

**HOTEL
MAMA**

Z E R M A T T

MEETS



MIT CoWORKING-SPACE EINEN SCHRITT IN DIE ZUKUNFT

AM BEISPIEL DES HOTEL MAMA ZERMATT

HOTEL
MAMA
ZERMATT





HOTEL
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 PURAWORKA

HOTEL
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ZERMATT





- BERGDORF
- GANZJÄHRIGE
FERIENDESTINATION
- INTERNATIONALE
GÄSTE

HOTEL
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#probierwasneues

DAS BERGDORF UND DAS HORN.

Als Bergdorf mit Kultcharakter ist Zermatt seit jeher Treffpunkt anspruchsvoller Urlaubsgäste von nah und fern. Dabei geht es schon lange nicht mehr darum, nur das Matterhorn abzuknipsen, sondern um das unvergessliche rund um das bekannteste Horn der Welt. Und darum, Zermatt weit abseits vom Mainstream zu erleben.

Erlebnis

Mama weiss wie

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Welcome to the Family

follow us



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MISSION:

TO SHAPE WORK TOWARDS AN ART OF LIVING BY GIVING PEOPLE ACCESS TO ECOSYSTEM SERVICES IN BEAUTIFUL CO-WORKING DESTINATIONS AROUND THE WORLD.

THE NAME PURAWORKA WAS INSPIRED BY THE COSTA RICAN EXPRESSION 'PURA VIDA'.
KNOWING THAT OUR LIFE WILL BE DEDICATED TO WORK...
WE THEN DREAMED, HOW TO SHAPE WORK TOWARDS AN ART OF LIVING...

VISION:

TO LEVERAGE THE DIGITAL REVOLUTION, TO FOSTER A MODEL COMMUNITY BASED ON A SUSTAINABLE AND COLLABORATIVE ECONOMY.

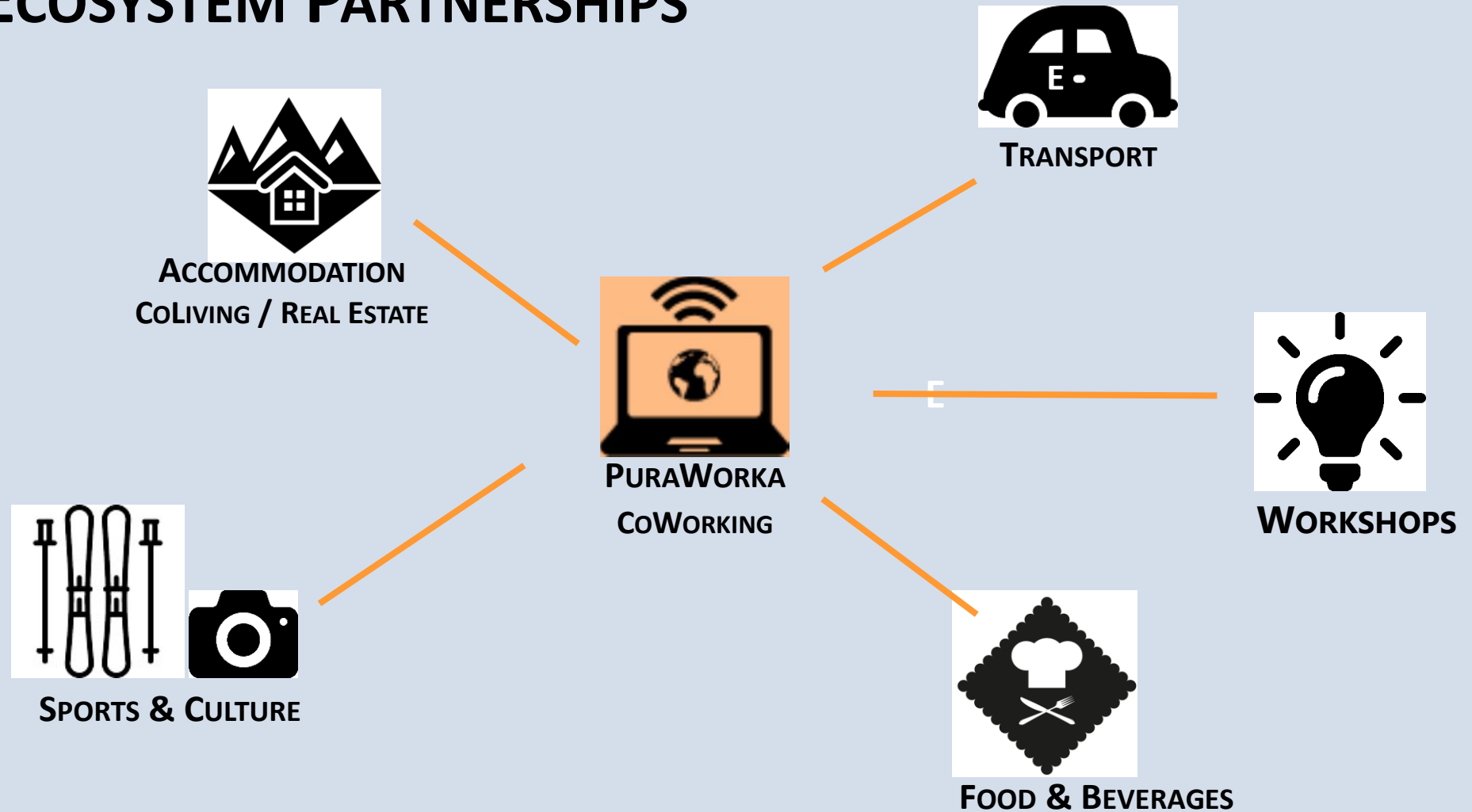
WE WENT FROM VISION TO ACTION, [FOLLOW US!](#)

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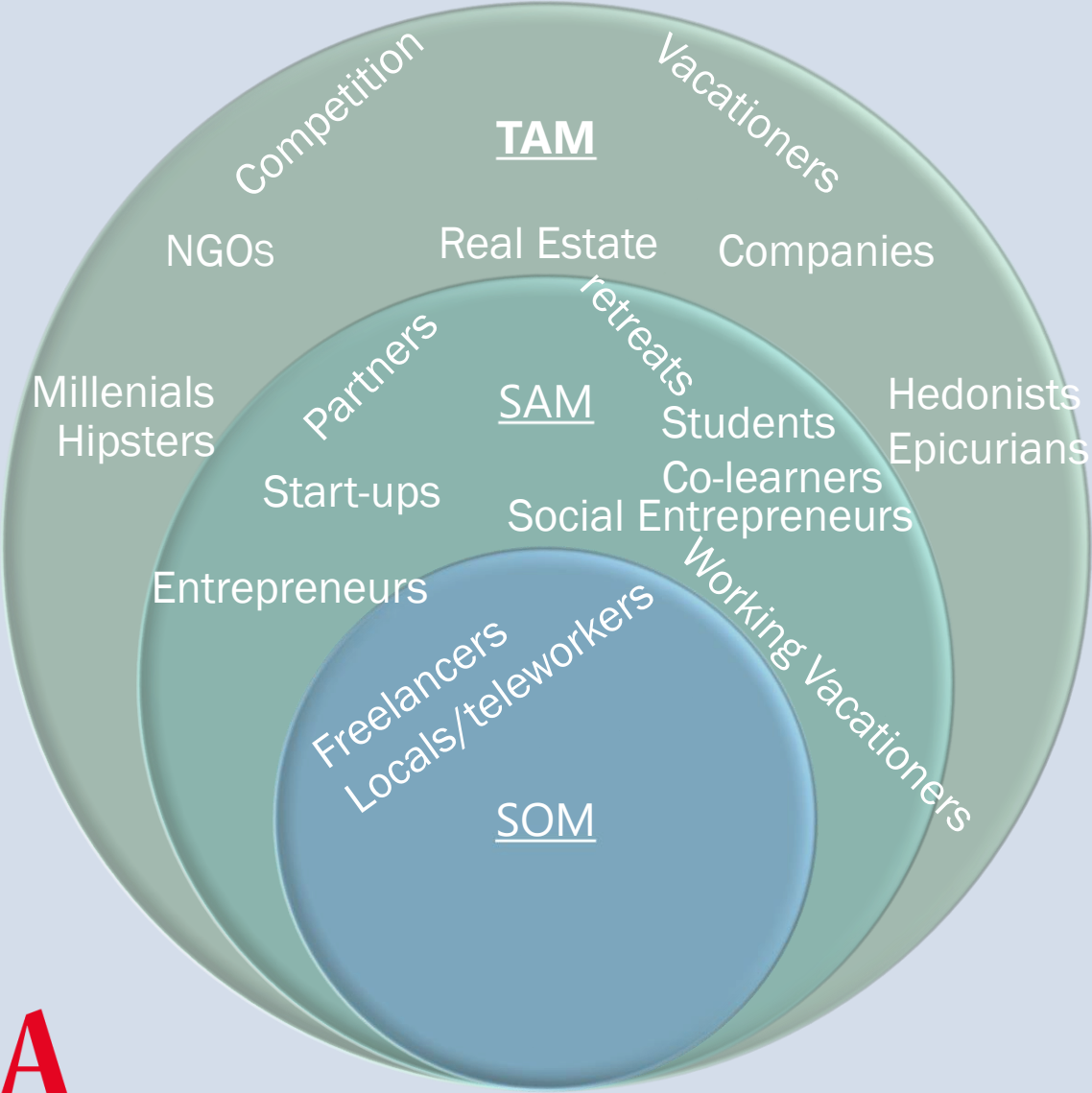
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ECOSYSTEM PARTNERSHIPS





EXTENSIVE CUSTOMER SEGMENTS



#DemocratizeCoWorking

INNOVATION / USPs

- ❑ Digitalisation of work: Opportunity for Hotel industry & touristic destinations;
- ❑ Development of **ecosystem services** around the coworking space [Digital Platform];
- ❑ **Multimodality** and "uberisation" of spaces within hotels [**Plug&Play** -> 'API'];
- ❑ Creation of digital **hubs** within the Alps;
- ❑ **Bleasure; B2B**
- ❑ **Network** of hotels / touristic / urban destinations
- ❑ **Sustainability – glocalism** at the heart/ core;
- ❑ Leveraging the digital revolution to put human back at the center.

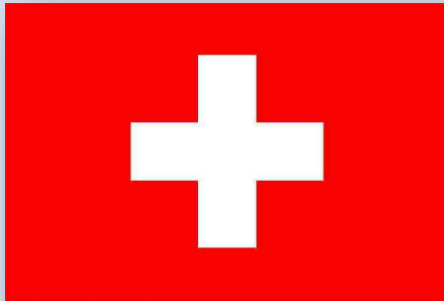


KPIs

USA 2020 40% FREELANCERS

WORLD 2025 75% MILLENNIALS WORKERS

upwork
15MIO FREELANCERS



25% FREELANCERS

30% @HOME>0.5DPW

222 COMPANIES WORK-SMART

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2030

5TH ECONOMY / GDP:\$5,4TN



of Swiss CFOs
consider flexible
ways of working
in their location
strategies



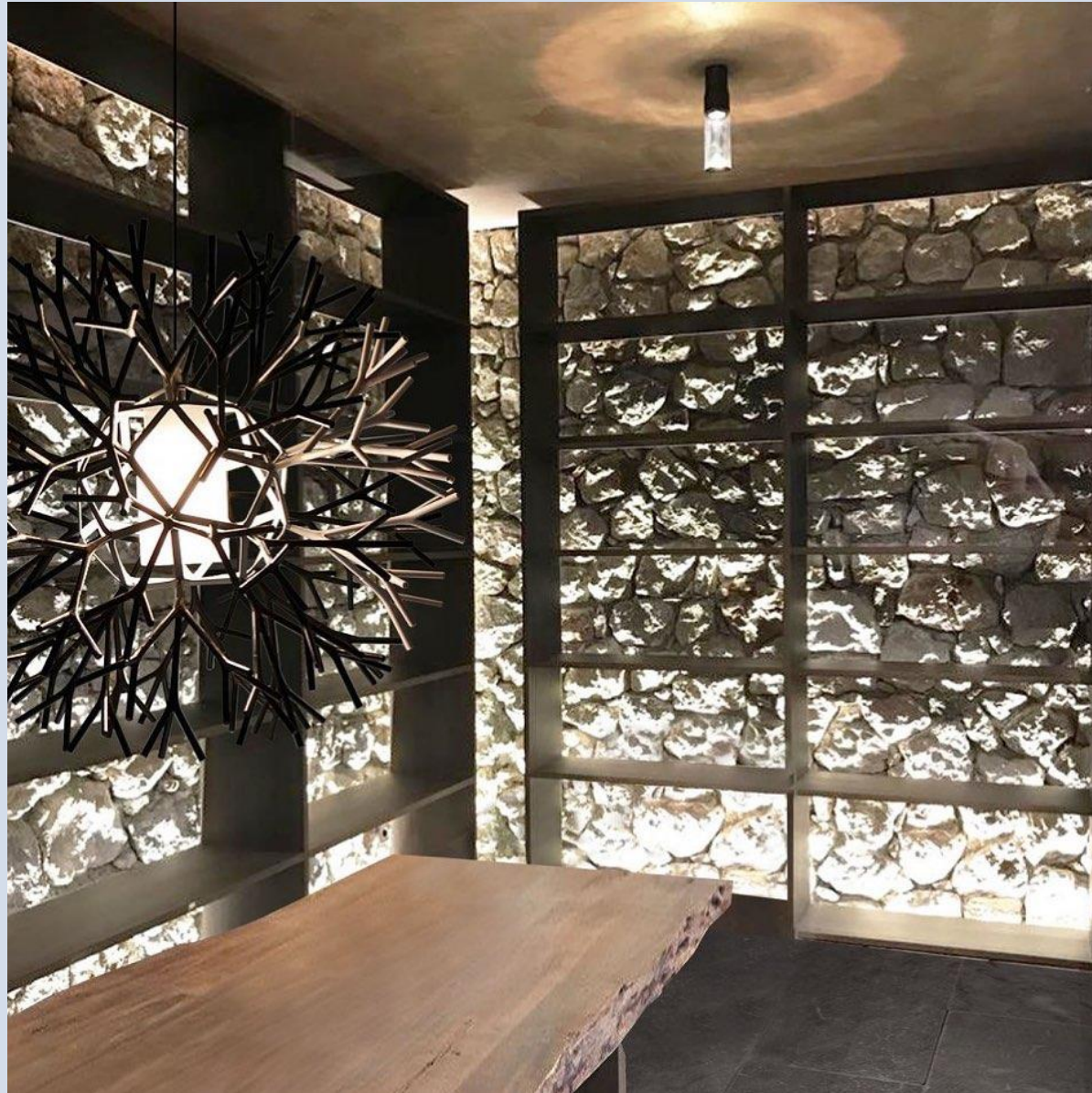
of Swiss citizens
indicated that
they intend to
use the sharing
economy



**ENHANCE MOTIVATION
INCREASE PRODUCTIVITY
REDUCE CO2 CONSUMPTION
REDUCE TRAFFIC**

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JUST THE START...



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“There is nothing more dangerous than standing still in a world that is changing.”

Jacques Chirac

jacques chirac
cugumudm.

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