

Imagining what the world would look like in 2050 is an almost impossible task; a far-fetched prediction much greater in scale and magnitude than our feeble attempts to forecast the journey of humankind in 2020 from the year 2019. The mere extrapolation of current trends and global behaviours can yield countless scenarios. However, when predicting the world from the standpoint of the planet's health and potential regeneration after decades of damage, the potential scenarios are more dire. Hospitality has always historically lagged behind other industries and it is time to reverse this stereotype and stigma to become the forefront of sustainable innovations. We anticipate the hospitality industry of 2050 to be a community builder, innovator, and a responsible and ethical member of society. Accompanied by reimagining the market lifestyle, business models and the positioning strategy of hospitality, there has never been a more pressing time to reinvent the industry. We want the neo-hospitality industry to transform societies; become the driving force that inspires communities and other industries to engage in the very transformation of our world by 2050.

Following an analysis of the major problem sets, we identified the most pressing issues at hand as Slum Development and Unsustainable Production and Consumption. The research and findings conducted by this investor's deck will follow how hospitality will redefine itself to not only create shared value and make a meaningful impact but address these key issues as the industry transitions to 2050. It is to be understood that at any stage of this timeline should half-hearted implementations take place, society risks slipping down to scenarios whereby planetary health declines and severe restrictions are imposed; both of which would endanger the very sustenance of the hospitality industry. Our team chose to assume and to a certain extent, suspend our disbelief, that the other problem sets will either be solved by 2050 or are remarkably close in closing the gap. Much of the decision to choose these two problem sets come with the assumption that hospitality will not only benefit tremendously from the alleviation of these issues but also define its role in society as one that takes these issues seriously.

Our solutions draw influence from McKinsey's Three Horizons Model for Innovation which guide potential investors towards the development of self-sufficient and regenerative communities. Horizon 1 (defend and extend current businesses) involves the creation of co-living environments called **SEVCCO** (Shared Economic Value through Co-living Cooperative Opportunities) in developed countries whereby they tackle the most pressing issues such as loneliness (exacerbated by the ongoing pandemic), unsustainable production and consumption, resource inefficiencies, housing crisis of Generation Y and Z, growing elderly care home demand, waste management and the carbon footprint by 2030. By leveraging the efficiencies and economies of scale gained through sharing resources, spaces and moments, hospitality can create shared value for planet, individuals, and businesses alike. Regarding financial returns, SEVCCO will be resilient to travel restrictions (as shown by COVID-19) and hotel owners and investors can improve rental yields by up to 12.1% if they convert an existing property into a co living scheme thus diversifying their operational portfolio. To ensure the hospitality industry's longevity and growth while progressing into the volatile future ahead, the sector should expand its offering to fill the gap in the housing market by offering sustainability focused community living.

Horizons 2 and 3 are the "dream" stages of our solution where we aim to solve much larger problems perpetuated around the world. We envision these two stages to address most and if not all SGDs. Horizon 2 (explore and build emerging businesses) sees hospitality taking all the lessons learnt from creating co-living spaces in Horizon 1 and to effectively export the concept to developing countries to counter act slum development. Due to crippling infrastructure, unsafe electricity grids, unsustainable and unhygienic waste management systems, inadequate access to water and other medical essentials, integrating these basic societal systems becomes increasingly difficult for a city to implement. The physical existence of slums sets a challenge for the governance of any city around the world, and it is becoming increasingly imperative for it to undergo a transformation into Slums of Hope whereby they are slowly integrated into the city and referred to then on as "a neighbourhood". Hospitality should bring a paradigm shift to becoming community creators through public and private partnerships to develop new neighbourhoods: SEVCCO, in which they will manage. Furthermore, it is estimated that slum dwellers represent an uncaptured market of \$5 trillion in purchasing power and these community centres have tremendous potential to facilitate this market valuation. Horizon 3 (create entirely new possibilities and competencies) enters the aspirational stage of our solution whereby the people and planet live together in a symbiotic relationship. By fostering community engagement, we want hospitality to encourage community building alongside technology and partnerships to address society's problems and to solve them in the most appropriate way. Hospitality further provides the public with additional finance and operational expertise in the development of such concepts. Creating regenerative eco-systems and smart cities through shared value have the potential to solve many of the world's existing problems and we envision hospitality to be at the centre of it all.

Presently, hospitality services are generally about selling a perishable and transactional experience. It is imperative now for the hospitality industry to promote hospitality as a component of a sustainable lifestyle. Whether it be wellness, fitness, or nutrition, hospitality should no longer be a service and experience provider but a lifestyle creator that takes sustainability close to heart. Hospitality has the power to influence consumer behaviour and to promote sustainable lifestyles. Hospitality will become the community creator whereby people's expectations and demands are delivered in the highest regards whilst also at the same time, promoting community growth. Partnerships with local charities, other education organisations and partnerships with hospitality education institutions encourage the societal integration of communities into the hospitality industry. By 2050, hospitality will become a core member of the society, operating new neighbourhoods, facilitating new changes to the community. We believe in the dream of SEVCCO.