital Management**, that raised more than €3.8B of equity capital from global institutional investors to incubate and fund 9 real estate platforms in 4 European countries and Singapore. These platforms acquired and managed more than 1,800 properties worth in excess of €13.2B.

**Alstria Office AG**, the largest German REIT with 116 office buildings and a market cap of €2.6B.

BS in Economics and MBA from KU Leuven. MS in Material Sciences & Engineering from Stanford University



## MAXIME DEPREUX CDO

10 years of experience in Real Estate Development and Management.

**Former COO - Premium Outlets**, in charge of the European portfolio of outlets of the Hammerson group: value of Hammerson Premium Outlets increased from £1 bn in 2014 to £2.5 bn in 2019.

**Previously Portfolio director - Asset Management, Development and Investment at Hammerson France.**

**MSc in Management from HEC Paris**, including partnerships at the University of British Columbia and University of Melbourne.



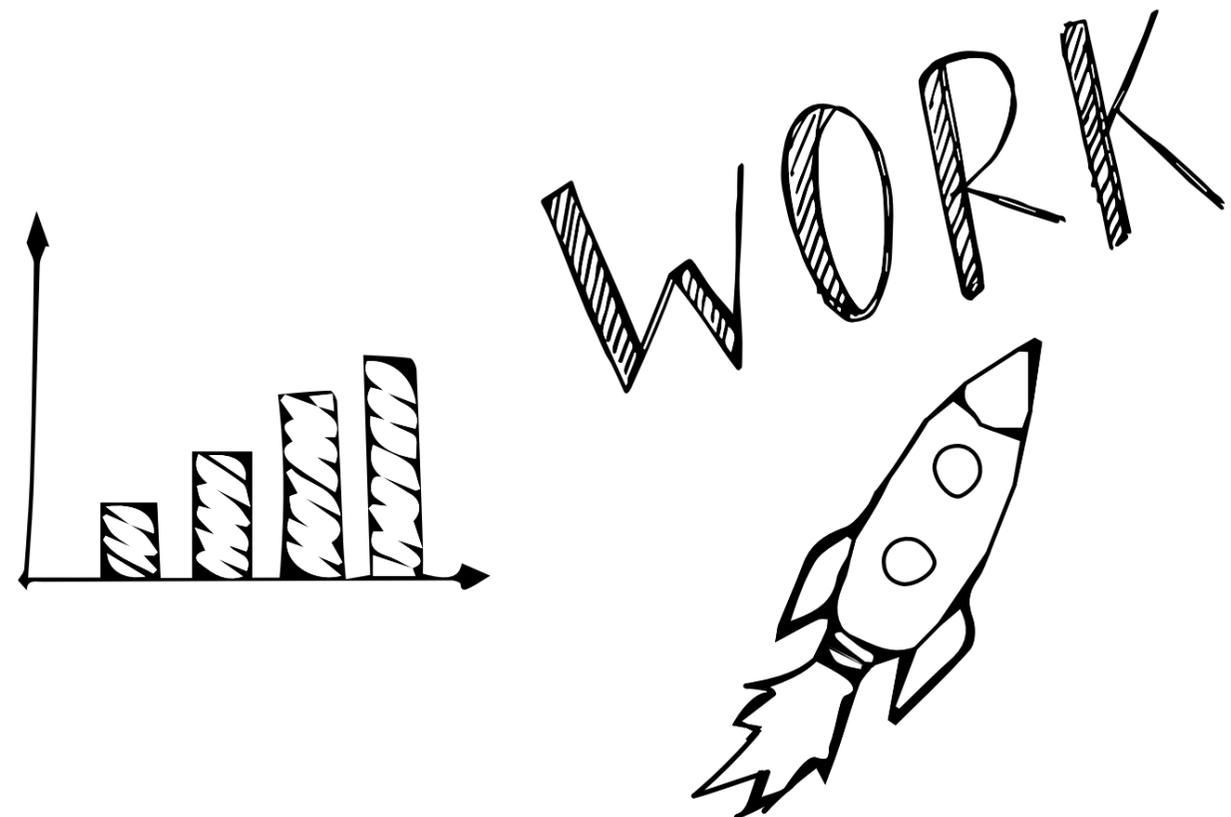
## MAXIME ARMAND CO-FOUNDER & COO

9 years of experience in Digital Product Development.

**Former Lead Project Manager at Fabernovel**, a leading digital innovation company with 400 employees in 5 countries. Designing new digital products and services for CAC 40 companies. Among other projects, Maxime developed a fully automated “on-demand” coworking offer for Alstria Office REIT and prototyped connected objects for L’Oreal.

**System engineer for Ecomouv**, geotracking solution for the French goods vehicles transit toll, the HGV eco-tax.

Master in IT Engineering from Mines-Télécom Institute. Master in Urban Services Engineering from Sciences-Po.



thank you!

 URBANCAMPUS.COM



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