



SME Consulting Programme

Project 5 – Investor Readiness Pitch Deck Formulation

Brief Company Profile

This is a Singapore-based hospitality brand providing thoughtfully curated serviced apartments designed for the modern traveler. Moving away from a basic "place to sleep," the brand offers relaxed, effortless retreats for both short holidays and extended city stay.

Backed by a decade of experience in converting private properties into high-yield serviced apartments, the company is now shifting toward a portfolio of shophouses and boutique-sized properties under 72 units. A prime example is their current 31-unit property in Bugis, which perfectly capitalises on the rising market demand for boutique spaces tailored specifically for extended family stays.

To fully unlock its pipeline of new property acquisitions and accelerate expansion, the company is now looking to navigate capital constraints by securing institutional investment partners.

To develop a comprehensive and compelling investor pitch deck that the founder can strategically use to support his efforts in raising funding from private equity firms and real estate asset managers, to fuel the next phase of property acquisition.

Project Scope

Expected deliverables from Student Consultants:

Develop a polished and professionally designed pitch deck featuring a strong investment strategy, market opportunity analysis, target property profiles e.g., the Bugis model, and the company's scale strategy showcasing historical performance (such as rental yield), and projected returns for the new boutique pipeline.

The pitch deck should cover most of the points listed below (to be further discussed in consultation with the company and project advisor during the launch meeting):

1. **Executive Summary:** A high-level summary.
2. **Market Opportunity:** The "Sweet Spot": Why properties under 72 units (shophouses/small hotels) are underserved but highly profitable.
3. **The Solution/Strategy:** How the brand could transform spaces into curated, family-friendly, extended-stay retreats that modern traveler demand.
4. **Proof-of-Concept ('The Bugis' Case Study):** Using the current 31-unit Bugis property, show concrete evidence and yield data to prove the model works.
5. **USP and Operational Edge:** For example, explain how the company converts assets efficiently and manage them at a lower cost than traditional hotels.
6. **The Growth Pipeline:** The target properties to eye on but need capital to secure. Show investors that the pipeline is ready to go.
7. **Financial Projections:** Outline the financial forecasting.
8. **The Ask & Use of Funds:** The funding target and how exactly the capital will be deployed.

(Note: This project is focused on the formulation of the investor pitch deck as the final deliverable. It does not cover live pitching, investor outreach, or business development activities. Additionally, no formal written report is required for this project.)

Student Requirements

- A **3-member** team with at least **two** students majoring in Strategic Management.
- Prior experience or knowledge in these areas will be highly advantageous:
 - Capital raising and/or investor narrative development (crafting pitch decks, financial modeling etc.), investment landscapes (Private Equity, Venture Capital, Family Offices, or HNWI's), real estate or boutique hospitality sectors (serviced apartments, boutique hotels, Airbnb etc.).
- The team will be mentored by a [Project Advisor](#).

More Information

Start Date:	ASAP
Duration of project:	Minimally 20 working weeks
Stipend:	\$3000 per team (excluding incidental expenses incurred during the course of the project)
Working hours:	Flexible working hours
Internship filing:	Up to 10 weeks

**Only applicable to undergraduates from the Lee Kong Chian School of Business, School of Economics and School of Social Sciences.*