

Feel like home  
wherever you go

Roam®

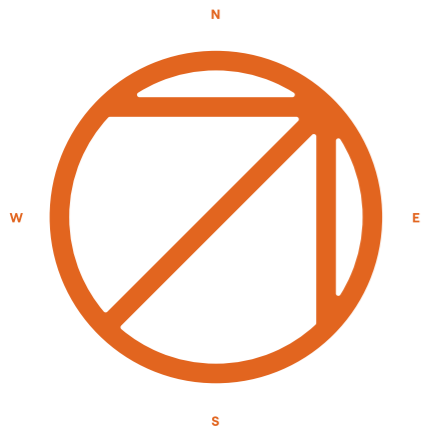
Feel like home  
wherever you go

Roam Service

Feel like home  
wherever you go

# Index

1. Abstract
  2. Introduction
  3. Context & Target
    - 3.1. Nomads today
    - 3.2. Memorabilia
    - 3.3. New paradigms of ownership
  4. State of the art
  5. Methodology
    - 5.1. Mindmapping
    - 5.2. Surveys
    - 5.3. User Journey Maps
    - 5.4. Secondary Data Analysis
  6. Project
    - 6.1. Conceptual Framework
    - 6.2. Objectives
    - 6.3. Values
    - 6.4. Sustainable Development Goals (UN)
  7. Market study
  8. Proposal
  9. Business model
    - 9.1. Subscription service
    - 9.2. Operation system
    - 9.3. Roam Hubs
    - 9.4. User journey
    - 9.5. Startup Plan
    - 9.6. Finance and viability of the project
    - 9.7. Storage and transport
    - 9.8. Roam for business
  10. Design applications
    - 10.1. Brand identity
    - 10.2. Communication strategy – Roam Stories
    - 10.3. Website/App and user experience
    - 10.4. Curation criteria and partnerships
    - 10.5. Sustainable storage and transport logistics
    - 10.6. Spatial arrangements
  11. Conclusion
- Annexes
- A. Furniture
  - B. Spatial arrangements
  - C. Website
- References  
Bibliography



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Thank you all for your help and encouragement,

Roam Team

# Abstract

Roam is a flexible furniture rental service that offers an adaptable, customizable, portable and an easily repairable solution for digital nomads, relocated professionals or people who move frequently.

By providing good quality products and a hassle free experience, we respond to the changing needs of our roam users.

We offer a rental service and design a personalized distribution plan based on our three core values: Affordability, sustainability and emotional relation.

We make this possible by collaborating with partners that helps us minimize furniture's environmental impact and an efficient transport without furniture waste.

Keywords

#Flexibility

#Sustainability

#Adaptability

#Storage

#Nomad

#Portability

# Introduction

In recent years, the world has witnessed an increase in mobility and it is driving change in the ways we live. The habits we have and how we conceive the domestic space is constantly transforming. Therefore, residences are no longer fixed and permanent for everybody. In fact, 15% of young European adults have moved at least once in 2021<sup>1</sup>

Despite the fact that nomadic lifestyles are increasing towards the future, it is not less of a struggle. There is a strong emotional connection with the spaces we live in, but moving often is hard and it might make people feel isolated. In fact, it is confirmed that moving is a traumatic experience.<sup>2</sup>

According to Spain's most popular rental platform, Idealista, the cost of living in a furnished apartment in Barcelona is 36% higher.<sup>3</sup> Therefore, furnishing a home can be a significant and bothersome investment. Even when furniture can be repurposed, it often ends up as waste, resulting in the disposal of 875,000 tons of domestic furniture in Spain in 2020.

This production and waste generate a significant impact on our planet, as well as the transportation involved in this living ecosystem. In order to respond to these new realities and minimise their environmental impact, we aim to help make this a more sustainable experience, while fostering the relationship between furniture, users, and living spaces.

<sup>1</sup> Eurostat. (Día Mes, AñoDePublicación). TítuloDeLaBaseDeDatos [Base de datos]. Recuperado de <http://PáginaWeb>

<sup>2</sup> INE - Instituto Nacional de Estadística. (n.d.). C Cantidad de residuos urbanos recogidos clasificados por tipo de residuo, periodo y comunidades autónomas. INE. <https://www.ine.es/jaxi/Tabla.htm?path=/t26/e068/p01/serie/10/&file=02003.px&L=0>

<sup>3</sup> Idealista (2018, 22 agosto). Alquilar una vivienda sin muebles es un 40% más barato que una amueblada. [idealista/news. https://www.idealista.com/news/inmobiliario/vivienda/2018/08/21/767685-alquilar-una-vivienda-sin-muebles-es-un-40-mas-barato-que-una-amueblada](https://www.idealista.com/news/inmobiliario/vivienda/2018/08/21/767685-alquilar-una-vivienda-sin-muebles-es-un-40-mas-barato-que-una-amueblada)

# Context & Target

## Nomads Today

We live in a world in which digital technologies have transformed work and the way we live. This phenomenon is due to digital work, a challenge that is accompanied, for example, by the loss of jobs as a result of more efficient production and new rules established in relation to work.

Within this current context, there are digital nomads, professionals who use new technologies to work and thus lead a nomadic lifestyle. They work remotely rather than in a fixed location, this flexibility gives them the freedom to not be tied to any place and to be able to adapt quickly to new scenarios.

However, we understand this way of working and living as digital nomadism. But due to the acceleration of successes and ways of working, the definition of digital nomad has been transformed and takes new ways of living that welcomes other profiles; relocated professionals, people who for work reasons have to move frequently.

This new concept encompasses all those professional profiles that for work reasons need to move often and live in different places temporarily.

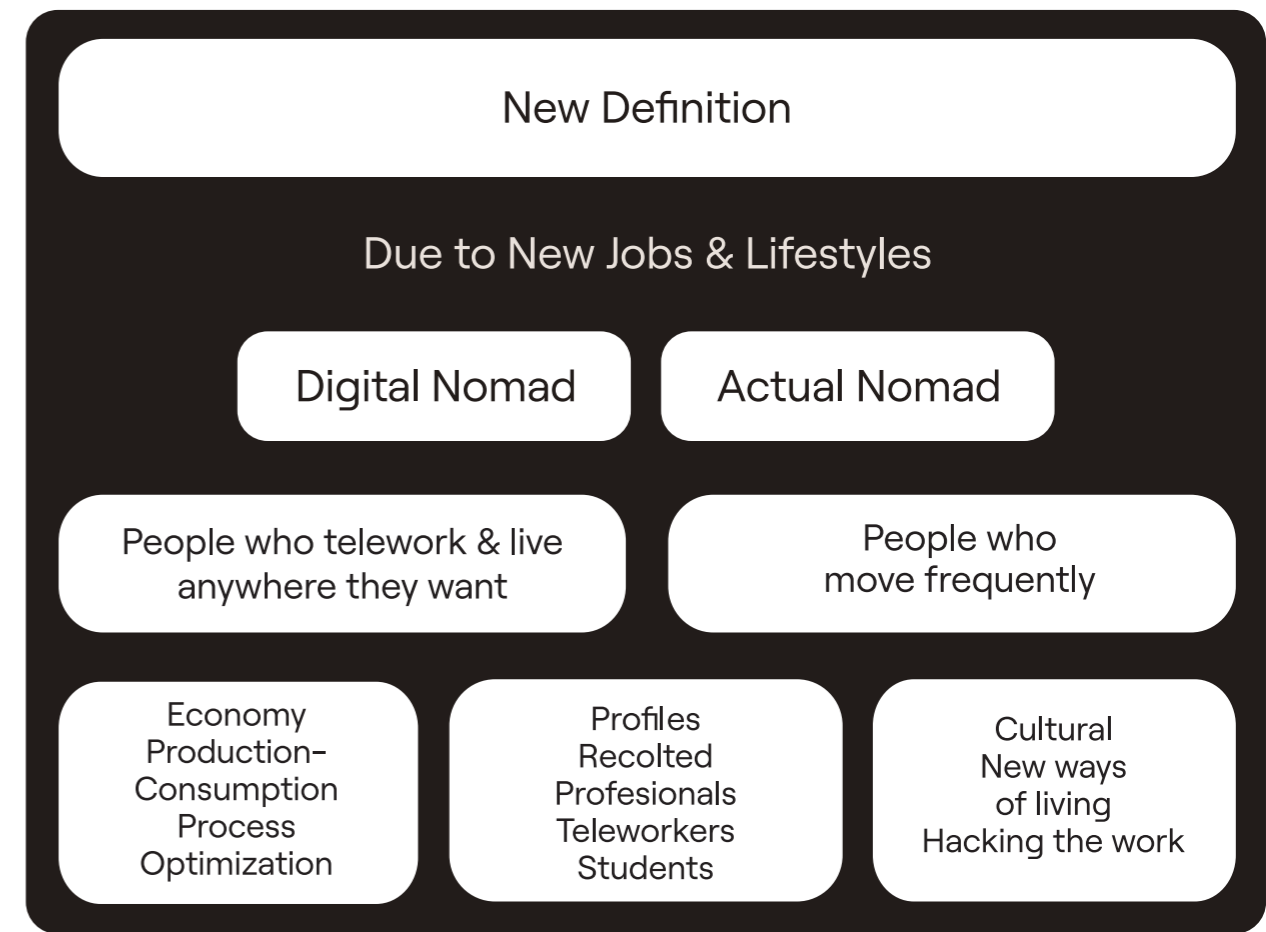
Due to the defining characteristic of nomads of never staying in one place for a long time, it is difficult to pinpoint an exact number of people, in the order of magnitude of approximately 200,000 to 500,000 people.

We perceive nomadism as a great economic evolution due to its perspective of production or consumption and client or citizen, the optimization of processes and organization in work systems.

It is also perceived as a cultural phenomenon, referring to a perspective in which the challenges of one's life can be overcome using techniques analogous to hacking a computer system.

Consequently, the lifehacking subculture is characterized by a certain tendency towards autonomy, proactivity and self-realization through technical competence.

Nomads, who are characterized by self-realization and autonomy, therefore share common characteristics.



Description diagram of types of Nomadism

For this reason, we could frame digital nomadism in three areas: digital nomadism as an economic activity; digital nomadism as a cultural phenomenon; and digital nomadism as a way of working and organizing thanks to new technologies. This allows us to have a holistic view of the state of knowledge on current nomadism. In short, today's nomadism is not only a new lifestyle choice, but a new way of working and organizing oneself.

Memorabilia refers to the capacity to attribute emotional significance to objects. In this sense, how a collection of furniture pieces can contain, convey and represent an emotional atmosphere or environment for a person.

Our home environment is a crucial factor in our mental well-being, the space in which we live has a major impact on how we feel, how we think and how we interact with others. Furniture is an essential part of our home environment and has a great impact on our well-being. We understand that the act of building a shelter involves providing comfort and an emotional well-being. Roam grabs the concept of memorabilia and adopts it as an opportunity to give people an empty framework that they can fill with their belongings and stories wherever they go.

One related theory is the universal law of correspondence, which holds that everything that happens in our outer life is related to our inner life. In relation to interior space, the universal law of correspondence suggests that the furnishings and decor in our home reflect our inner psyche. Therefore, if we have a home full of chaos and clutter, it is likely that we are experiencing similar chaos in our mind and in our life. On the other hand, if our home is well ordered and tastefully decorated, we are also likely to have a clear mind and a balanced life.

In addition, some types of memorabilia can increase the value we assign to this furniture. By fostering a sense of connection, customers may be more likely to continue using the service, recommending it to others, and ultimately be part of the roam community.

Digital nomads face several challenges and a furnishing system that aims to respond to their needs must target the following aspects.

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## Portability

Furniture must be lightweight, easy to pack and transport, and durable enough to withstand frequent movement and assembly/disassembly.

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## Flexibility

Furniture must be easily adjustable and reconfigurable to accommodate different activities and environments.

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## Connectivity

Furniture must incorporate technology, such as power outlets and USB ports, to support digital devices and connected devices.

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## Ergonomics

Furniture must provide comfort and support for extended periods of use in different postures, such as standing or sitting on a stool.

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## Cost

Furniture that is portable, flexible, and technology-enabled will likely be more expensive than traditional furniture, which may present a challenge for digital nomads on a budget

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## Sustainability

As digital nomads are highly mobile, they generate a lot of waste and carbon footprint, so eco-friendly and sustainable furniture could be a good solution, but it can be a challenge to make those sustainable options affordable and practical.

Not only spatial and functional terms should be targeted, when designing for all kinds of nomads it will be relevant to take into consideration the emotional realm.

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## Personalization

Today nomads have different preferences, so having options for personalization, such as choosing the color, size, and materials, will be important to meet their needs

## Safety and security

Today nomads often travel to unfamiliar places, so feeling safe and secure in their work and living environments will be important.

## Community

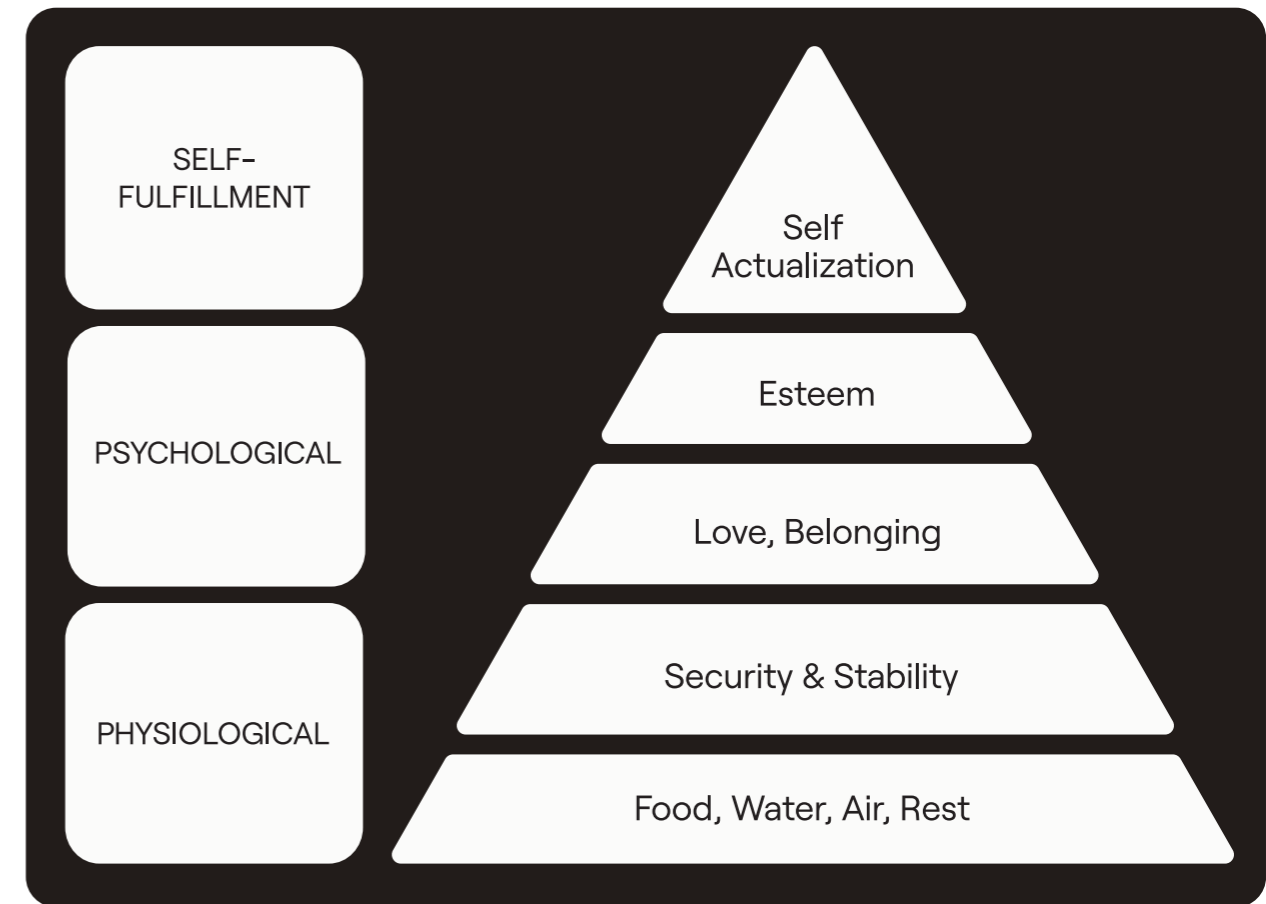
Digital nomads may feel lonely and disconnected from a social environment, so being able to connect with other digital nomads and form a sense of community will be important.

### New paradigms of ownership

Having shown the characteristics of nomads of today, we see how they have a very defined lifestyle but at the same time very transient. This leads us to reflect on how nomads of today are defined in terms of identity and how this identity is created towards the places they inhabit. As such, people are defined by everything they are, have and surround them. For this reason, the sense of pertinence towards people, collectives, places, objects and ideas arises.

The sense of belonging has been defined as a feeling of rootedness and identification of an individual with a group or an environment. Its existence generates in the person a commitment to the construction of meanings that will eventually form part of the personal memory and of the group to which he or she feels belonging. Participation in the construction of this memory is active and continuous and implies a commitment to personal development as well as that of the group and place.

Maslow (1954) places belonging on the second step of the pyramid of human needs. He states that when the psychological and security needs are satisfied, the need for love, affection and belonging emerges.



Maslow's Pyramid

Therefore, the sense of belonging is a personal and intimate feeling and at the same time a collective one, since it is based on the shared memory and symbolism of a community.

### Sense of belonging and Place Identity

Every place, defined by boundaries, constitutes the existential space where people and groups live. Significant experiences in their lives will take place there and processes of orientation and contribution to the environment will develop. Proshanky (1983) made the first psychological theorization of place identity, defining it as "the conglomerate of memories, conceptions, interpretations, ideas and feelings about the physical settings in which a person lives". Through recognition, memory, sharing and acquiring meanings, all these phenomena contribute to the processes of social identity and place identity, and thus to the construction of a sense of belonging.



## Physical dimension / Place

In the physical dimension, the sense of belonging is constituted by the influence of the physical environment in its construction. This dimension is shaped by the behavioral interaction between people and space.

The appropriation of space is close to the concept of territoriality defined by Gifford (1987) as a pattern of behaviors and attitudes held by an individual or group, based on the perceived control of a physical space, object or idea, and which can lead to habitual occupation.

On the other hand, place attachment is an affective, positive and specific attachment of people to certain places with which they relate. People become attached to places through a process of associating and linking their cognitive and emotional experiences with the environment.

## Physical Aspects

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The physical environment is in good condition

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The space is functional and efficient

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The spaces are specialized according to contents and activities

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Security is perceived

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The space is aesthetically well cared for

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The furniture is comfortable

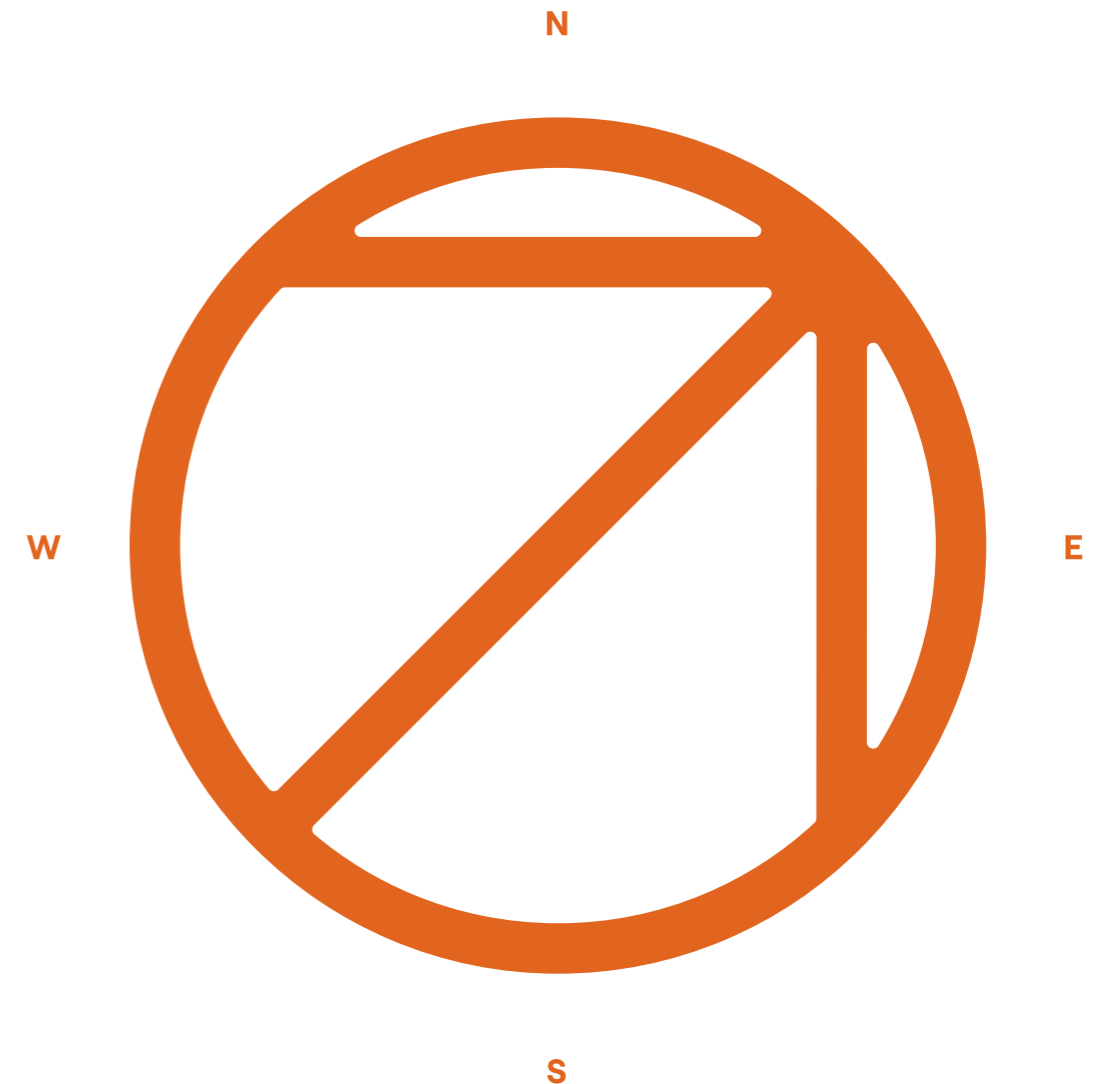
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There are areas that can be customized

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All these approaches coincide in that the concept of sense of belonging is adopted for any aspect related to effective ties, emotions, memory and identification.

In our project, Roam aims to build and generate affective ties with the home and furniture that a digital nomad may have. Due to the flow of habitations that he/she may have, we came to the conclusion that there is a clear depersonalization of spaces and there is no feeling of welcome in a space. For this reason, we find that the human being seeks a sense of belonging and we want personalization, user identification and comfort to create a sense of belonging to your home and everything that surrounds it. We find it important and indispensable that in the home that any nomad is going to inhabit, his/her identity is reflected and everything that surrounds him/her feels that it belongs to him/her. And that, in spite of their mobility, they can feel that any place is their home.





# State of the art

“The European furniture industry is transitioning towards the circular economy. One group of promising business models to enable this transformation is rental furnishing service. Renting furniture could potentially extend furniture life, increase utilisation rate of furniture and intensity of use, and divert or postpone bulky waste from ending up in landfills or incineration plants.”

(Chiu, 2020, p 11)

“People feel at home when travelling with a loved one or by surrounding themselves with objects of emotional value”...“Some digital nomads envision an idealized ‘home base’ that is defined by social relations and not necessarily by the geography or amenities of a place”.

(Loryn, 2021, p. 103)

“In relation to place identity, it was suggested that the community displayed similar goals, behaviours and opinions In terms of lifestyle and career, whilst also frequenting certain locations around the city. This resulted in a a kind of supporting of the physical environment for the digital nomad community and shared identity. However, this was in some ways very inseparable from place belonging, since many digital nomads spoke about their affiliation with the digital nomad group, suggesting that it made them feel at home on the road.”

(Von Zumbusch, 2020, p. 439-453)

“To attract highly qualified remote workers to their cities and countries, governments have implemented mechanisms for the stay of digital nomads, support business development and position themselves as ideal territories for these knowledge workers”.

(Sánchez-Vergara, 2023)

“Examples include Bermuda, where visitors can apply for a 12-month ‘residential certificate’ ... Barbados also allows for a 12-month Digital Nomad Visa ... Georgia is another country for this type of visa, as is Germany (Freelance visa for up to three years), the Czech Republic’s Long Term Business Visa (one year), Spain’s self-employment work visa (one year), or Mexico’s Temporary Resident Visa (up to four years)”.

(Kratat, 2021)

“The transition to Servitization provides manufacturers with a strong economic incentive to minimize waste and maximize the lifespan of their products, including repairing and recycling. What this means is that Product-Service Systems are a possible source of environmental benefits, particularly when business models incentivize business practices aligned with the principles of the Circular Economy, such as encouraging material resource circularity at the end of a product’s lifecycle through designing for repair.”

(Langley, 2022)

“Digitalization and Servitization trends go hand in hand with each other and even mutually reinforce themselves. Research on Product-Service Systems has received a significant impact from the rise of Industry. The resulting Smart Product-Service Systems uses the accompanying digital technologies to provide new functionalities meeting individual customer needs in a sustainable manner.”

(Pirola et al., 2020)

“Digital nomads - often from Western backgrounds - travel from destination to destination, embodying a mobile lifestyle which consequently sends them to numerous locations. As a result, you might find such people working from a cafe in Bali one month and a co-working space in Berlin the next”

(Richards, 2015)

# Methodology

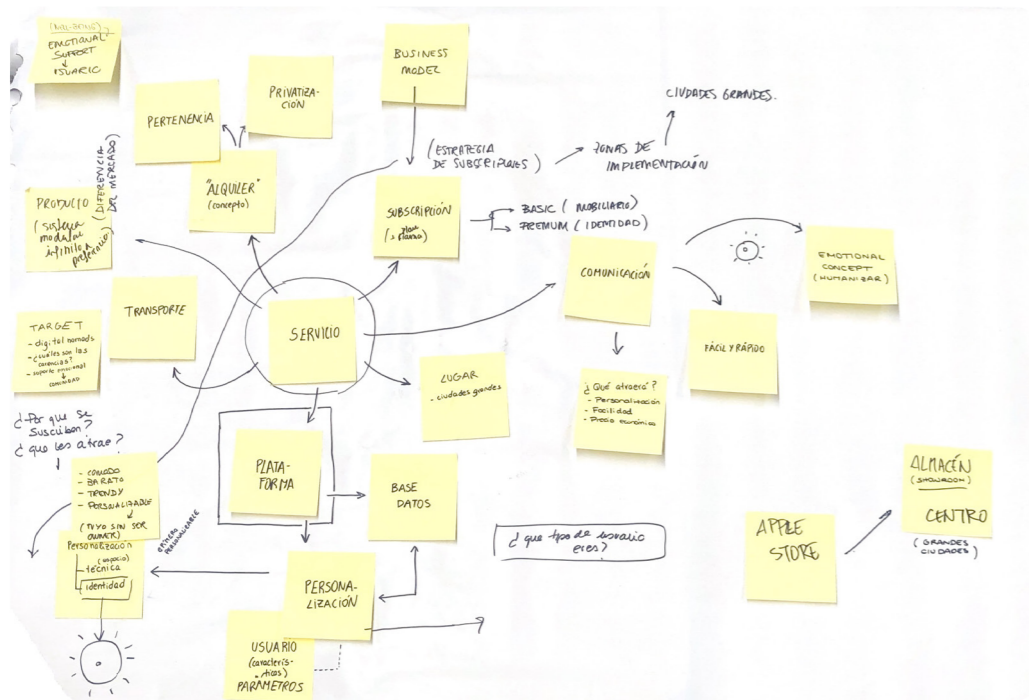
## Mindmapping

“When a topic or a problem has many moving parts, mindmapping provides a method of visually organizing a problem space in order to better understand it.”

(Hanington & Martin, 2012, p. 118)

In Roam we use mind mapping in our design process. It has been a visual thinking tool that helped us organize the many different layers that we wanted to approach in this project, allowing us to better understand it. We used it to face the complex challenge that was developing a service, a business model and an experience.

Overall, we used mind mapping to help us think creatively and generate new ideas and consolidate, interpret, communicate or retrieve information among the members of the team.



First mindmapping exercise for projecting Roam

## Surveys

Surveys are a method of collecting self-reported information from people about their characteristics, thoughts, feelings, perceptions, behaviors, or attitudes.

(Hanington & Martin, 2012, p. 172)

In order to get a sense of the general public’s mobility and domestic needs, we have conveyed an online survey to which we have received 180 replies.

The survey consisted of 5 questions:

Q1 How old are you?

Q2 How many times have you moved in the last 5 years?

Q3 In how many countries have you lived in the last 5 years?

Q4 How often do you study or work from home?

Q5 For you personally, what are the basics to furnish your room?

As an overview, we have taken some highlights out of the survey that have helped us get to know better our user's needs and behaviors.

Considering the people who answered "Everyday" to Q4 as our main target (digital nomads), the three most answers voted for Q5 were "Bed", "Wardrobe" and "Desk/table". We have based the selection of furniture we will offer based on this, which are our target's requirements.

Another fact we took into account after conveying the survey is the age range that most frequently moves (Q1-Q2). People aged 27-40 are the ones who have moved the most in the last 5 years, followed by the age range 18-26. People over 40 don't move as often, since their lifestyles are more established.

### User journey

"A user journey map is a visualization of the experiences people have when interacting with a product or service, so that each moment can be individually evaluated and improved."

(Hanington & Martin, 2012, p. 118)

We also explored the user journey of our service to have a clear perspective of our user needs. This research is based on a methodology that includes breaking down the user journey into six stages:

Awareness, consideration, evaluation, decision, use, and loyalty, and examining the actions, key points, pain points, and opportunities of each stage.

User thoughts and emotions were also added to each stage to gain a better understanding of the user's experience. By understanding the user journey and the pain points, opportunities, and priorities of each stage, the app was developed to optimize the user experience and increase customer loyalty.

Refer to pages 46 & 47 to see the end result of the User Journey Mapping.

### Secondary data analysis

"Secondary analysis refers to the use of existing research data to find answer to a question that was different from the original work."

(Tripathy, 2013, p 42)

With this methodology we have encountered the following insights:

874,794 tonnes of discarded furniture in 2020 in Spain.  
Instituto Nacional de Estadística, 2023.  
Barcelona and Madrid have the highest rental rate of 40%

Ministerio de Transportes, Movilidad y Agenda Urbana, 2023.

The correlation between the population of municipalities and the quantity of rented dwellings indicates that as the population size grows, there is a corresponding increase in the percentage of rentals. This demonstrates that the trend towards renting housing is becoming increasingly prevalent and is already an established way of life.

Ministerio de Transportes, Movilidad y Agenda Urbana, 2022.

By contrasting the average of 12,000 property sales in Barcelona with the significantly higher number of rentals at 320,706, it becomes apparent that a staggering 96% of property transactions in the city involve rentals, with the remaining 4% being for sale.

Ministerio de Transportes, Movilidad y Agenda Urbana, 2022.

The increase from 2015-2020 in the number of rented flats, as well as those rented for families or groups in Catalunya is of collective housing is 286.809 (2015) - 415.151 (2020) and single-family housing is 39.969 (2015) and 55.839 (2020). This shows that the number of shared flats is much higher and has increased more than the flats rented for families.

Ministerio de Transportes, Movilidad y Agenda Urbana, 2022.

# Project

## Conceptual framework

### Moderating Variable

Teleworking - Digital Work

### Independent Variable

Digital Nomads

### Dependent Variable

Non-Fixed Office

### Moderating Variable

Working in everywhere

### Control Variable

Rental Rates

## Objectives

### At the user level

- Generate affective and meaningful links with the furnished habitat and objects, giving a sense of belonging to the user.
- Accompany the user throughout the process of moving, transporting and assembling furniture.
- Personalize your products by encouraging the nomadic community to co-design.

### At the furnishing level

- Create a network of contacts (companies) that share our values with the furniture to help digital nomads to design their habitat.
- The possibilities of the furnishing system can grow not only for an individual or the brand, but for all users
- Affordable, Easy to use, transport, build, adapt and customize.
- Provide durable furniture in time and sustainability.

### On an economic level

- Be more sustainable with the purchase and durability of furniture.
- Become more sustainable with our service than renting a furnished apartment.
- Optimize furniture prices with more guarantees and durability

## In Roam, our core values of affordability, sustainability, and emotional relation are crucial to our success.

Firstly, we understand that affordability is a crucial factor for our target market of digital nomads who are often on a tight budget. Therefore, we strive to offer competitive rates and packages that cater to various budgets. We achieve this by sourcing quality furniture at a reasonable cost, reducing overhead expenses, and leveraging technology to streamline operations and minimize costs. By providing affordable solutions, we can attract and retain customers who may not have otherwise been able to afford such services.

Secondly, sustainability is a core value that we prioritize. As the world becomes increasingly conscious of the impact of human activities on the environment, we adopt eco-friendly practices such as using recycled materials, reducing waste, and reducing environmental impact during transportation. By prioritizing sustainability, we can attract customers who are environmentally conscious and differentiate our brand from competitors.

Finally, emotional relation is a key factor that helps us establish a strong connection with our customers. Digital nomads often have to leave behind their familiar surroundings and can feel lonely and disconnected. Therefore, we create an emotional connection by providing personalized and attentive service, offering curated and comfortable furniture, and creating a sense of community through events and networking opportunities in our Hubs. By building emotional relations with our customers, we can create loyal and satisfied customers who are more likely to recommend our service to others.

## 8 Decent work and economic growth

Goal 8 is about promoting inclusive and sustainable economic growth, employment and decent work for all. The COVID-19 pandemic precipitated the worst economic crisis in decades and reversed progress towards decent work for all.

Although the global economy began to rebound in 2021, bringing some improvement in unemployment, recovery remains elusive and fragile. By the end of 2021, global economic recovery had been hampered by new waves of COVID-19 infections, rising inflationary pressures, major supply-chain disruptions, policy uncertainties and persistent labour market challenges.

## 11 Sustainable cities and communities

Goal 11 is about making cities and human settlements inclusive, safe, resilient and sustainable. Today, more than half the world's population live in cities. By 2050, an estimated 7 out of 10 people will likely live in urban areas. Cities are drivers of economic growth and contribute more than 80 per cent of global GDP.

However, they also account for more than 70 percent of global greenhouse gas emissions. If well-planned and managed, urban development can be sustainable and can generate inclusive prosperity. The deep inequalities exposed by the COVID-19 pandemic and other cascading crises highlight the importance of sustainable urban development. Strengthening the preparedness and resilience of cities is crucial in responding to future crises.

## 12 Responsible consumption and production

Goal 12 is about ensuring sustainable consumption and production patterns, which is key to sustain the livelihoods of current and future generations.

Unsustainable patterns of consumption and production are root causes of the triple planetary crises of climate change, biodiversity loss and pollution.

These crises, and related environmental degradation, threaten human well-being and achievement of the Sustainable Development Goals.

Governments and all citizens should work together to improve resource efficiency, reduce waste and pollution, and shape a new circular economy.

## 13 Climate action

The global temperature has already risen 1.1°C above the pre-industrial level, with glaciers melting and the sea level rising. Impacts of climate change also include flooding and drought, displacing millions of people, sinking them into poverty and hunger, denying them access to basic services, such as health and education, expanding inequalities, stifling economic growth and even causing conflict. By 2030, an estimated 700 million people will be at risk of displacement by drought alone.

8  
Decent work  
and economic growth

11  
Sustainable cities  
and communities

12  
Responsible consumption  
and production

13  
Climate action

7

# Market Study

First of all, it is important to note that Roam is located in a competitive sector, where there are companies that offer similar furniture rental services, especially aimed at the so-called "digital nomads". This group of users, characterized by their mobile and flexible lifestyle, has become an increasingly relevant and attractive market segment for companies in the sector.

Within this context, Roam is positioned as a company that offers a wide variety of high quality furniture from brands such as DOI and Reframed, at competitive prices and with a monthly quota that includes the furniture chosen by the user. Roam's offer adapts to the needs of its clients, since it allows them to furnish from one room to the whole home, with prices that vary according to the amount of furniture chosen.

In terms of competition, several companies can be identified that offer similar services to Roam. Among them, companies such as:

## AmueblaRent

This company offers high quality furniture rentals for homes, with the possibility of customizing rental packages according to the needs of each user. The furniture is selected by experts and is constantly updated to ensure that users have access to the latest in interior design and trends.

## CasaOne

This company offers flexible furniture solutions for homes and businesses, with the ability to rent furniture for short or long periods, and even buy it at the end of the rental contract. CasaOne offers a wide variety of furniture styles and designs, from classic to modern, and focuses on offering customized and convenient solutions for its users.

## LiveFeather

This company focuses on offering sustainable and environmentally friendly furniture solutions, with the possibility of short- and long-term furniture rentals, as well as end-of-lease purchases. Feather focuses on offering high quality and design furniture and providing a stress-free and hassle-free user experience.

There are also companies that offer rentals for users known as digital nomads, however, these companies include the apartment and tend to have a much higher price than what we propose with Roam:



## Blueground

This company offers apartment rentals fully furnished and equipped with all the necessary amenities for the digital nomad lifestyle. Their apartments are located in different parts of the world, and their marketing strategy focuses on comfort and luxury, as well as the flexibility offered by their short and long-term rentals.

## Cuckooz Nest

This company focuses on offering a concept of “apartments with soul”, that is, apartments carefully designed and equipped with a selection of unique and stylish furniture and objects. In addition, Cuckooz Nest offers additional services such as gyms, shared workspaces and social activities, with the aim of fostering the creation of communities among its users.

## HelloLanding

This company offers luxury apartment rentals fully furnished and equipped with high technology, aiming to meet the needs of digital nomad users looking for a stylish and sophisticated lifestyle. Landing’s marketing strategy focuses on the quality and luxury of its apartments, as well as the flexibility and convenience of its rental agreements.

## Outside

This company focuses on offering accommodation and shared workspaces in different parts of the world, with a variety of options ranging from shared rooms to private apartments and luxury villas.

Outside’s marketing strategy focuses on community and experience, encouraging interaction among its users and offering a wide variety of social and cultural activities, offering furniture rental services for nomadic users in different parts of the world. These companies compete directly with Roam for the attention of digital nomad users, offering similar services and competitive prices.

## Simplr

A direct competitor of Roam, both offer furniture rental services in Spain. Simplr has a wide range of furniture options and an advanced technological platform for ordering and support. However, the prices are quite high and the furniture is only rented separately. In contrast, Roam focuses on limited brands and designs, offering delivery and set-up in different cities in Spain specifically for digital nomads and on-the-go customers.

However, Roam differentiates itself from its competitors by offering a wide variety of high quality furniture to suit the tastes and needs of its customers.

In addition, the company focuses on offering a personalized and quality service, which goes beyond simple furniture rental, as it also offers design services and advice to its customers. In addition to this, Roam focuses on the rental of furniture, while other companies focus on furniture rental and also focus on the apartment itself.

As for Roam’s marketing strategy, the company has opted for a digital marketing strategy, focused on social networks and online advertising, to reach its target audience. In addition, the company has opted for collaboration with influencers and bloggers specialized in the digital nomad lifestyle, to increase its visibility and reach new potential customers.

# Proposal

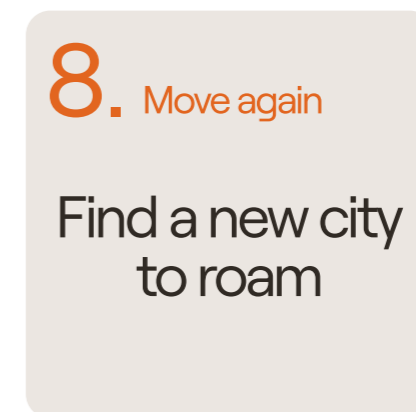
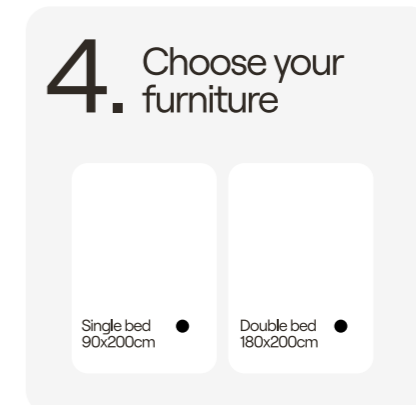
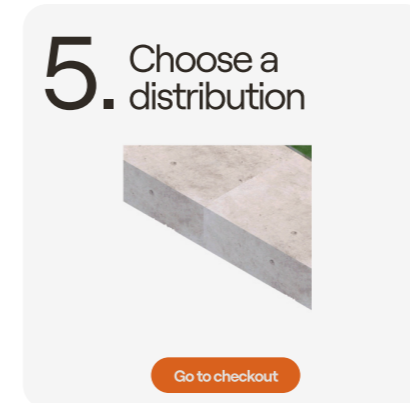
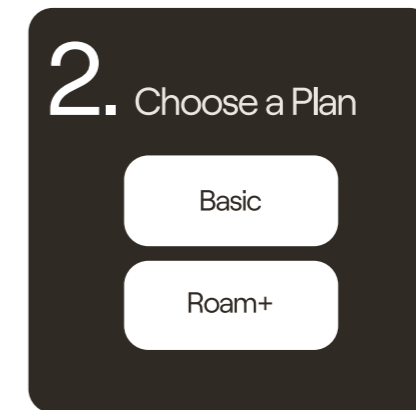
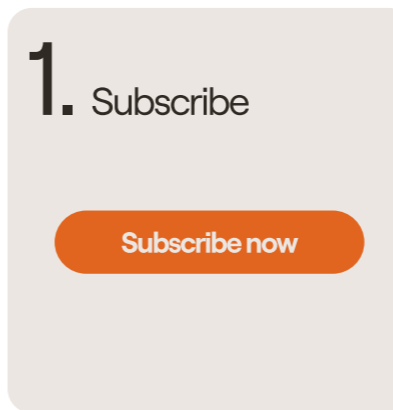
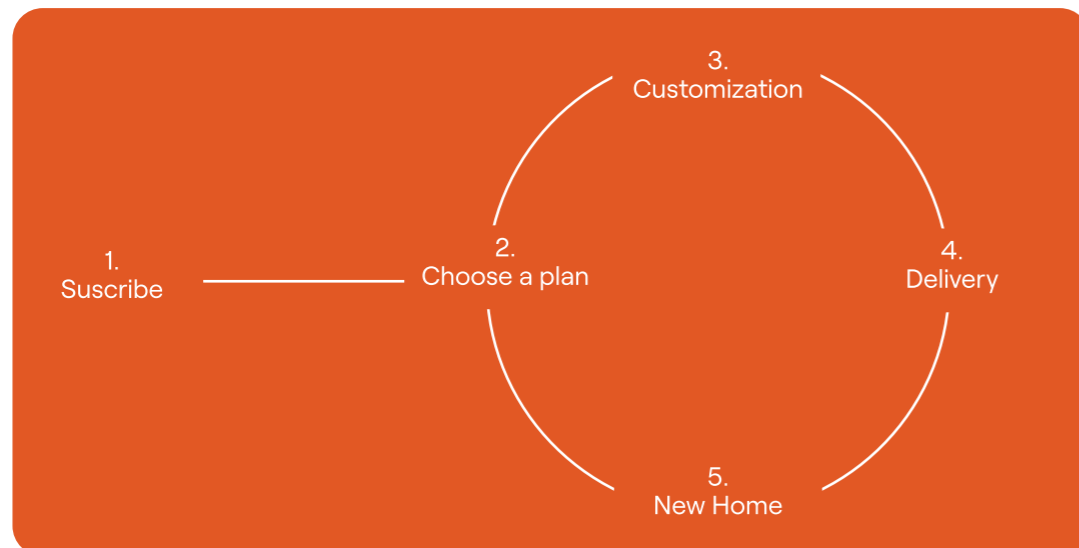
## How it works

The project consists in offering a personalized furnishing service for our clients provided by third party companies. We focus on a target from 25 to 35 years old, young entrepreneurs, startup workers or people who due to their working conditions or needs are constantly roaming. Basically in potential customers of what we know today as Co-Housings, Co-Workings or services such as home staging.

This profile of workers who travel around the main European capitals settling in them for medium term periods, often encounter inconveniences and difficulties with everything related to moving. From Roam we offer a subscription service for these users with which they will have their furniture needs covered wherever they go so that they always feel at home.

From our WEB or APP you can access to see the subscription plans, product catalog we offer and real cases of users who today enjoy our service. In a very simple and intuitive way you can register, choose your plan or customize it, choose the disposal and atmosphere you prefer and finally order it to have it ready in your place in a few days. And in the case you move to another place you repeat the cycle.

Once they have joined the Roam family, our users will have a furniture delivery and installation service to facilitate their move to their next homes in a comfortable and efficient way through our selection of flexible furniture for easy transportation and installation. Not only this, but thanks to the storage qualities of our stock, the product that will be installed in your new home, will leave from the office of the new capital in which you settle, in this way, being more respectful with the environment.



# Business Model

## Subscription

The subscription model to the service has a personalized monthly fee according to the number of pieces of furniture that one decides to have in its space.

We can find an initial section with two basic models to start from when it comes to designing one's new home.

One of them has the basic pieces of furniture from DOI and ReFramed brands to furnish one room, and starts at an initial subscription price of 99.90€/month. The second, which starts at an initial subscription price of 135.90€/month, includes the basic pieces to furnish an entire flat, as long as the desired solutions are for storage, sleeping and working areas.

An additional cost of 19.90€ a month can be added to each plan to upgrade from a "Basic Plan" to a "Roam+ Plan"

The main difference between both is the permanence of the subscription. While the "Basic Plan" has a minimum subscription permanence of 6 months, which includes a free transport once the period is over, the "Roam+ Plan" has a minimum subscription permanence of 2 months.

This allows the subscriber a greater flexibility, as it includes the possibility of a free transport every two months. In addition, the "Roam+ Plan" also gives the subscriber access to premium furniture, available exclusively for this plan.

## Basic Plan / Min. permanence of 6 months

Incl.

High quality range of furniture  
Tailored slutions for your space  
Technical Support

Access to Basic furniture  
Free transprt every 6 months

## Premium Plan / Min. permanence of 2 months

Incl.

High quality range of furniture  
Tailored slutions for your space  
Technical Support

Access to Basic furniture  
Free transprt every 2 months

## Furnish your Room

Starting at 99€/mo

Roam+ 119€/mo

incl.

Single Bed Small Shelf Desk

## Furnish your Home

Starting at 139€/mo

Roam+ 159€/mo

incl.

Double Bed Table Large Shelf Desk

## Roam Hubs

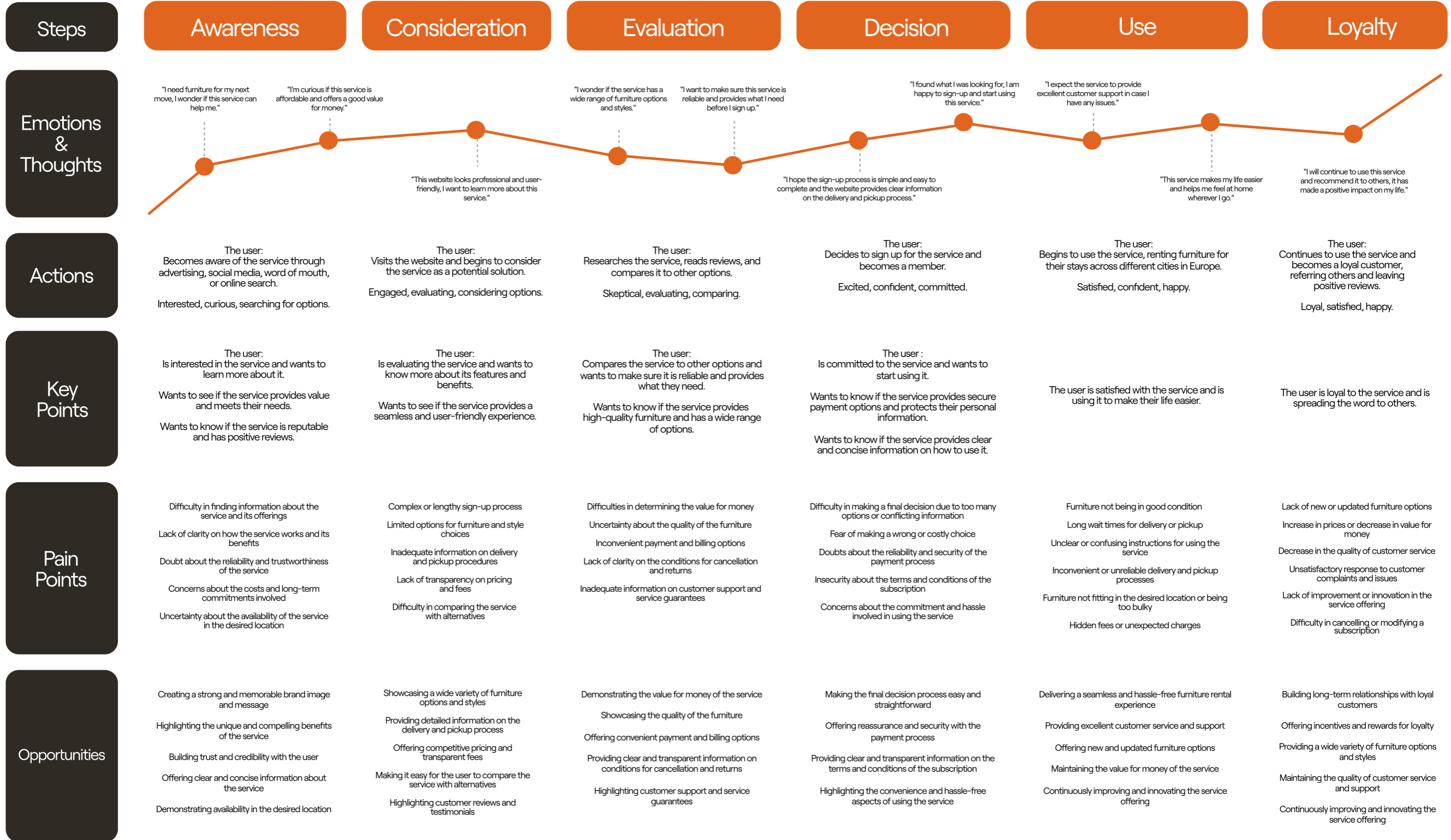
The strategy we use to promote the service that builds people's homes wherever they roam is to locate hubs in the busiest cities in Europe. This also responds to the strategy of reducing environmental impact by minimizing the distances furniture travels from country to country so that it only travels within the city. Roam starts to grow from two cities: Barcelona and Madrid.

The flexible furniture rental service means that the furniture is in constant rotation. In this sense, the hubs are the logistical centers where stock management, furniture repairs, backup pieces storage, scheduling and assignment of delivery takes place. The hubs are the link between our customers, our partners and our service.

Roam recognizes that it's not only about the logistics, but also about the overall user experience. Thus, fostering community growth is of utmost importance to us. In order to complement our existing hubs, we aim to hold events that facilitate interaction and community building. These initiatives would occur regularly, allowing digital nomads to actively participate and connect with one another. Furthermore, as Roam continues to expand, we envision these experiences taking place at our very own Roam hubs. These locations would serve as a central hub for individuals who share the culture of coworking and co-sharing, providing a space for our community to work, enjoy coffee, engage in conversations, and meet like-minded and inspiring individuals.



# User journey



**Startup plan**

We estimate to start the project with the implementation of a pilot test, which will give us an approximation in terms of viability. This is planned in the cities of Barcelona and Madrid, with the use of the components provided by the companies "DOI" and "Reframed" that helped Roam to create their own catalogue.

Both the staff covering our different services, as well as the storage space and stock, is calculated to provide a solution to an average of 600 users divided equally between these two cities.

To calculate the first investment of initial stock we configured a furniture proposal as a set of both brands, which gave a solution to the possible needs that the average subscriber could have when it comes to furnish their room or home. The pieces that made up this proposal, multiplied by the 600 users involved in the pilot model, resulted in the amount of initial stock in which to invest, since these pieces could later be reconfigured into the specific type of furniture that one adds to their subscription plan.

**Finance and viability**

To calculate the business benefits during and after the first 6 years, we use two examples of subscription plans to estimate the viability of the project. (based on the data calculated in the pilot test)

During the first 6 years, the company's net benefit is the difference between the total monthly expense (which covers the fixed monthly expenses and the initial investment) and the 1'60% of the original price of each piece of furniture that subscribers have in their personalized plans. This profit percentage varies according to the number of subscriptions in operation at any given time.

Once the initial investment has been amortized, calculated over 6 years of profitability, the initial net benefit of 1'60% per piece becomes 3'07%.

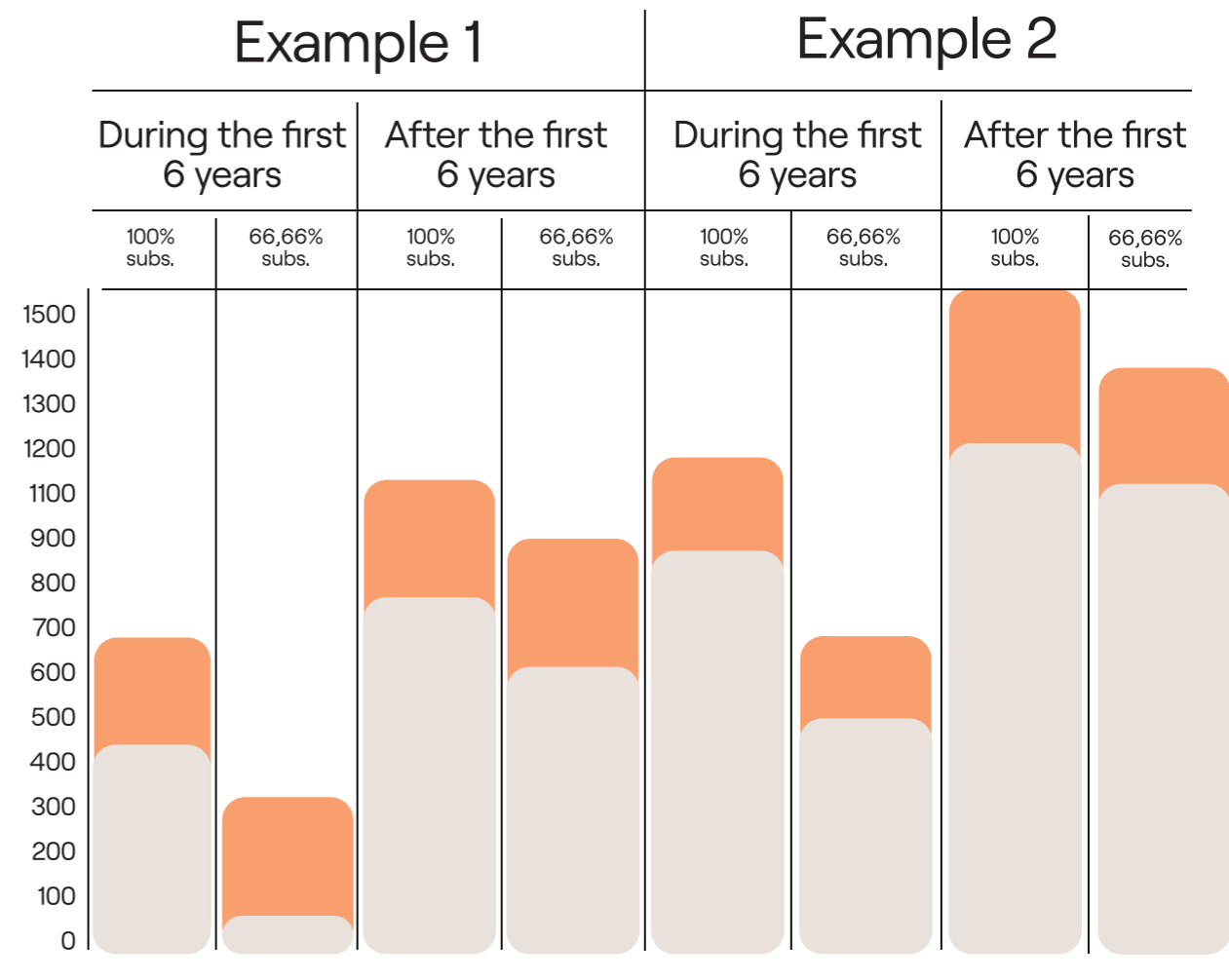


Diagram of the project's viability

# Furnish your room from 99,90€/mo.

Basic 99,90€/mo  
Roam+ 119,80€/mo

This model includes:  
(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

We calculate the monthly benefit per subscription of example 1 on the basis of the revenues from 100% of the 600 monthly subscriptions planned in the pilot project (600 subscriptions).

During the first 6 years: We have an initial investment of 1.424.410€ \*(see detail 1), which, over 6 years of profitability (72 months), leaves us having monthly expenses of 199.783€ during this first period. These, added to the fixed monthly expenses of 18.560€ that the company already has (see detail 2) make a total monthly expense of 38,343€.

**Monthly benefits per subscription: 36,00€** In this case, the monthly benefit per subscription for example 1 is the difference between the fixed subscription price for example 1 /99,90€/ and the total monthly expenses divided by 600 subscriptions /63,90€/.

**Monthly benefits per subscription:  
Basic 36'00€ / Roam+ 55'90€**

**Annual benefits per subscription:  
Basic 431'94€ / Roam+ 670'74€**

**Monthly benefits per 600 subscriptions:  
Basic 21.587'12€ / Roam+ 33.527'12€**

**Annual benefits per 600 subscriptions:  
Basic 259.165'44€ / Roam+ 402.325'44€**

The monthly subscription benefit for "example 1" /36'00€/ corresponds to 1'60% of the original price of the furniture pieces included in this plan. \*(see detail 3)

With this we define the fee escalation of any personalised plan. This will always start from 63,90€, corresponding to the total monthly cost of the company, to which will be added 1.60% of the original price of each piece of furniture

# Furnish your room from 99,90€/mo.

Basic 99,90€/mo  
Roam+ 119,80€/mo

This model includes:  
(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

We calculate the monthly benefit per subscription of "example 1" on the basis of the revenues from 66'66% of the 600 monthly subscriptions planned in the pilot project (400 subscriptions).

During the first 6 years: We have an initial investment of 1.424.410€ \*(see detail 1), which, over 6 years of profitability (72 months), leaves us having monthly expenses of 19.783€ during this first period. These, added to the fixed monthly expenses of 18.560€ that the company already has \*(see detail 2), make a total monthly expense of 38.343€.

**Monthly benefits per subscription: 4,05€** In this case, the monthly benefit per subscription for "example 1" is the difference between the fixed subscription price for "example 1" /99'90€/ and the total monthly expenses divided by 400 subscriptions /95'86€/.

**Monthly benefits per subscription:  
Basic 4,05€ / Roam+ 23'95€**

**Annual benefits per subscription:  
Basic 48'59€ / Roam+ 287'39€**

**Monthly benefits per 400 subscriptions:  
Basic 1.619'78€ / Roam+ 9.579'78€**

**Annual benefits per 400 subscriptions:  
Basic 259.165'44€ / Roam+ 97.139'78€**

The monthly subscription benefit for "example 1" /36'00€/ corresponds to 0'18% of the original price of the furniture pieces included in this plan. \*(see detail 5)

# Furnish your room from 99,90€/mo.

Basic 99,90€/mo  
Roam+ 119,80€/mo

This model includes:  
(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

We calculate the monthly benefit per subscription of example 1 on the basis of the revenues from 100% of the 600 monthly subscriptions planned in the pilot project (600 subscriptions).

After the first 6 years:  
The initial investment has been amortised over the first 6 years, so that after this period we only have a fixed monthly cost of €18.560 \*(see detail 2).

**Monthly benefits per subscription: 68'97€** In this case, the monthly benefit per subscription for "example 1" is the difference between the fixed subscription price for "example 1" /99'90€/ and the total monthly expenses divided by 600 subscriptions /30'93€/.

**Monthly benefits per subscription:  
Basic 68'97€ / Roam+ 88'87€**

**Annual benefits per subscription:  
Basic 827'66€ / Roam+ 1.066'46€**

**Monthly benefits per 600 subscriptions:  
Basic 41.382'78€ / Roam+ 53.322'78€**

**Annual benefits per 600 subscriptions:  
Basic 496.593'38€ / Roam+ 639.873'38€**

The monthly subscription benefit for "example 1" /68'97€/ corresponds to 3'07% of the original price of the furniture pieces included in this plan. \*(see detail 4)

# Furnish your room from 99,90€/mo.

Basic 99,90€/mo  
Roam+ 119,80€/mo

This model includes:  
(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

We calculate the monthly benefit per subscription of "example 1" on the basis of the revenues from 66'66% of the 600 monthly subscriptions planned in the pilot project (400 subscriptions).

The initial investment has been amortised over the first 6 years, so that after this period we only have a fixed monthly cost of €18.560 \*(see detail 2).

**Monthly benefits per subscription: 53,50€** In this case, the monthly benefit per subscription for "example 1" is the difference between the fixed subscription price for "example 1" /99'90€/ and the total monthly expenses divided by 400 subscriptions /46'40€/.

**Monthly benefits per subscription:  
Basic 53,50€ / Roam+ 73'40€**

**Annual benefits per subscription:  
Basic 641'97€ / Roam+ 880'77€**

**Monthly benefits per 400 subscriptions:  
Basic 21.399'15€ / Roam+ 29.359'15€**

**Annual benefits per 400 subscriptions:  
Basic 256.789'76€ / Roam+ 352.309'76€**

The monthly subscription benefit for "example 1" /53'50€/ corresponds to 2'38% of the original price of the furniture pieces included in this plan. \*(see detail 6)

# Furnish your room from 135,90€/mo.

Basic 135,90€/mo  
Roam+ 155,80€/mo

This model includes:  
(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

To define the monthly fee for "example 2" /135'90€/ , we start from the total monthly cost divided by 600 subscriptions /63.90€/ , to which is added the agreed 1'60% of the original price of each of the pieces of

We calculate the monthly benefit per subscription of "example 2" on the basis of the revenues from 100% of the 600 monthly subscriptions planned in the pilot project (600 subscriptions).

**Monthly benefits per subscription: 72,00€**

**Monthly benefits per subscription:**

**Basic 72'00€ / Roam+ 91'90€**

**Annual benefits per subscription:**

**Basic 863'88€ / Roam+ 1.102'78€**

**Monthly benefits per 600 subscriptions:**

**Basic 43.194'24€ / Roam+ 55.134'42€**

**Annual benefits per 600 subscriptions:**

**Basic 518.330'88€ / Roam+ 659.450'88€**

In this case, the monthly benefit per subscription for "example 2" is the difference between the fixed subscription price for "example 2" /135'90€/ and the total monthly expenses divided by 600 subscriptions /63'90€/.

The monthly subscription benefit for "example 2" /72'00€/ corresponds to 1'60% of the original price of the furniture pieces included in this plan.

**During the first 6 years:**

We have an initial investment of 1.424.410€ \*(see detail 1), which, over 6 years of profitability (72 months), leaves us having monthly expenses of 19.783€ during this first period. These, added to the fixed monthly expenses of 18.560€ that the

# Furnish your room from 135,90€/mo.

Basic 135,90€/mo  
Roam+ 155,80€/mo

This model includes:  
(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

To define the monthly fee for "example 2" /135'90€/ , we start from the total monthly cost divided by 600 subscriptions /63.90€/ , to which is added the agreed 1'60% of the original price of each of the pieces of

We calculate the monthly benefit per subscription of "example 2" on the basis of the revenues from 100% of the 600 monthly subscriptions planned in the pilot project (600 subscriptions).

**Monthly benefits per subscription: 104'98€**

**Monthly benefits per subscription:**

**Basic 104'98€ / Roam+ 124'88€**

**Annual benefits per subscription:**

**Basic 1.259'65€ / Roam+ 1.498'45€**

**Monthly benefits per 600 subscriptions:**

**Basic 62.982'60€ / Roam+ 74.922'60€**

**Annual benefits per 600 subscriptions:**

**Basic 755.791'21€ / Roam+ 899.071'21€**

In this case, the monthly benefit per subscription for "example 2" is the difference between the fixed subscription price for "example 2" /135'90€/ and the total monthly expenses divided by 600 subscriptions /30'93€/.

The monthly subscription benefit for "example 2" /104'98€/ corresponds to 2'33% of the original price of the furniture pieces included in this plan. \*(see detail 8)

**After the first 6 years:**

The initial investment has been amortised over the first 6 years, so that after this period we only have a fixed monthly cost of €18.560 \*(see detail 2).

# Furnish your room from 135,90€/mo.

Basic 135,90€/mo  
Roam+ 155,80€/mo

This model includes:  
(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

To define the monthly fee for "example 2" /135'90€/ , we start from the total monthly cost divided by 600 subscriptions /63.90€/ , to which is added the agreed 1'60% of the original price of each of the pieces of

We calculate the monthly benefit per subscription of "example 2" on the basis of the revenues from 100% of the 600 monthly subscriptions planned in the pilot project (600 subscriptions).

**Monthly benefits per subscription: 72,00€**

**Monthly benefits per subscription:**

**Basic 72'00€ / Roam+ 91'90€**

**Annual benefits per subscription:**

**Basic 863'88€ / Roam+ 1.102'78€**

**Monthly benefits per 600 subscriptions:**

**Basic 43.194'24€ / Roam+ 55.134'42€**

**Annual benefits per 600 subscriptions:**

**Basic 518.330'88€ / Roam+ 659.450'88€**

In this case, the monthly benefit per subscription for "example 2" is the difference between the fixed subscription price for "example 2" /135'90€/ and the total monthly expenses divided by 600 subscriptions /63'90€/.

The monthly subscription benefit for "example 2" /72'00€/ corresponds to 1'60% of the original price of the furniture pieces included in this plan.

**During the first 6 years:**

We have an initial investment of 1.424.410€ \*(see detail 1), which, over 6 years of profitability (72 months), leaves us having monthly expenses of 19.783€ during this first period. These, added to the fixed monthly expenses of 18.560€ that the

# Furnish your room from 135,90€/mo.

Basic 135,90€/mo  
Roam+ 155,80€/mo

This model includes:  
(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

To define the monthly fee for "example 2" /135'90€/ , we start from the total monthly cost divided by 600 subscriptions /63.90€/ , to which is added the agreed 1'60% of the original price of each of the pieces of

We calculate the monthly benefit per subscription of "example 2" on the basis of the revenues from 66'66% of the 600 monthly subscriptions planned in the pilot project (400 subscriptions).

**Monthly benefits per subscription: 40'04€**

**Monthly benefits per subscription:**

**Basic 40,04€ / Roam+ 59'94€**

**Annual sbenefits per subscription:**

**Basic 480'54€ / Roam+ 719'34€**

**Monthly benefits for 400 subscriptions:**

**Basic 16.017'86€ / Roam+ 23.977'86€**

**Annual benefits per subscription:**

**Basic 192.214'37€ / Roam+ 287.734'37€**

In this case, the monthly benefit per subscription for "example 2" is the difference between the fixed subscription price for "example 2" /135'90€/ and the total monthly expenses divided by 400 subscriptions /95'86€/.

The monthly subscription benefit for "example 2" /40'04€/ corresponds to 0'89% of the original price of the furniture pieces included in this plan. \*(see detail 9)

**During the first 6 years:**

We have an initial investment of 1.424.410€ \*(see detail 1), which, over 6 years of profitability (72 months), leaves us having monthly expenses of 19.783€ during this first period. These, added to the fixed monthly expenses of 18.560€ that the



# Furnish your room from 135,90€/mo.

Basic 135,90€/mo

Roam+ 155,80€/mo

This model includes:

(x1) Large Shelf by DOI (x1) Single Bed by Reframed  
(x1) Table by DOI (x1) SideTable by Reframed

To define the monthly fee for "example 2" /135'90€/ , we start from the total monthly cost divided by 600 subscriptions /63.90€/ , to which is added the agreed 1'60% of the original price of each of the pieces of

We calculate the monthly benefit per subscription of "example 2" on the basis of the revenues from 66'66% of the 600 monthly subscriptions planned in the pilot project (400 subscriptions).

**Monthly benefits per subscription: 40'04€**

In this case, the monthly benefit per subscription for "example 2" is the difference between the fixed subscription price for "example 2" /135'90€/ and the total monthly expenses divided by 400 subscriptions /95'86€/.

**Monthly benefits per subscription:**

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**Basic 16.017'86€ / Roam+ 23.977'86€**

**Annual benefits per subscription:**

**Basic 192.214'37€ / Roam+ 287.734'37€**

The monthly subscription benefit for "example 2" /40'04€/ corresponds to 0'89% of the original price of the furniture pieces included in this plan. \*(see detail 9)

During the first 6 years:

We have an initial investment of 1.424.410€ \*(see detail 1), which, over 6 years of profitability (72 months), leaves us having monthly expenses of 19.783€ during this first period. These, added to the fixed monthly expenses of 18.560€ that the

## Detail 1 Initial Investment

	Madrid	Barcelona	Total
Permisess Renovation	35,000€	35,000€	70,000€
Van	15,000€	15,000€	30,000€
Stock DOI			808.410,00€ 50% discount
Stock ReFramed			516.000,00€ 50% discount
<b>Total</b>			<b>1.424.410€</b>

## Detail 2 Fixed Monthly Expenses

	Madrid	Barcelona	Total
Shop Assistant	1.520€	1.520€	3.040€
Transporter	1.520€	1.520€	3.040€
Installer	1.520€	1.520€	3.040€
Designer 1			2.240€
Designer 2			2.240€
Managment			500€
Insurance			420€
Premises	1.200€	1.200€	2.240€
Other	820€	820€	1.640€
			<b>18.560€</b>

At Roam, we offer a furniture rental service designed to meet the needs of the so-called digital nomads, who move frequently from city to city. Upon arrival in a city where Roam has a presence, users can visit the Hub, which is the center where all the furniture stock is stored. At the Hub, the furniture is disassembled and ready for transport.

Our workers are trained to assemble all the furniture in the house where the subscription has been contracted, which guarantees a quick and easy installation process for the user.

One of the advantages of our service is that the furniture is delivered disassembled, which saves storage space during transportation and in the Hub. In addition, each piece of furniture has a space saving percentage in its disassembled version, which further maximizes the available space. Below are the **space saving percentages** for each piece of furniture in our Roam rental service:

**Cama Grande 92%,  
Cama Pequeña 92%, Armario Alto 69%,  
Armario Bajo 69%, Mesa 75%, Mesa  
de centro 70%, Sofa 60%, Silla 56%,  
Estanteria Ancha 84%, Estanteria  
Estrecha 84%, Mueble Multimedia 76%**

**Large Bed (92% space savings in its disassembled version):** The king size bed is one of the bulkiest and heaviest pieces of furniture. However, when disassembled, it is significantly reduced in size and easier to transport. The advantage of disassembling the large bed is that it takes up less space in transport and storage, which saves logistics costs.

**Small bed (92% space savings in its disassembled version):** Like the large bed, the small bed is a bulky piece of furniture that can be difficult to transport in its assembled version. Disassembling it allows you to reduce its size and save space, which translates into more efficient transportation and better use of storage space.

**High and Low Cabinet (69% space savings in its disassembled version):** Cabinets are another of the heaviest and bulkiest pieces of furniture we offer in our service. Since it works with a system of joints, it allows us to disassemble it and reduce its size to the maximum. In addition, this makes it easier to handle on stairs and elevators at the time of installation.

**Table and coffee table (75% space saving in its disassembled version):** The table is an essential piece of furniture in any home, but its size can be a problem when transporting it. In this case there is a great reduction of space and that allows to avoid the initial problem.

**Sofa (60% space savings in its disassembled version):** Despite being one of the furniture that occupies more space in the home, its space is considerably reduced.

**Chair (56% space savings in its disassembled version):** This chair boasts a 56% space saving percentage in its disassembled version. In addition, its versatile design allows it to be used in different spaces in the home.

**Shelves (84% space saving in its disassembled version):** On the other hand, the shelves also reduce a great deal of space when disassembled.

Thanks to all these percentages, we get that the space needed for storage is reduced very considerably and thus we can save by renting a room with less square meters.

At the same time, the optimization in transportation is evident and marks a clear trend that in our company we try to take care of what has always taken care of us, the environment.

The company Roam, specialized in furniture rental for digital nomads and people who move frequently between cities, collaborates with furniture companies that have developed standard, scalable and highly customizable joining systems for their pieces. This initiative not only contributes to space savings in furniture storage and transportation, but also allows users to add modules without replacing the entire piece.

Through the calculation of the square meters needed to store the stock of our first 600 hypothetical users, distributed in Barcelona and Madrid, and in collaboration with the companies DOI and ReFrame, we have managed to establish an accurate estimate. The pilot test of our service would take place in a space of around 100 to 120 square meters, in two separate hubs, one in each city, with a total of **60 square meters** respectively to store the stock of disassembled furniture.

## Roam for business

Roam's business model can be extended to cater to the needs of individual users as well as businesses and homeowners. While the service is primarily designed for the final user, it can also be utilized by companies and people who want to furnish their temporary rental spaces or host relocated professionals.

By subscribing to Roam's service, companies and homeowners can offer cheaper rental rates to their relocated professionals, while also providing them with the necessary maintenance and upkeep for the flats that they occupy. This can be a great way for businesses to attract and retain talented professionals who may be hesitant to relocate due to the hassle and expense of finding and furnishing a new home.

Additionally, Roam's service can be beneficial to homeowners who may want to rent out their property but do not want to invest in expensive furniture that may not be used by tenants in the long term. With Roam's flexible rental service, homeowners can provide their tenants with the necessary furniture at an affordable cost, without the need to worry about maintenance or storage.

Overall, Roam's business model offers a flexible and customizable solution that can be extended to cater to the needs of a diverse range of users, from individual renters to businesses and homeowners hosting relocated professionals. By offering affordable rates and efficient maintenance, Roam can help make the process of renting and furnishing a new home more convenient and hassle-free for everyone involved.

300 Camas desmontadas 20m<sup>2</sup>

600 Camas desmontadas 40m<sup>2</sup>

150 Armarios desmontados 75m<sup>2</sup>

# Design Applications

## Brand Identity

Roam's brand identity is based on three pillars that we have considered essential in the communication of the service:

1. **Iteration.** The brand is very dynamic, with a lot of animations and motion graphics. People that use Roam are used to this constant movement and change, that we represent through kinetic
2. **Feeling of home.** Warm colors and a human communication campaign have made a difference in terms of making the user feel comfortable. Our clients move frequently and that can be alienating sometimes. Bringing a feeling of closeness and empathy is very useful to make the clients feel like home.
3. **Spatiality.** We have worked with the 3D models of homes as design element.



Roam®

Roam White  
#EBE6E1

R 235 G 230 B 225

Roam Black  
#302A24

R 48 G 42 B 36

Roam Orange  
#E2651F

R 226 G 101 B 31

### Roobert (Displaay Foundry)

Roobert is a mono-linear geometrical sans-serif font family. The rounded edges give it a friendly and close tone, but still keeping the seriousness of a sans serif font.

#### Headings

120px  
Int. 100px

Roam

#### Secondary Text

60px  
Int. 52px

Feel like home  
wherever you go

#### Body Text

30px  
Int. 30px

Roam is a flexible furniture rental service. We provide an accessible and sustainable solution for people who move frequently. We allow our customers to enjoy good quality products wherever they roam, without having to buy them everytime. Our service works through a digital platform, from where you can manage the subscription, customise according to your needs and manage your roam calendar.

Roobert Typgraphy (Displaay Foundry)

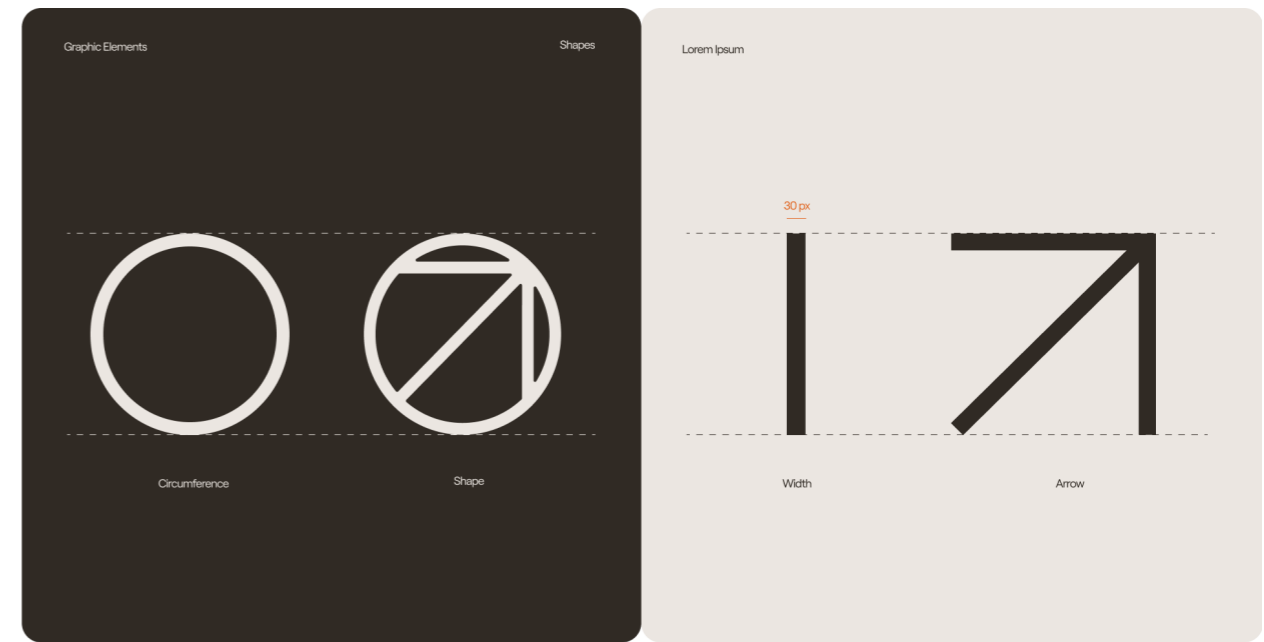
The layouts of the graphic pieces are simple but intuitive, modern and sophisticated. The whole look of Roam is very clean, using only a few colors, shapes and powerful images.

The typography is Roobert, a geometric sans-serif typeface designed by Displaay Foundry. It features clean lines, consistent strokes, and rounded edges, which give it a modern and friendly appearance. Both of these adjectives also define Roam's values.

Based on this identity, we have designed the following pieces: A brand manual, a website/app, a communication campaign (Roam Stories), business cards and a promotion video.



Type & Color Applied



Graphic Elements II



Graphic Elements I



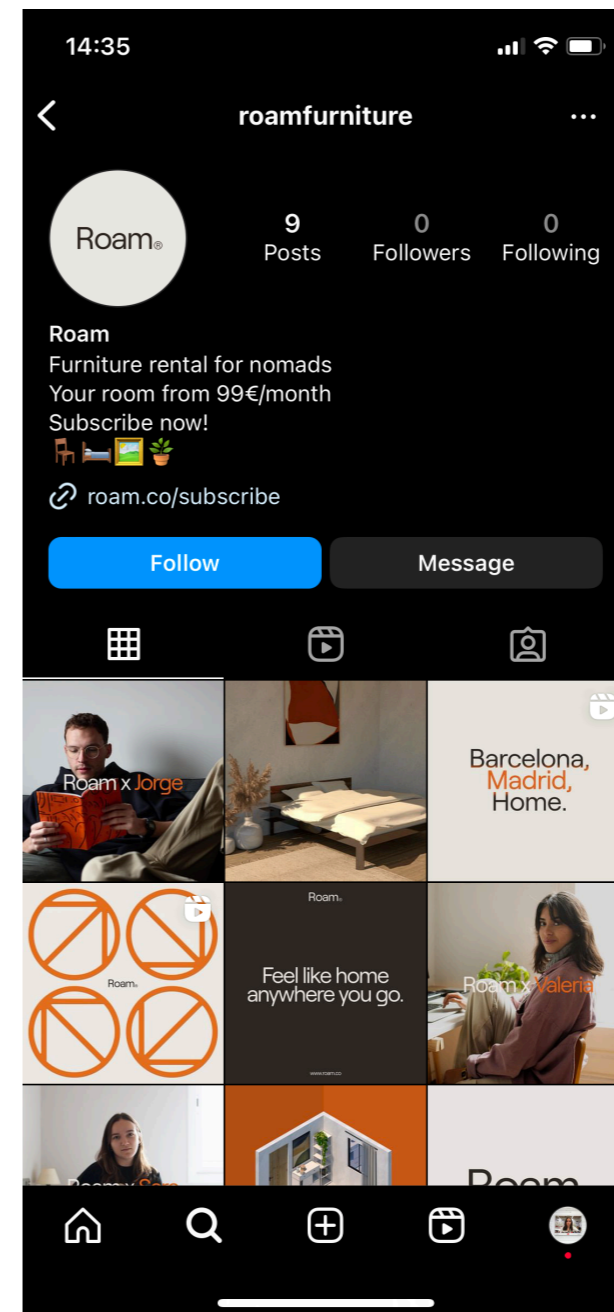
Logo Construction

## Communication strategy

In order to bring Roam to life, we have created Roam Stories. Roam Stories are a series of interviews to Roam users, where they show their rooms and homes furnished with Roam furniture. It peaks into the person's lifestyle and hobbies, while showcasing that the furniture we sell is always personalized by the user. We offer them a home, and they bring the soul.

Each interview consists of a TikTok video, showing the aesthetics of the person's style; as well as a compilation of pictures taken by a photographer and curated by the Roam Team.

As part of the audiovisual deliverable, we have recorded a promotion video to push the brand to arrive to our audience.



Screens of the website: Furniture catalogue, Roam Stories and customization of the space.

## Website and UX

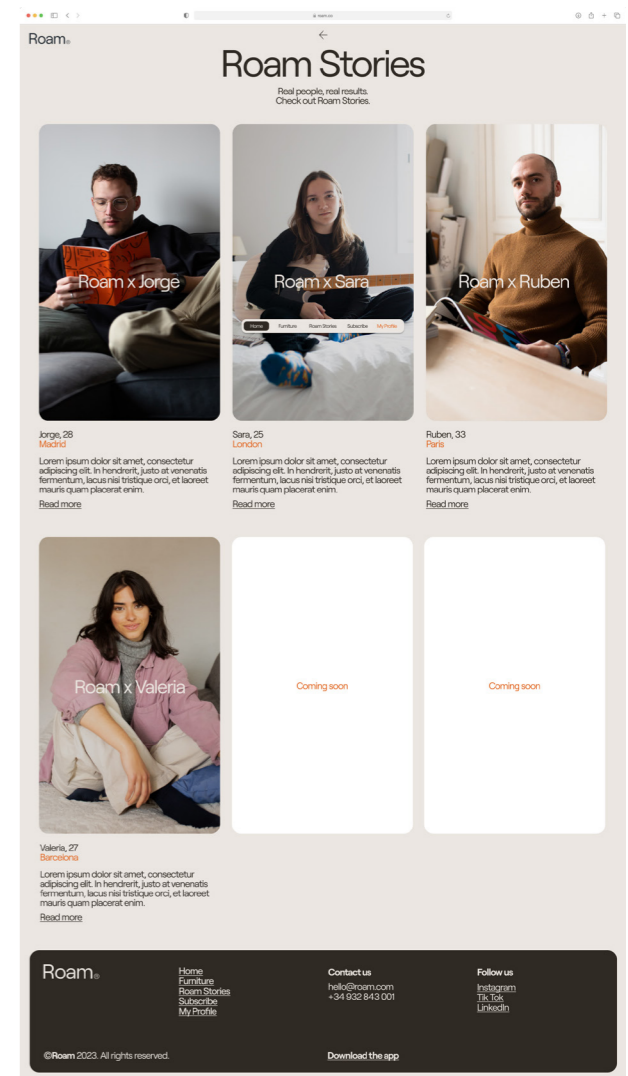
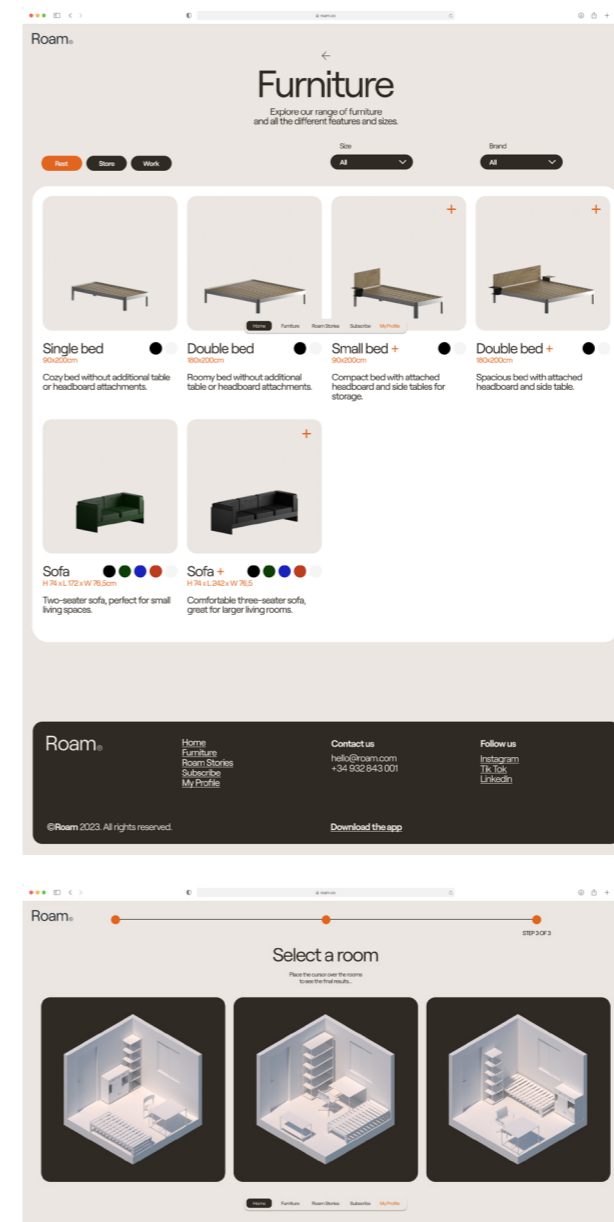
The website has also a clean and contemporary design, making use of the brand limited colour palette and uncluttered, intuitive layouts to create a polished and user-friendly experience. The website is easy to navigate, with clear information architecture and prominent calls to action that help users find what they're looking for quickly and easily.

The website also incorporates 3D models of rooms as a design element, giving users a sense of the spatiality of our products. This is done by incorporating interactive 3D visuals for the room configurator, or by using 3D elements to highlight certain features of the site.

Given the brand's focus on iteration, the website includes a lot of animations and graphics that create a dynamic and engaging user experience. These animations are designed to be subtle and not overwhelming, adding to the overall experience without distracting from the content.

To reinforce the feeling of home, the website incorporates warm colors and friendly, person-to-person communication. This is achieved through the use of conversational language in copy, or through the inclusion of customer stories and testimonials that showcase the brand's empathy and understanding of its clients' needs.

Finally, the website is designed to be responsive and accessible, with a focus on mobile-first design to accommodate users who are always on-the-go. Overall, the UX design of the Roam brand website is optimized to provide users with a comfortable and intuitive experience that reflects the brand's values.



Screens of the website: Furniture catalogue, Roam Stories and customization of the space.

For the curation criteria we have a series of requirements to be fulfilled by our partners, the most important are: Flexibility, Adaptability, Sustainability, Portability and easy storage and repair.

Flexibility and adaptability is one of the basic criteria for our project, since our selection of products must be able to adapt to any type of space in the most efficient way possible. This allows us to have products that from a modular point of view can provide different qualities and benefits.

On the other hand, we want to do everything possible to be a company conscious of sustainability. Therefore another of the fundamental selection criteria is this, as we will explain in the next point we not only seek to be sustainable by the fact of using materials that a priori can be more sustainable than others, but we also want to be from the whole logistics of storage and transport. But obviously also providing products that come from nearby industries and use materials that once they are deteriorated can be recycled and re-included in the production chain to continue its life cycle.

In Roam we have partnerships with four companies that supply our three main areas in the home. For the resting part, we have Re-Frame, a modular and extensible framed bed. What they have also done is a community, where users explain how their rooms are. Re-frame is known for their high-end quality and their role of good design. They offer four sizes of bed; from 140 x 200 cm, 150 x 200, 160 x 200 and 180 x 200 and comes with four colors: deep red, white, dark blue and a raw anodised aluminum. A side table can be also added. Also Unit Systems covers the resting needs with their sofa. Their pieces can also be used for both storing and working; since they can be used as a table or as a cabinet or wardrobe. The storage is also compatible with DOI, a company from the basque country that produces cabinets and workplaces with a very tiny aluminum tube. And last but not least, New Order by Stefan Diez produced by the Danish brand HAY solves a more work-related experience but also they offer a storage system.

Finally, we also take into account everything related to product portability, storage and repair. As mentioned above, flexible or modular products have several strong points. On the one hand they offer easy storage and shipping but on the other hand one of the strongest values is the easy repair of the product, since when it is time to fix something, it is enough to replace the damaged part and change it for an equal one without having to discard the entire product or having to move it for repair while the customer is left with nothing or many resources are spent on providing another one instantly.

We mentioned earlier the importance of storage and transportation logistics in our business model. Thanks to the selection criteria mentioned in the previous section, one of the strong points of our proposal is the route that the product we offer travels around the world.

The stock that our company manages is distributed in each capital city according to the forecasts we have at user level. This product, once manufactured, arrives at our HUBS and does not leave that city. At the same time, the storage space required is highly optimized thanks to the flexible characteristics of our furniture selection.

When a user registers and selects the products they want in their home, this message is received at their respective HUBS and sent for assembly. In the case that this user moves to another city after a while. He will notify us and if he wishes to continue with our service, he will be able to select a new layout for his new home in the next country or city.

The important part comes when the furniture that you will no longer use, will be moved to the HUB of the city where you live for its next installation for a new client. But the furniture obtained will not be exactly the same as the furniture that will be installed in your new home. It will come from the HUB of the destination city, thus avoiding large economic and environmental costs in transporting furniture around the world.

We at ROAM follow the philosophy of the last mile. This is the phase where transportation determines how much Co2 produces. It is a crucial aspect of the logistics industry and plays a vital role in commuters' daily lives. By improving and implementing sustainable last-mile transportation solutions, we can improve transportation efficiency and reduce our environmental impact.



## Spatial arrangements

At Roam, we understand that moving can be a stressful experience, which is why we go beyond simply providing furniture rentals. We offer customized furniture layout designs to make the process as comfortable and effortless as possible.

To get started, we offer two options for our customers: they can either use our web or app to scan their space, or they can manually enter the data themselves. Our platform helps us create a furniture layout that perfectly fits your space.

Once we have the necessary data, we use a combination of motion, rendering, and axonometric modeling to create a user-friendly interface that allows you to customize the furniture layout to your liking. You can choose the furniture you want, and we provide you with ideas and inspiration to help you create the perfect atmosphere for your spaces.

Our representations are designed with the user experience in mind, ensuring that you have a clear and accurate understanding of how your space will look once furnished.

At Roam, we believe that creating the perfect space is about more than just providing furniture. It's about offering tailor-made solutions that fit your needs and preferences, and helping you to turn your house into a home.



Spatial Arrangements Options

## Packaging

At Roam, we are committed to implementing sustainable policies and practices that minimize our impact on the environment and promote the conservation of natural resources. One of our main concerns is the proper management of packaging materials used in the transportation of our furniture.

In order to reduce the environmental impact and promote the reuse of packaging materials, we have established a policy whereby all cardboard boxes used to transport the furniture from our Hub to the homes where the subscription has been contracted, will be collected by the same assembly personnel who delivered the furniture, to be returned to the Hub.

In addition, all boxes used will be collapsible and designed to take up minimal space when not in use. This compact design will allow the boxes to be stored in our Hub efficiently and without taking up much space.

Collecting and reusing the cardboard boxes used to transport our furniture has several benefits. First, it reduces the amount of waste generated, which helps to minimize our environmental impact and foster a circular economy. Second, it reduces the need to produce and transport new packaging materials, which in turn reduces our carbon footprint and contributes to the conservation of natural resources.

## Conclusions

As the subscription model has gained significant traction as a sustainable solution, we have realized that collaboration and strategic connections are key to our success. We understand that expansion is not just about creating more products, but it's about diversifying our offerings, expanding geographically, offering additional services, and investing in technology, structure, and communication.

As we move forward, we see a multitude of opportunities to expand this business model, such as diversifying the product offerings, expanding geographically, offering additional services, collaborating with other brands and investing in technology, structure and communication.

While it has been challenging to develop this project, we see this as a positive thing. All the unfinished aspects of this business model are not weaknesses, but opportunities. We have been able to identify areas for improvement, learn from our mistakes, and take action to move forward. Throughout the development of Roam, we have been constantly reaffirmed of the potential for expansion and growth in this industry.

# Annexes

## A. Furniture

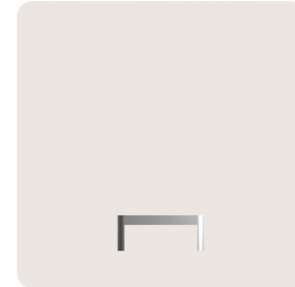
# Annexes

## A. Furniture

Single Bed  
90x200cm  
*Rest*



SingleBed\_IsometricView



SingleBed\_FrontView

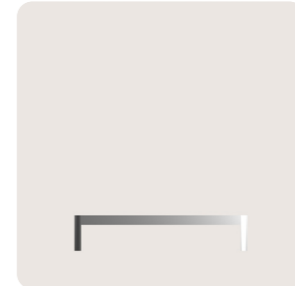


SingleBed\_SideView

Double Bed  
180x200cm  
*Rest*



DoubleBed\_IsometricView



DoubleBed\_FrontView

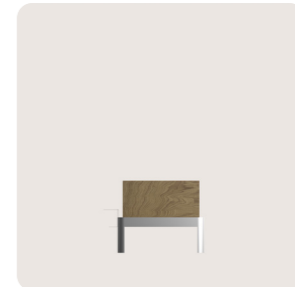


DoubleBed\_SideView

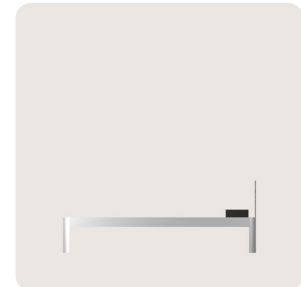
Single Bed +  
90x200cm  
*Rest*



SingleBed+\_IsometricView



SingleBed+\_FrontView

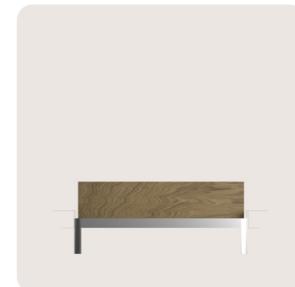


SingleBed+\_SideView

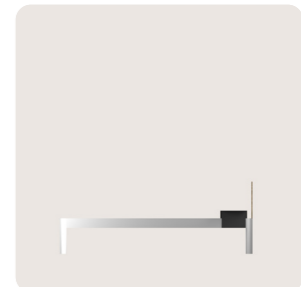
Double Bed +  
180x200cm  
*Rest*



DoubleBed+\_IsometricView



DoubleBed+\_FrontView



DoubleBed+\_SideView

Sofa  
H74xL172xW76,5cm  
Rest



Sofa\_Black\_IsometricView



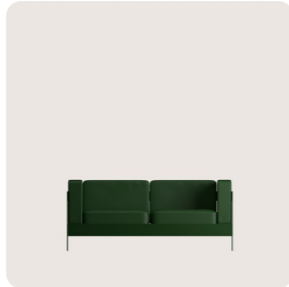
Sofa\_Black\_FrontView



Sofa\_Black\_SideView



Sofa\_Green\_IsometricView



Sofa\_Green\_FrontView



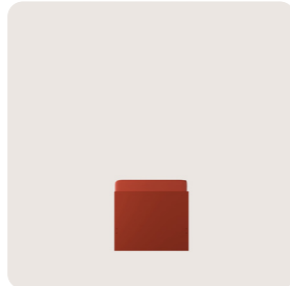
Sofa\_Green\_SideView



Sofa\_Orange\_IsometricView



Sofa\_Orange\_FrontView



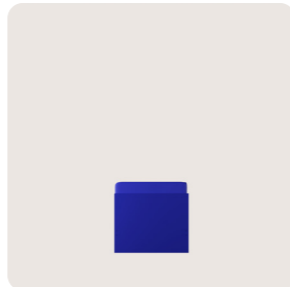
Sofa\_Orange\_SideView



Sofa\_Blue\_IsometricView



Sofa\_Blue\_FrontView



Sofa\_Blue\_SideView

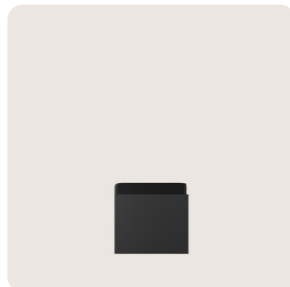
Sofa +  
H74xL242xW76,5cm  
Rest



Sofa\_Black+\_IsometricView



Sofa\_Black+\_FrontView



Sofa\_Black+\_SideView

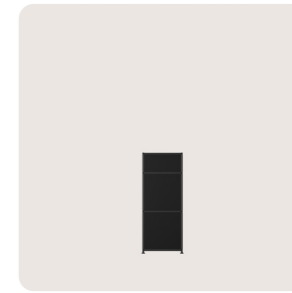
Low wardrobe  
H105xL135xW43,5cm  
Store



LowWardrobe\_Black\_IsoView



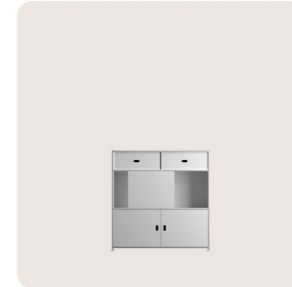
LowWardrobe\_Black\_FrontView



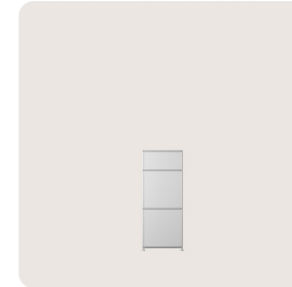
LowWardrobe\_Black\_SideView



LowWardrobe\_White\_IsoView

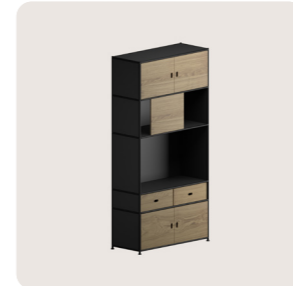


LowWardrobe\_White\_FrontView

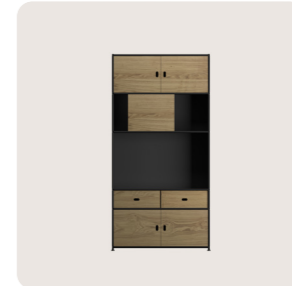


LowWardrobe\_White\_SideView

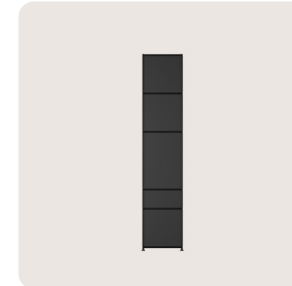
High wardrobe +  
H205xL135xW43,5cm  
Store



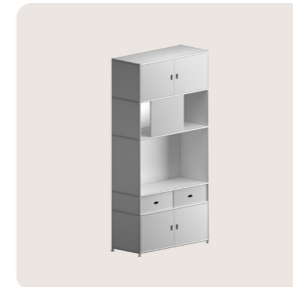
HighWardrobe\_Black\_IsoView



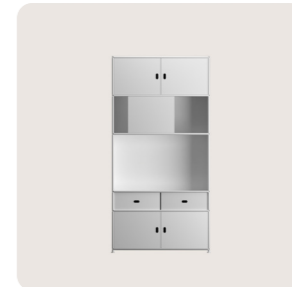
HighWardrobe\_Black\_FrontView



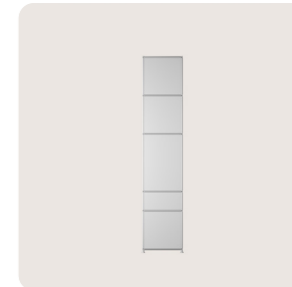
HighWardrobe\_Black\_SideView



HighWardrobe\_White\_IsoView



HighWardrobe\_White\_FrontView



HighWardrobe\_White\_SideView

Small shelf  
H205xL53,5xW43,5cm  
Rest



SmallShelf\_Black\_IsoView



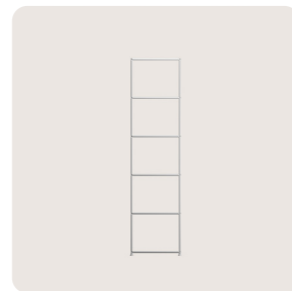
SmallShelf\_Black\_FrontView



SmallShelf\_Black\_SideView



SmallShelf\_White\_IsoView



SmallShelf\_White\_FrontView



SmallShelf\_White\_SideView

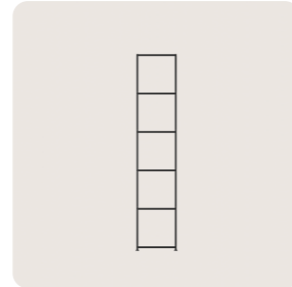
Large shelf +  
H205xL135xW43,5cm  
Rest



LargeShelf\_Black\_IsoView



LargeShelf\_Black\_FrontView



LargeShelf\_Black\_SideView



LargeShelf\_White\_IsoView



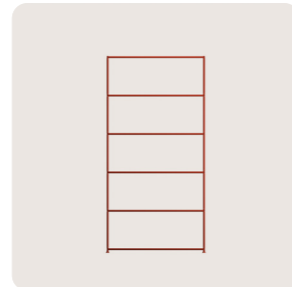
LargeShelf\_White\_FrontView



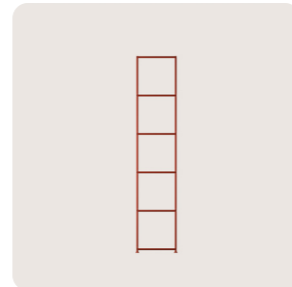
LargeShelf\_White\_SideView



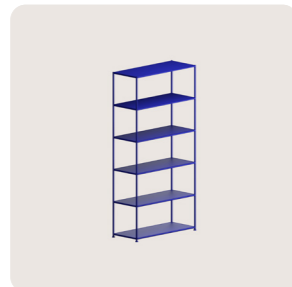
LargeShelf\_Orange\_IsoView



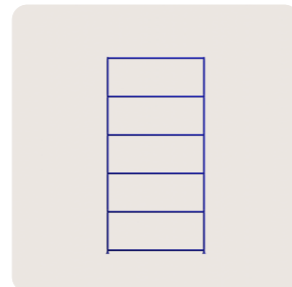
LargeShelf\_Orange\_FrontView



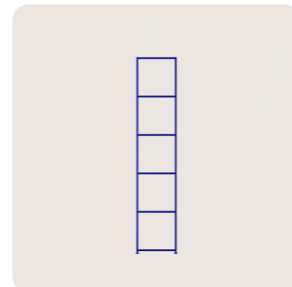
LargeShelf\_Orange\_SideView



LargeShelf\_Blue\_IsoView



LargeShelf\_Blue\_FrontView



LargeShelf\_Blue\_SideView

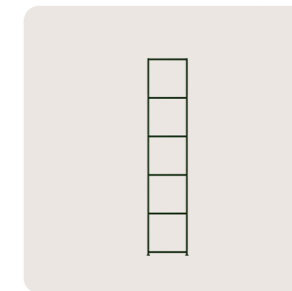
Media unit +  
H105xL135xW43,5cm  
Store



LargeShelf\_Green\_IsoView



LargeShelf\_Green\_FrontView



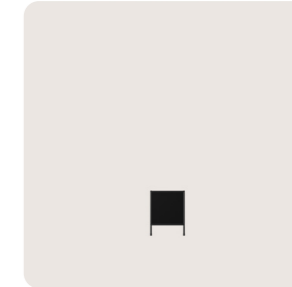
LargeShelf\_Green\_SideView



MediaUnit\_Black\_IsoView



MediaUnit\_Black\_FrontView



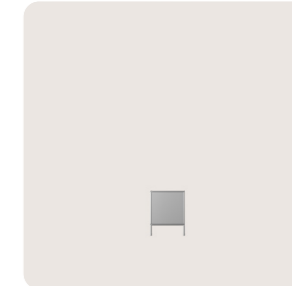
MediaUnit\_Black\_SideView



MediaUnit\_White\_IsoView



MediaUnit\_White\_FrontView

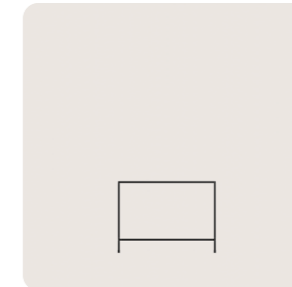


MediaUnit\_White\_SideView

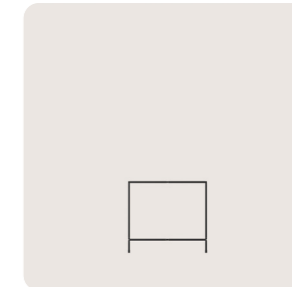
Table  
H73,5xL105xW65cm  
Work



Table\_Black\_IsoView



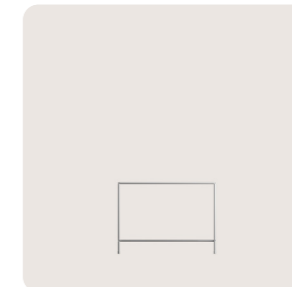
Table\_Black\_FrontView



Table\_Black\_SideView



Table\_White\_IsoView



Table\_White\_FrontView

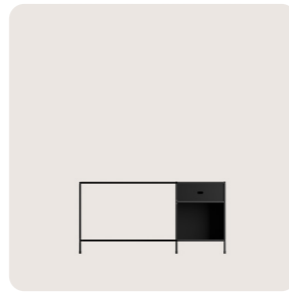


Table\_White\_SideView

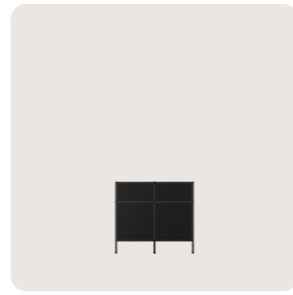
Desk +  
H73,5xL155xW65cm  
Work



Desk\_Black\_IsoView



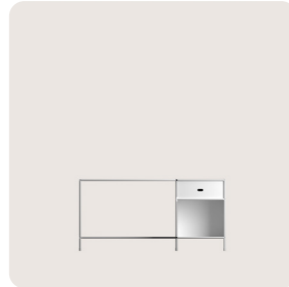
Desk\_Black\_FrontView



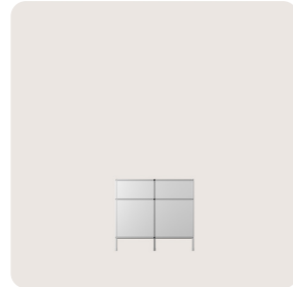
Desk\_Black\_SideView



Desk\_White\_IsoView



Desk\_White\_FrontView



Desk\_White\_SideView

Chair  
Work



Chair\_Wood\_IsoView



Chair\_Wood\_FrontView

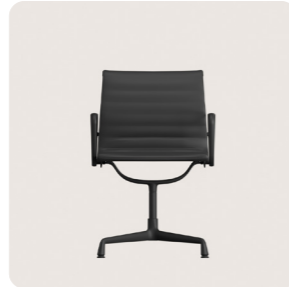


Chair\_Wood\_SideView

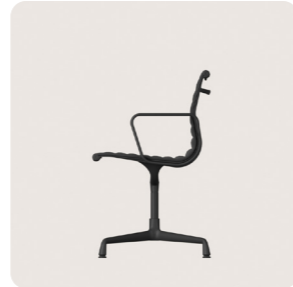
Armchair  
Work



Armchair\_Black\_IsoView



Armchair\_Black\_FrontView



Armchair\_Black\_SideView



Armchair\_White\_IsoView



Armchair\_White\_FrontView



Armchair\_White\_SideView

## B. Spatial arrangements

### Distribution 1

Single bed  
Low wardrobe  
Small shelf  
Table  
Chair



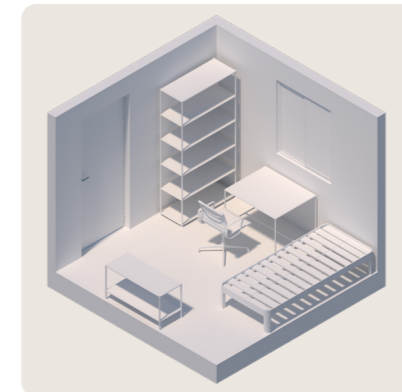
Distribution1\_SpatialArrangements



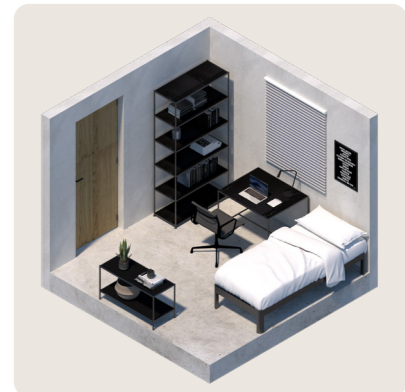
Distribution1\_Style

### Distribution 2

Single bed  
Large shelf +  
Table  
Armchair



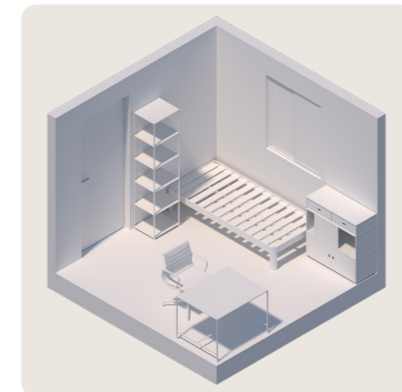
Distribution2\_SpatialArrangements



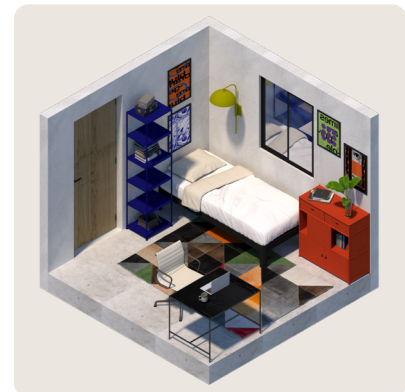
Distribution2\_Style

### Distribution 3

Single bed  
Low wardrobe  
Small shelf  
Table  
Armchair



Distribution3\_SpatialArrangements



Distribution3\_Style



Distribution1\_Style



Distribution1\_Style



Distribution1\_Style



Distribution1\_Style



Distribution1\_Style



Distribution1\_Style



Distribution1\_Style



Distribution1\_Style



Distribution1\_Style



Distribution1\_Style



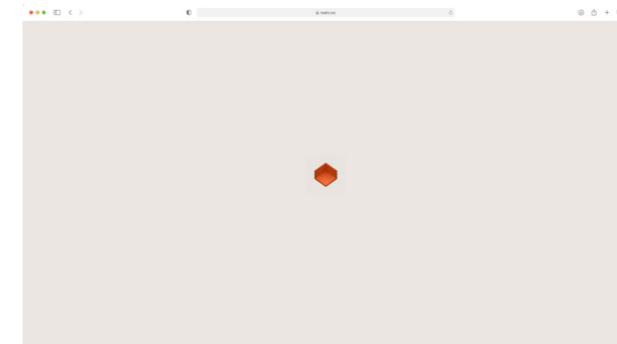
Distribution1\_Style



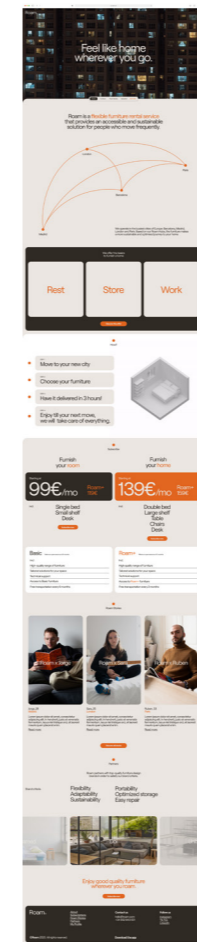
Distribution1\_Style

# C. Website

## Loading Page



## Roam/Home



## Roam/Home





How?

- STEP 1 Move to your new city
- STEP 2 Choose your furniture
- STEP 3 Have it delivered in 3 hours!
- STEP 4 Enjoy till your next move, we will take care of everything.

Furnish your room

Starting at **99€/mo** Room+ 119€

incl. Single bed, Small shelf, Desk

Subscribe now

Furnish your home

Starting at **139€/mo** Room+ 159€

incl. Double bed, Large shelf, Table, Chairs, Desk

Subscribe now

Basic Minimum permanence of 6 months

incl. High-quality range of furniture, Tailored solutions for your space, Technical support, Access to Basic furniture, Free transportation every 6 months

Roam+ Minimum permanence of 2 months

incl. High-quality range of furniture, Tailored solutions for your space, Technical support, Access to Roam+ furniture, Free transportation every 2 months

Room Stories

Roam x Jorge

Jorge, 28 Madrid

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In hendrerit, justo at venenatis fermentum, lacus nisi tristique orci, et laoreet mauris quam placerat enim. [Read more](#)

Roam x Sara

Sara, 25 London

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Roam x Ruben

Ruben, 33 Paris

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Room Stories

Roam x Jorge

Jorge, 28 Madrid

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Sara, 25 London

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Ruben, 33 Paris

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Room partners with top-quality furniture design brands in order to satisfy our brand criteria.

Brand criteria

- Flexibility
- Adaptability
- Sustainability
- Portability
- Optimized storage
- Easy repair

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Roam/Furniture

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Furniture

Explore our range of furniture and all the different features and sizes.

Rest, Store, Work

Size: All | Brand: All

Single bed 90x200cm

Cozy bed without additional table or headboard attachments.

Double bed 90x200cm

Roomy bed without additional table or headboard attachments.

Small bed + 90x200cm

Compact bed with attached headboard and side tables for storage.

Double bed + 90x200cm

Spacious bed with attached headboard and side table.

Sofa H 74 x L 172 x W 76,5cm

Two-seater sofa, perfect for small living spaces.

Sofa + H 74 x L 242 x W 76,5cm

Comfortable three-seater sofa, great for larger living rooms.

Low wardrobe H 105 x L 135 x W 43,5cm

Short and wide storage unit for clothing and accessories.

High wardrobe + H 205 x L 135 x W 43,5cm

Spacious storage unit for clothing and accessories.

Small shelf H 205 x L 53,5 x W 43,5cm

Pretty storage unit for books or decorative items.

Large shelf H 205 x L 135 x W 43,5cm

Tall and narrow storage unit for books or decorative items.

Media unit + H 105 x L 135 x W 43,5cm

Large furniture piece designed to hold and display a television and storage set.

Table H 73,5 x L 105 x W 65cm

Basic furniture piece with a flat top and four legs for support.

Desk + H 73,5 x L 155 x W 65cm

Work surface with ample room for writing or computer work, with drawers for storage.

Chair

Simple wooden seating furniture with a backrest.

Armchair

Padded chair with armrests and a comfortable backrest.

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Roam/Furniture/Rest

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Furniture

Explore our range of furniture and all the different features and sizes.

Rest, Store, Work

Size: All | Brand: All

Single bed 90x200cm

Cozy bed without additional table or headboard attachments.

Double bed 90x200cm

Roomy bed without additional table or headboard attachments.

Small bed + 90x200cm

Compact bed with attached headboard and side tables for storage.

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Sofa H 74 x L 172 x W 76,5cm

Two-seater sofa, perfect for small living spaces.

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# Roam/Furniture/Store

Roam. Furniture

Explore our range of furniture and all the different features and sizes.

Rest Store Work

Size: All Brand: All

**Low wardrobe**  
H 105 x L 155 x W 43,5 cm  
Short and wide storage unit for clothing and accessories.

**High wardrobe +**  
H 205 x L 155 x W 43,5 cm  
Spacious storage unit for clothing and accessories.

**Small shelf**  
H 205 x L 155 x W 43,5 cm  
Petite storage unit for books or decorative items.

**Large shelf**  
H 205 x L 155 x W 43,5 cm  
Tall and narrow storage unit for books or decorative items.

**Media unit +**  
H 105 x L 155 x W 43,5 cm  
Large furniture piece designed to hold and display a television and storage set.

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# Roam/Furniture/Work

Roam. Furniture

Explore our range of furniture and all the different features and sizes.

Rest Store Work

Size: All Brand: All

**Table**  
H 73,5 x L 155 x W 65 cm  
Basic furniture piece with a flat top and four legs for support.

**Desk +**  
H 73,5 x L 155 x W 95 cm  
Work surface with ample room for writing or computer work, with drawers for storage.

**Chair**  
Simple wooden seating furniture with a backrest.

**Armchair**  
Padded chair with armrests and a comfortable backrest.

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# Roam/Furniture/DoubleBed

Roam. Back to Furniture

**Double bed +**

Description: Experience ultimate comfort and style with Roam's double bed. Made from premium quality materials, this bed provides space for a comfortable night's sleep.

Size: 180x200cm

ReFramed Reference: R0024

Large bed + at home

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# Roam/Furniture/LargeShelf

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**Large shelf**

Description: Spacious, sturdy, and stylish large shelf. Perfect for any living room or home office. Upgrade your space with our modern design.

Size: H 205 x L 135 x W 43,5 cm

DOI Reference: R0024

Large shelf at home

Explore similar products

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# Roam/Furniture/Sofa

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## Sofa

Description

Get cozy on our luxurious sofa, crafted with premium materials for ultimate comfort. Perfect for movie nights and lazy Sundays.

Size

H 74 x L 172 x W 76,5 cm

NEW TENDENCY Reference: R024

Sofa at home

Sara's room in London | Jorge's room in Madrid | Ruben's home in Paris

Explore similar products

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Roam x Jorge

Jorge, 28 Madrid

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Roam x Sara

Sara, 25 London

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Roam x Ruben

Ruben, 33 Paris

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Roam x Valeria

Valeria, 27 Barcelona

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## Roam x Jorge

Jorge, 28 Madrid

Next up in our Berlin series is Paula also known more famously as DJ Gigola in the electronic music scene around the world. We sat down at the end of 2022 to reflect on her upbringing in the city and how early experiences at parties in warehouses, open air and bars influenced her relationship to music and safe spaces to explore. We discover how the opportunity to play a DJ set at her local bar paved the way for her to meet friends that ran Live From Earth, the international artist-collective, who subsequently signed her to the eponymous label. Paula, who now regularly plays in renowned clubs around the world, is known for her hybrid sounds, has started to release her own music with hits such as Papi, No es Amor and recent single Affirmation Practice. We round our conversation with her relationship to her home, her refuge where she can escape from the world, and her most cherished objects in it.

R Fantastic. Well I think it's really interesting that I get to interview you or speak to you. Seeing how I met you through an interview in 2016 to where you are now makes me so happy.

Jorge That was my first year of Gigola, basically the whole span of DJ Gigola is from when you met me to now, it's insane. DJ Gigola didn't exist before 2016. Live From Earth didn't exist before 2015, it's insane.

Jorge's Room furniture

1x | 2x | 1x

Jorge's room in Madrid

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Jorge So I would say I'm a Berlin girl. I've always been in the city, it's my home base. It's difficult if you've never not to get in touch with Berlin music culture, which was not as industrialized and capitalized as it is nowadays. It was more, I would say, the second generation or the third generation from Berlin music history. So you had the weird Punkin' times before the wall came down. Then after the wall came down you had the empty spaces and the wild raves. And then when I started going out, around maybe 2005 there was an established scene but there were still house projects, there were still illegal parties, there were warehouses, there were open air, this was the time when me and my friends started exploring Berlin.

We had friends that had parents that were DJs. We had friends that threw their own parties and that's how I got into music. This whole idea of a club as a 'safe space' and the energy of it really drew me into it. And ever since then I was in touch with music at the time without Shazam and everything. Then you start digging and you start finding producers that you want to listen to. Then I started going from producer to producer, seeing them play in the clubs and now that I'm a DJ, I know there's definitely a difference between a DJ and a producer and vice versa.

Then when I turned 18 or 17 I started doing Hip Hop and break dance and I was really into that music. This was game changing for me. And I had friends at that time that did lots of old school parties. So I explored the millennial RnB sound, the golden era, and funk. Sorry this is a long story. I'm nearly finished... And then one day I started DJing at a bar with a friend, Anna, and then we grew as a DJ team.

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Jorge An old friend of mine was actually also a break dancer and he was the first in-house DJ at Live From Earth. And he told me I needed to meet the collective and I was invited to play. It was in May 2016 and this is where DJ Gigola was born. It was all out of a vibe of collaboration, sharing music, sharing ideas for hybrid sound that you actually have an interest in a broad spectrum of music that you like to integrate.

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Jorge We were just all down to have a good time, have a party.

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Explore Roam Stories

Roam x Sara

Sara, 25 London

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Roam x Ruben

Ruben, 33 Paris

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Roam x Valeria

Valeria, 27 Barcelona

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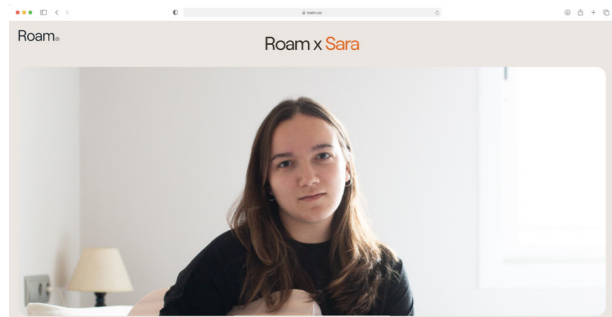
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# Roam/RoamStories/Sara



Sara, 25, London

Okay wow, that's so cool. Let's take it back a little bit for the people who are going to read part of this and be like, how can you jump straight into the present day without giving me some context about who you are. So please just share a little bit about how you got here and your story a little bit.

Sara So I would say I'm a Berlin girl. I've always been in the city, it's my home base. It's difficult if you live here not to get in touch with Berlin music culture, which was not as industrialized and capitalized as it is nowadays. It was more, I would say, the second generation or the third generation from Berlin music history. So you had the weird Punkish times before the wall came down. Then after the wall came down you had the empty spaces and the wild raves. And then when I started going out, around maybe 2005 there was an established scene but there were still house projects, there were still illegal parties, there were warehouses, there were open airs, this was the time when me and my friends started exploring Berlin.

We had friends that had parents that were DJs. We had friends that threw their own parties and that's how I got into music. This whole idea of a club as a 'safe space' and the energy of it really drew me into it. And ever since then I was in touch with music at the time without Shazam and everything. Then you start digging and you start finding producers that you want to listen to. Then I started going from producer to producer, seeing them play in the clubs and now that I'm a DJ, I know there's definitely a difference between a DJ and a producer and vice versa.

Then when I turned 18 or 17, I started doing Hip-Hop and break dance and I was really into that music. This was game changing for me. And I had friends at that time that did lots of old school parties. So I explored the millennial RnB sound, the golden era, and funk. Sorry this is a long story, I'm nearly finished... And then one day I started Dling at a bar with a friend, Anna, and then we grew as a DJ team.

R So how did you get connected to Live from Earth?

Sara An old friend of mine was actually also a break dancer and he was the first in-house DJ at Live from Earth. And he told me I needed to meet the collective and I was invited to play. It was in May 2016 and this is where DJ Gigola was born. It was all out of a vibe of collaboration, sharing music, sharing ideas for hybrids sound that you actually have an interest in a broad spectrum of music that you like to integrate.

R That sounds so organic.

Sara We were just all down to have a good time, have a party.

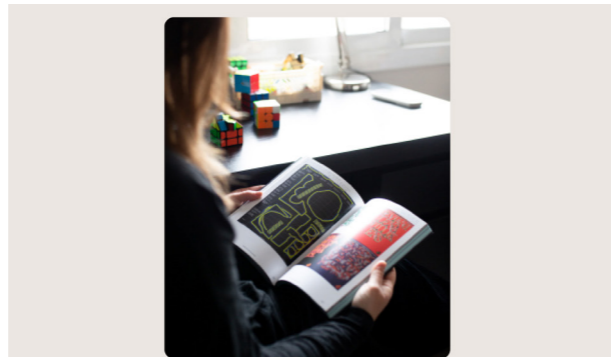
Sara's Room furniture



Sara's room in London

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Jorge, 28, Madrid

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Ruben, 33, Paris

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Valeria, 27, Barcelona

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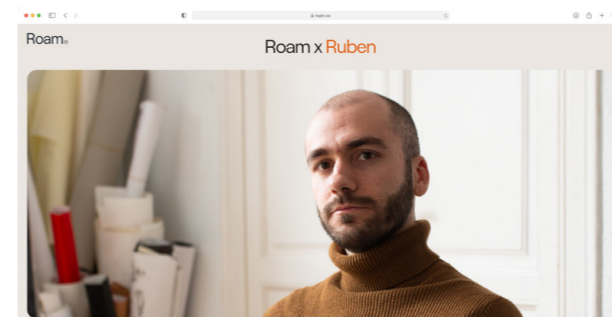
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# Roam/RoamStories/Ruben



Ruben, 33, Paris

Next up in our Berlin series is Paula also known more famously as DJ Gigola in the electronic music scene around the world. We sat down at the end of 2022 to reflect on her upbringing in the city and how early experiences at parties in warehouses, open airs and bars influenced her relationship to music and safe spaces to explore. We discover how the opportunity to play a DJ set at her local bar paved the way for her to meet friends that ran Live from Earth, the international artist-collective, who subsequently signed her to the eponymous label. Paula, who now regularly plays in renowned clubs around the world, is known for her hybrid sounds, has started to release her own music with hits such as Papi, No es Amor and recent single Affirmation Practice. We round our conversation with her relationship to her home, her refuge where she can escape from the world, and her most cherished objects in it.

Ruben's Room furniture



Ruben's room in Paris

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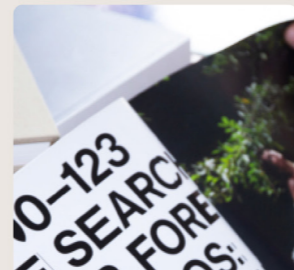
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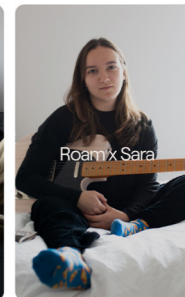
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Jorge, 28, Madrid

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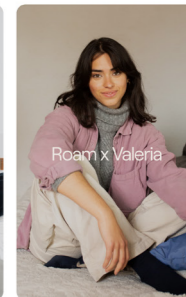
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Valeria, 27, Barcelona

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# Roam/RoamStories/Valeria

Roam. Roam x Valeria

Valeria, 27  
Barcelona

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Valeria's Room Furniture

- bx
- bx
- bx

Valeria's Room in Barcelona

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LES ELIAS

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Jorge, 28  
Madrid

Sara, 25  
London

Ruben, 33  
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Start setting up your space

# Roam/Subscribe/Step1

Roam. I want to furnish...

A room A home

# Roam/Subscribe/Step2

Roam. Choose a plan

Basic Roam+

# Roam/Subscribe/Step3

Roam. Set your space

Measure with your phone Measure manually

# Roam/Subscribe/Step4

Roam. Set your space

Height 300cm Depth 270cm Width 300cm

Door Window Balcony

Start

# Roam/Subscribe/Step5

Roam. Choose your furniture

Rest Store Work

Single bed 90x200cm Double bed 160x200cm

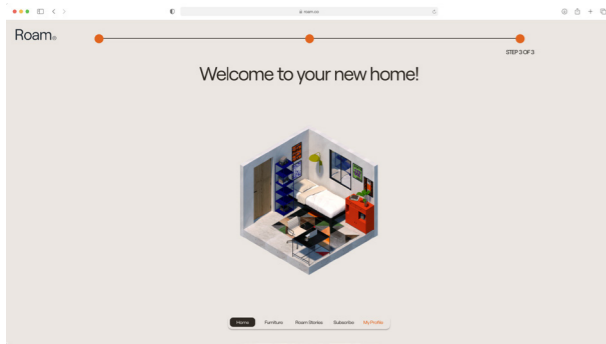
Start

# Roam/Subscribe/Step6

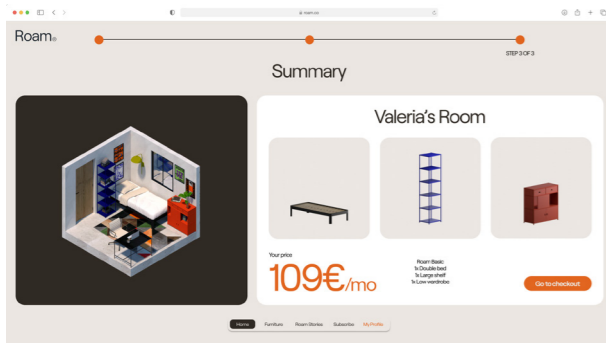
Roam. Select a room

Place the cursor over the rooms to view their details.

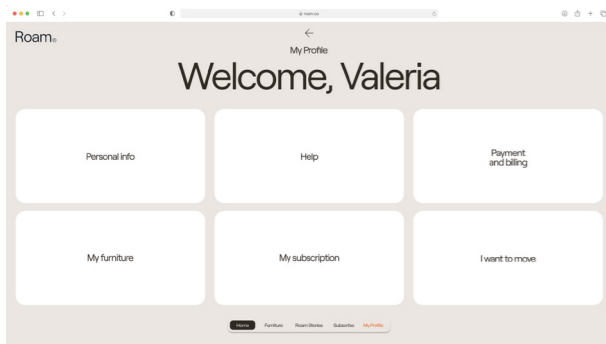
## Roam/Subscribe/Step7



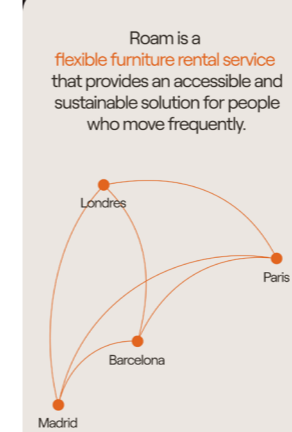
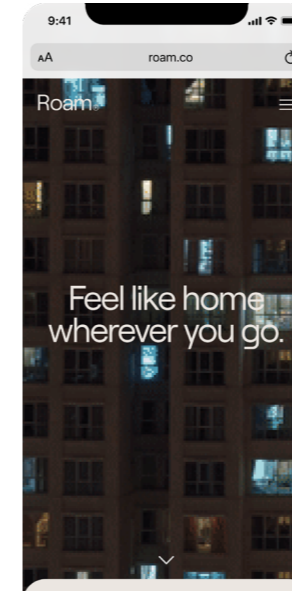
## Roam/Subscribe/Step8



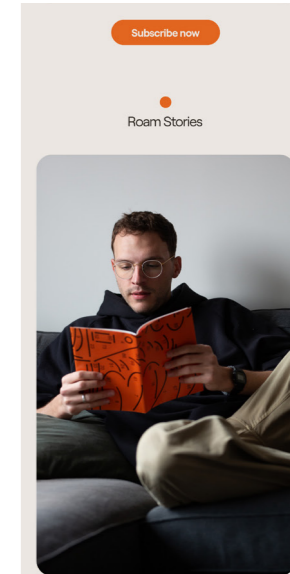
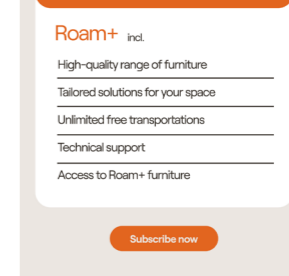
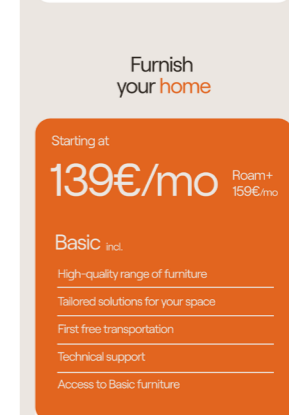
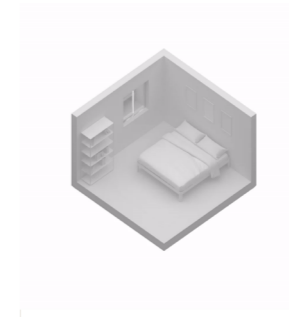
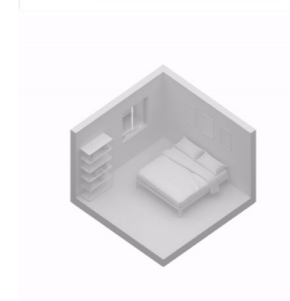
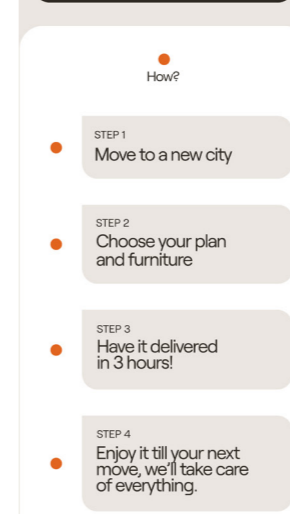
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## Roam/Home



We operate in the busiest cities of Europe: Barcelona, Madrid, London and Paris. Stored on our Roam Hubs, the furniture makes a more sustainable and optimised journey to your home.



Jorge, 28  
Madrid  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In hendrerit, justo at venenatis fermentum, lacus nisi tristique orci, et laoreet mauris quam placerat enim.  
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Sara, 25  
London  
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Ruben, 33  
Paris

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Explore our range of furniture and all the different features and sizes.

Rest Store Work

Size Brand

Select Select

Single bed  
90x200cm

Cozy bed without additional table or headboard attachments.

Double bed  
180x200cm

Roomy bed without additional table or headboard attachments.

Single bed +  
90x200cm

Compact bed with attached headboard and side tables for storage.

Double bed +  
180x200cm

Spacious bed with attached headboard and side table.

Sofa  
H 74 x L 172 x W 76,5cm

Two-seater sofa, perfect for small living spaces.

Sofa +  
H 74 x L 242 x W 76,5cm

Comfortable three-seater sofa, great for larger living rooms.

Low wardrobe  
H 105 x L 135 x W 43,5 cm

Short and wide storage unit for clothing and accessories.

High wardrobe  
H 205 x L 135 x W 43,5 cm

Spacious storage unit for clothing and accessories.

Small shelf  
H 205 x L 53,5 x W 43,5 cm

Petite storage unit for books or decorative items.

Large shelf  
H 205 x L 135 x W 43,5 cm

Tall and narrow storage unit for books or decorative items.

Media unit +  
H 105 x L 135 x W 43,5 cm

Large furniture piece designed to hold and display a television and storage set.

Table  
H 73,5 x L 105 x W 65 cm

Basic furniture piece with a flat top and four legs for support.

Desk  
H 73,5 x L 155 x W 65 cm

Work surface with ample room for writing or computer work, with drawers for storage.

Chair  
Simple wooden seating furniture with a backrest.

Armchair  
Padded chair with armrests and a comfortable backrest.

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Armchair

Padded chair with armrests and a comfortable backrest.

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Size Brand

Select Select

Single bed  
90x200cm

Cozy bed without additional table or headboard attachments.

Double bed  
180x200cm

Roomy bed without additional table or headboard attachments.

Single bed +  
90x200cm

Compact bed with attached headboard and side tables for storage.

Double bed +  
180x200cm

Spacious bed with attached headboard and side table.

Sofa  
H 74 x L 172 x W 76,5cm

Two-seater sofa, perfect for small living spaces.

Sofa +  
H 74 x L 242 x W 76,5cm

Comfortable three-seater sofa, great for larger living rooms.

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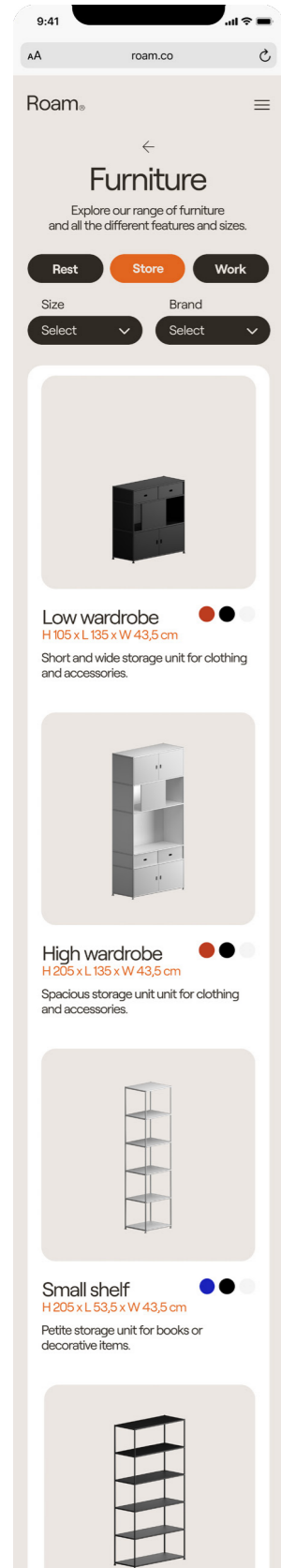
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### Furniture

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Rest Store Work


Size Brand

Select Select




**Low wardrobe**  
H 105 x L 135 x W 43,5 cm

Short and wide storage unit for clothing and accessories.




**High wardrobe**  
H 205 x L 135 x W 43,5 cm

Spacious storage unit for clothing and accessories.



**Small shelf**  
H 205 x L 53,5 x W 43,5 cm

Petite storage unit for books or decorative items.



**Large shelf**  
H 205 x L 135 x W 43,5 cm

Tall and narrow storage unit for books or decorative items.



**Media unit +**  
H 105 x L 135 x W 43,5 cm

Large furniture piece designed to hold and display a television and storage set.

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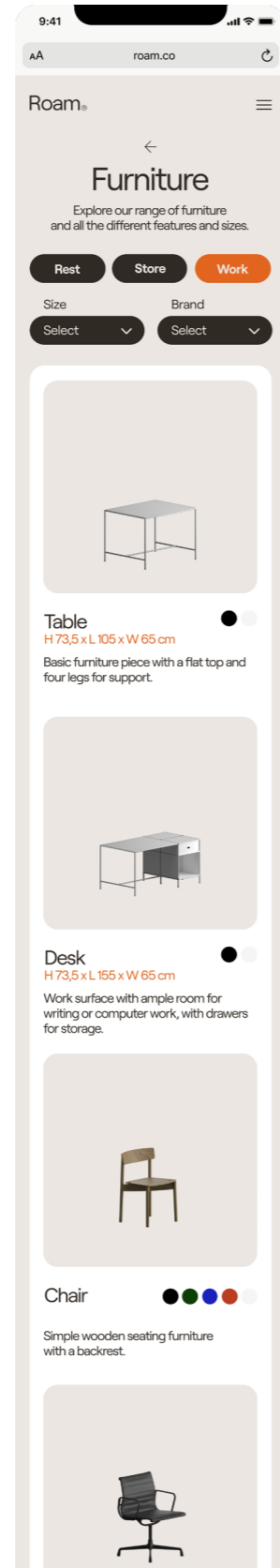
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### Furniture

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Rest Store Work


Size Brand

Select Select




**Table**  
H 73,5 x L 105 x W 65 cm

Basic furniture piece with a flat top and four legs for support.



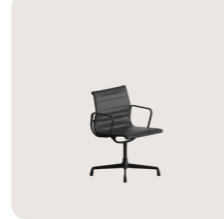
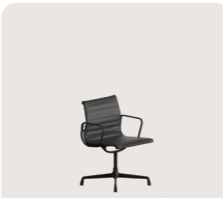
**Desk**  
H 73,5 x L 155 x W 65 cm

Work surface with ample room for writing or computer work, with drawers for storage.



**Chair**

Simple wooden seating furniture with a backrest.



**Armchair**

Padded chair with armrests and a comfortable backrest.

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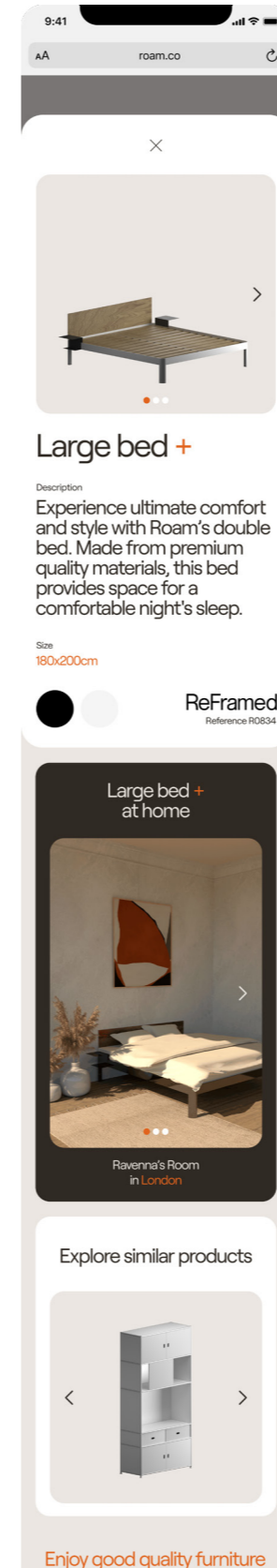
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## Roam/LargeBed



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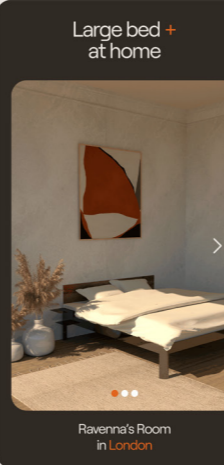


**Large bed +**

Description  
Experience ultimate comfort and style with Roam's double bed. Made from premium quality materials, this bed provides space for a comfortable night's sleep.

Size  
190x200cm

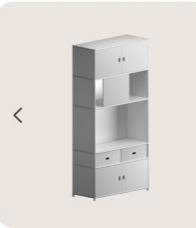
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Large bed + at home

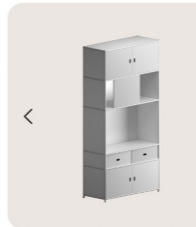
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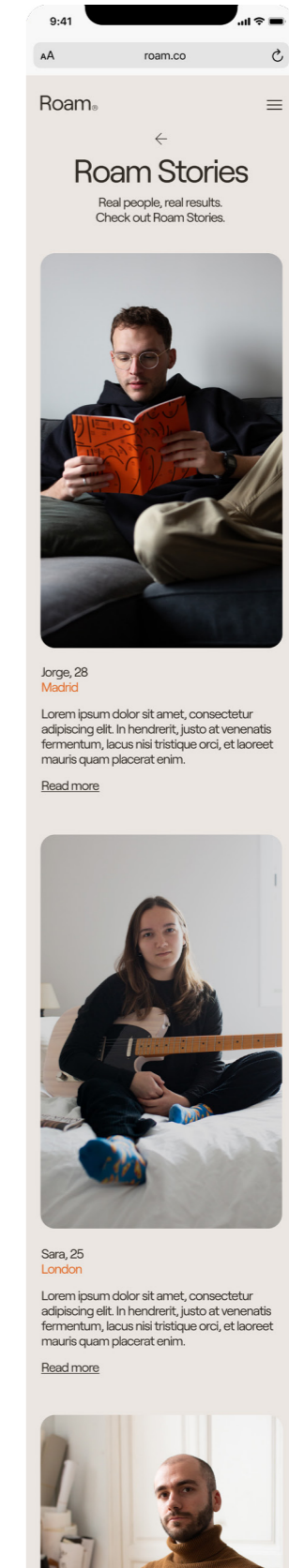
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## Roam/RoamStories




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**Jorge, 28**  
Madrid

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**Sara, 25**  
London

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**Ruben, 33**  
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**Valeria, 27**  
Barcelona

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Coming soon



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Roam x Jorge



Jorge, 28  
Madrid

**R** Fantastic. Well I think it's really interesting that I get to interview you or speak to you. Seeing how I met you through an interview in 2016 to where you are now makes me so happy.

**Jorge** So I would say I'm a Berlin girl. I've always been in the city, it's my home base. It's difficult if you live here not to get in touch with Berlin music culture, which was not as industrialized and capitalized as it is nowadays.

It was more, I would say, the second generation or the third generation from Berlin music history. So you had the weird Punkish times before the wall came down.

Then after the wall came down you had the empty spaces and the wild raves. And then when I started going out, around maybe 2005 there was an established scene but there were still house projects, there were still illegal parties, there were warehouses, there were open air, this was the time when me and my friends started exploring Berlin.


**R** An old friend of mine was actually also a break dancer and he was the first in-house DJ at Live from Earth. And he told me I needed to meet the collective and I was invited to play.

**Jorge** It was in May 2016 and this is where DJ Gigola was born.

**R** It was all out of a vibe of collaboration, sharing music, sharing ideas for hybrids sound that you actually have an interest in a broad spectrum of music that you like to integrate.

**Jorge** That sounds so organic.

**R** We were just all down to have a good time, have a party.



Jorge's room in Madrid

**R** Fantastic. Well I think it's really interesting that I get to interview you or speak to you. Seeing how I met you through an interview in 2016 to where you are now makes me so happy.

**Jorge** So I would say I'm a Berlin girl. I've always been in the city, it's my home base. It's difficult if you



Jorge's room in Madrid

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**R** It was all out of a vibe of collaboration, sharing music, sharing ideas for hybrids sound that you actually have an interest in a broad spectrum of music that you like to integrate.

**Jorge** That sounds so organic.

**R** We were just all down to have a good time, have a party.

Jorge's furniture



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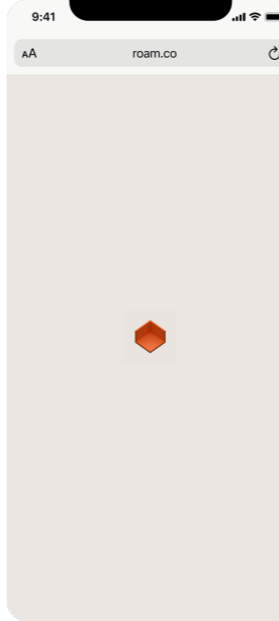
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← STEP 1 OF 3

I want to furnish...

A room

A home

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← STEP 2 OF 3

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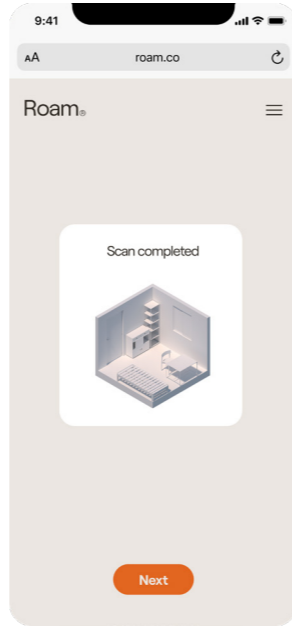
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Subscribe/7



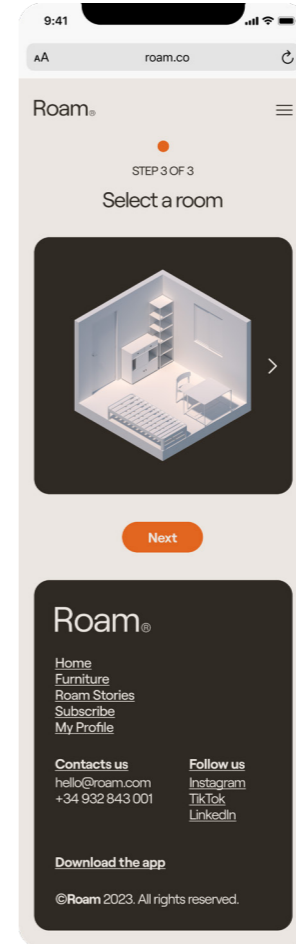
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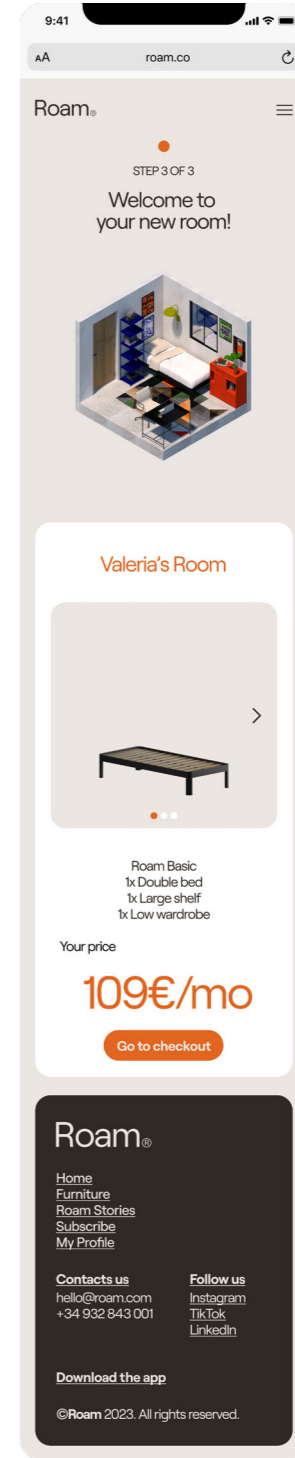
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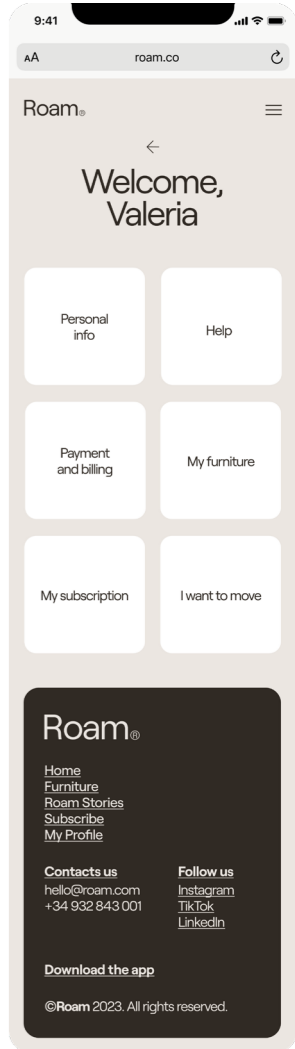
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Alba Agüera, Arnau Jalón, Jorge Cusí, Julen Beloki, Marina Prohens, Oriol Barlan, Sara Barcons, Sergi Peguera, Valeria Castillo, Vinyet Tejedor.