



# You&Co

EARN WELL!  
LIVE WELL! REST WELL!

X-----DUBAI

# ABOUT COLIVING

What is coliving? What is attractive about it?

***COLIVING IS A MODERN WAY OF LIVING AND WORKING. IT IS PERFECT FOR ACTIVE PEOPLE WITH A RATIONAL MIND.***

It is a place where you can work efficiently, choose among various activities in your free time and organize your everyday life in an easy way. More importantly, coliving is also a unique community for fostering projects, exploring your talents and making friends :)



**COLIVING** MADE IN PARTNERSHIP WITH THE BEST ARCHITECTURE STUDIO IN THE COLIVING AND PUBLIC SPACE SEGMENT

**FIRST COLIVING IN DUBAI  
OPENING IN 2021**



“We studied the experience of **953 colivings** around the world – everything from a smaller format with 15-17 people to 24-floor buildings with 740 residents. We believe this type of community has **a bright future ahead.**”

**Alexander Sharapov,**  
founder of Becar Asset  
Management

# RESIDENTS

Why do they choose colivings?

## YOUNG PEOPLE: TRENDS



Reality is online today



We are not strategic about life: we live in the here and now



We choose social interactions over staying alone



Joy is important in life



The more diverse, the better

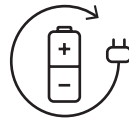


Each one of us is special



Smart is cool

## WHAT A COLIVING HAS TO OFFER:



Opportunities for productive work and leisure



Community for socializing



Services to make housekeeping easier



Tools for exploring your talents and growing your professional potential

THE PANDEMIC YEAR OF 2020 SHOWED THAT PROPERTIES WITH **LESS SPACE FOR SLEEPING** AND MORE SPACE FOR SOCIALIZING, ENTERTAINMENT AND WORK ARE **ALWAYS AT LEAST 81% FULL**. (THERE IS NO NEED TO LEAVE THE BUILDING — YOUR CLIENTS, PARTNERS AND FRIENDS ARE ALL IN THE SAME SPACE.)



“CHECK FOR YOURSELF! IT’S A BETTER DEAL THAN BUYING AN APARTMENT.”

“I AM FREE TO **CHOOSE HOW I WANT TO WORK TODAY:** FROM THE OFFICE OR LYING IN THE HAMMOCK.”



“I NEVER FEEL LONELY. BUT I CAN **CHOOSE TO BE ALONE** WHEN I FEEL LIKE IT.”



“WORKING SIDE BY SIDE ON DIFFERENT PROJECTS **WE MOTIVATE EACH OTHER TO BE MORE EFFICIENT.** THAT’S A GREAT THING!”

# DUBAI PROJECT

Building concept

**IT'S ALL ABOUT NETWORKING, HANGING OUT WITH LIKE-MINDED PEOPLE AND RECHARGING. IT'S ABOUT SAVING YOUR TIME.**

YouCo is a world where modern people **want to live**. Everything here is designed to **inspire** the residents and **bring them together**.

**HOUSING IS FOR LIVING, NOT FOR HOUSEKEEPING :)**



Cleaning services



Concierge 24/7



Work space



Ultra high speed Internet



Gym



Parties and cozy nights with friends

**IT'S ALL INCLUDED IN THE PRICE!**



THE LARGEST COLIVING COMPOSED OF THREE TOWERS – **769 ROOMS** IN TOTAL!

**A GIGANTIC STYLOBATE** – A BRIDGE CONNECTING THE TOWERS WITH A PUBLIC AREA OF **OVER 1000m<sup>2</sup>** (THAT'S **1.5** TENNIS COURTS!)

**THE LARGEST CONDO COLIVING IN DUBAI:** IT IS THE ONLY COLIVING OWNED BY A GROUP OF OWNERS INSTEAD OF ONE PERSON.

starting  
at **6% APR** \$



**Address:** Dubai Production City  
**Completion date:** 8 Nov 2021  
**N of floors:** 9 floors

# DUBAI PROJECT

The I and WE areas, surroundings and infrastructure

**TWO PARTS OF OUR LIFE – ‘I’ AND ‘WE’  
– NATURALLY COEXIST IN THE COLIVING SPACE**

**The I Area** is a compact but efficiently designed space for living where you can be alone whenever you feel like it.

**The WE Area** is equipped with a diverse infrastructure that allows for productive work and leisure in the company of like-minded people:

**LIBRARIES**

**GAME ROOMS**

**BAR**

**HALLS FOR LEISURE AND TALK**

**WORK ZONES**

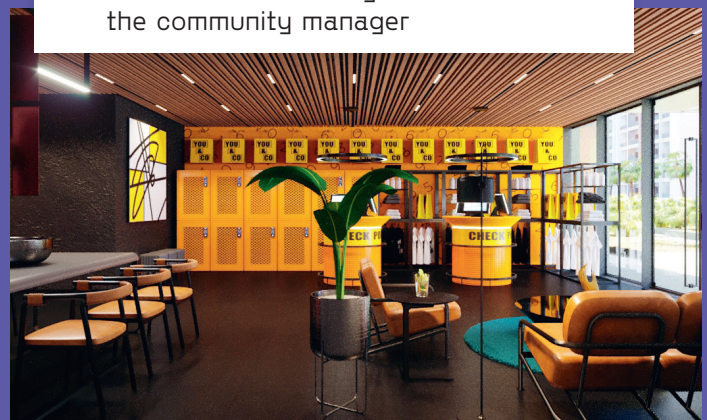
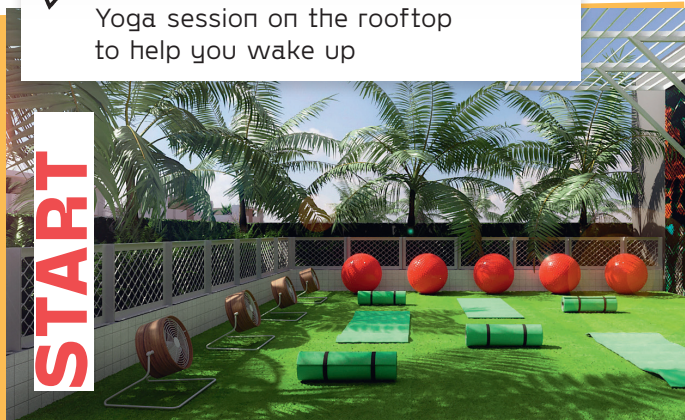
## HOW OUR RESIDENT CAN ORGANIZE THEIR DAY

✓ **07:00–09:00**

Yoga session on the rooftop to help you wake up

✓ **10:00–12:00**

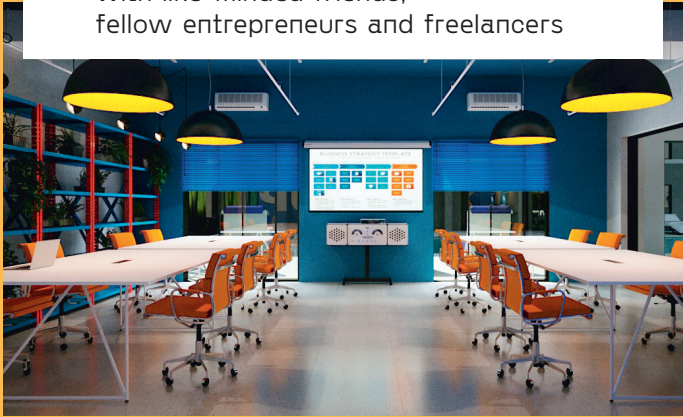
Face-to-face meeting with the community manager





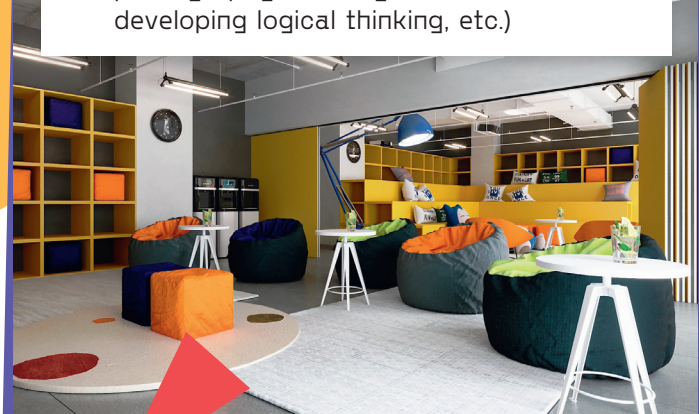
✓ **>12:00**

Working and brainstorming or having lunch with like-minded friends, fellow entrepreneurs and freelancers



✓ **19:00-20:00**

Exploring your talents through various activities and workshops (film editing, photography, board games, developing logical thinking, etc.)



✓ **20:00-23:00**

Socializing with people who share your interests or cooking dinner together with friends in one of the common kitchens.



## **EVERY DAY You&Co**

HOSTS DIFFERENT PUBLIC EVENTS: LECTURES, WORKSHOPS, PERFORMANCES, CONCERTS, ETC.

**AT NIGHT** YOU CAN ENJOY LIVE MUSIC, YOGA AND DANCE CLASSES.

**ON WEEKENDS** WE SET OUT FOR CAMPING IN THE MOUNTAINS OF RAS AL KHAIMAH, SURFING OR DIVING IN FUJAIRAH. VISITING AN ART SHOW OR WATCHING FORMULA 1 IN ABU DHABI IS ALSO AN OPTION.

## THE WE AREA: A CLOSER LOOK

**Party pool** (with a DJ controller and a 5-meter screen) where some residents are watching *King Kong Lives* with their team, while some are sending a website code to their client from a cozy armchair.



**4 roof decks** hosting a yoga studio, a crossfit gym, a hookah bar, a cafe, a lecture and concert hall. On any day, you can walk in on a stand-up battle or a comedy night, attend performances or pitches of full-scale projects, as well as hear brand-new ideas presented for feedback.



**4 rooms for recording podcasts and audio materials.**

Studios for film-making with a green screen — exactly what you need for your YouTube channel or streaming on Twitch!



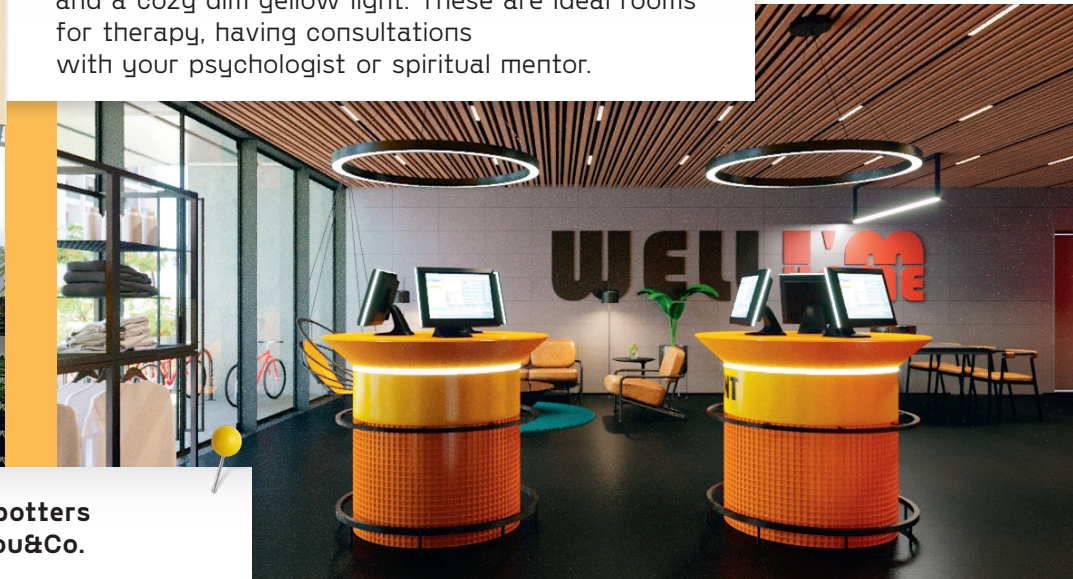
**1500m<sup>2</sup> of flexible space** where you can work alone or with a team in a quiet or loud zone, in a glass conference room, sitting in a leather chair at an oak table, swinging in a hammock, chilling in an armchair, on a swing or at the bar...



**2 lounge rooms** with a relaxed ambience and a cozy dim yellow light. These are ideal rooms for therapy, having consultations with your psychologist or spiritual mentor.



**P.S. Rooms for artists and potters are a true hidden gem of You&Co.**



# LAYOUT AND DETAILS

Interior + apartment view

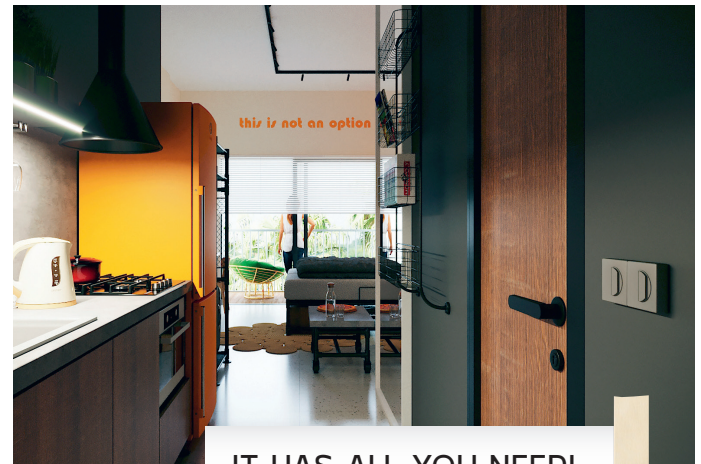
A DESIGN THAT PUTS YOU IN A POSITIVE MOOD  
AND MAKES YOU WANT TO JUMP INTO ACTION



A PLACE FOR INSPIRATION AND  
LIVING IN HARMONY WITH YOURSELF



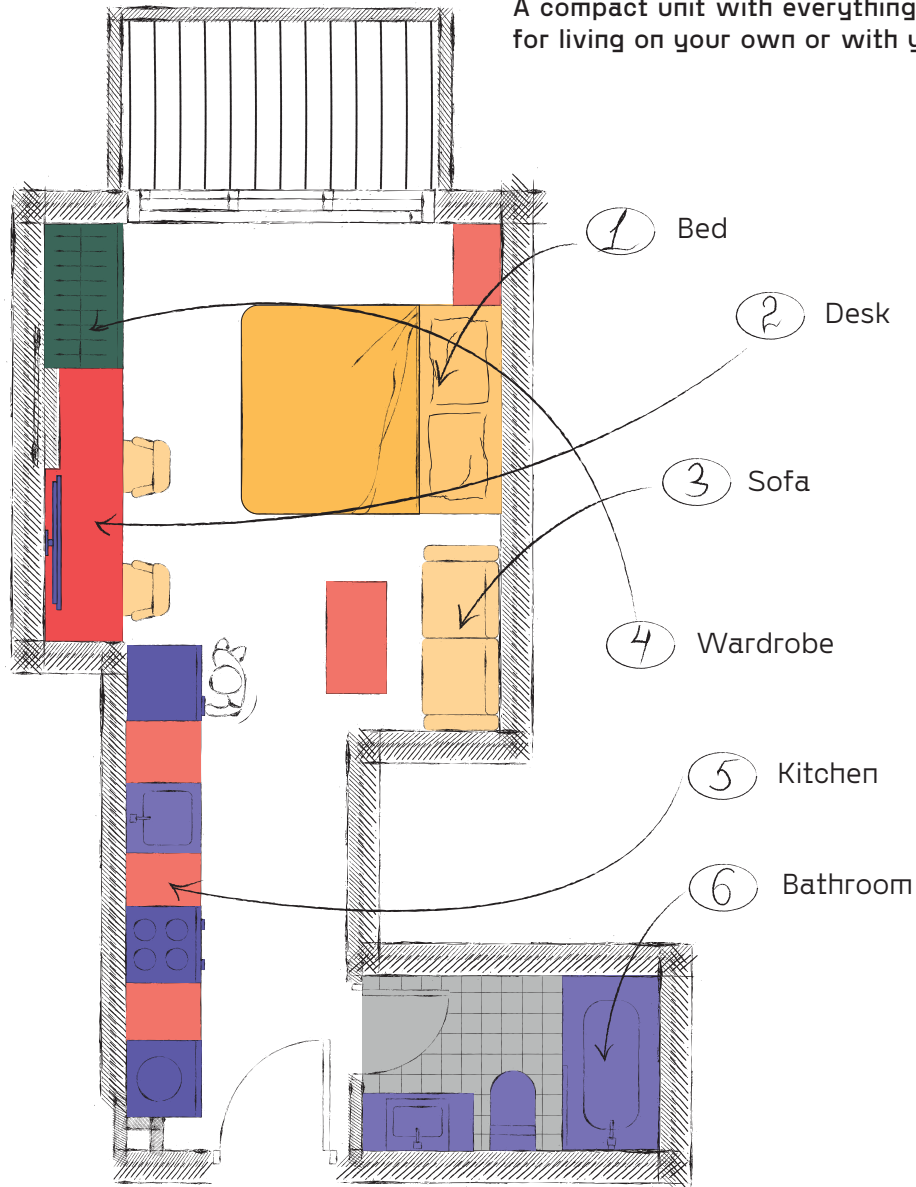
A TERRACE FOR HANGING OUT  
WITH YOUR FRIENDS AT NIGHT



IT HAS ALL YOU NEED!

### STUDIO [S = 31.4 - 34.1m<sup>2</sup>]

A compact unit with everything necessary for living on your own or with your partner.



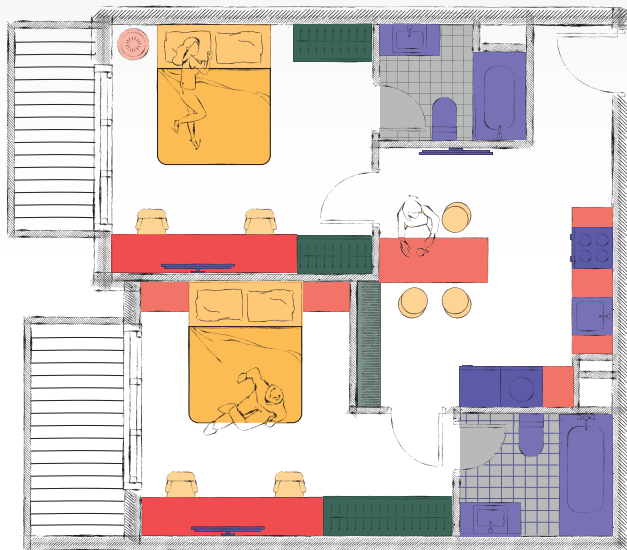
# LAYOUT AND DETAILS

Interior + apartment view



## SHARE FOR 2 [S = 60.4M<sup>2</sup>]

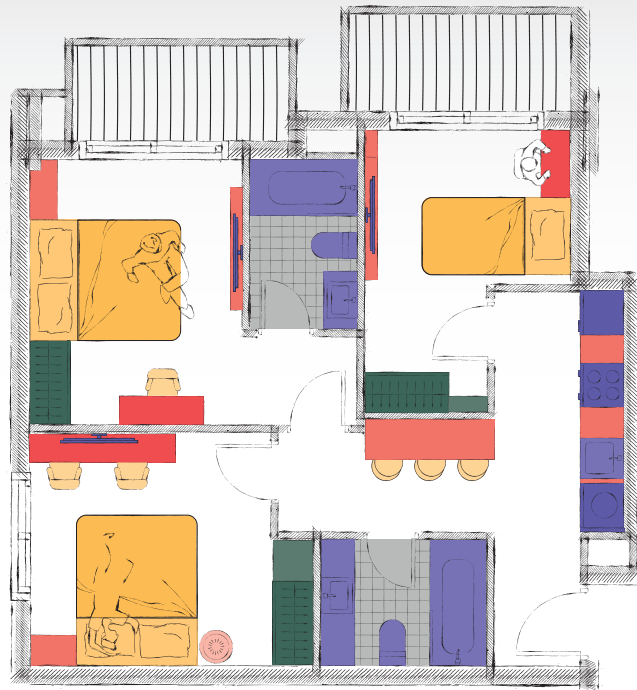
Two units with a shared kitchen and dining area.



## UP FOR 2<sup>VIP</sup> [S = 68.9 - 69.9M<sup>2</sup>]

Two units with a shared kitchen and dining area.

AT **You & Co**, SELECTING THE APARTMENT LAYOUT IS LITERALLY THE ONLY THING THE RESIDENT WILL HAVE TO WORRY ABOUT.



**MEET UP 3 [S = 73.5 - 82.6M<sup>2</sup>]**  
Three units with a shared kitchen  
and dining area.



# FOR THE INVESTOR

Who are our investors and what is important to them?



**IF YOU FEEL WE ARE TALKING ABOUT YOU,  
JOIN OUR TEAM OF INVESTORS!**



**Investor type:  
TACTICAL GURU**



Values projects in stable currencies  
**You can get a 6-11% annual return deposited in USD to your account in Dubai or anywhere else.**



Conducts business in a safe country  
**For the last 10 years Dubai has ranked third in the world among the most attractive cities for investors.**



Seeks to minimize the tax burden  
**Dubai imposes no income tax.**



**Investor type:  
ROMANTIC ENTHUSIAST**



Expects to receive income in the short-term  
**EXPO 2020 and our property will both open in October.**



Considers moving to a different country.



Wants to secure an insurance, a bank account and a residence permit in the near future.



**Investor type:  
ENTREPRENEURIAL ACHIEVER**



Seeks to receive credit on preferential terms to invest in real estate abroad with a high return  
**Mortgage starting at 3.5% (we might negotiate an even better deal).**



Chooses to diversify his investments.





INVESTMENT IN PROPERTY ABROAD  
**IS NOT JUST FOR SUPERSTARS AND MILLIONAIRES.**  
MANY USE THIS INSTRUMENT FOR A VARIETY OF PURPOSES.



Investor type:  
**CAREFUL PRAGMATIC**



There are no complex source of wealth checks.

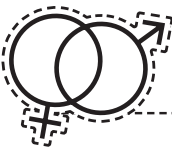


You and your family can receive a residence permit in return for investment.



Considers buying with cryptocurrency.

WE SEE **EACH INVESTOR AS UNIQUE.** MEANWHILE WE KNOW THEIR COMMON TRAITS WELL: INVESTORS ARE LOOKING FOR PROJECTS THAT WOULD ALLOW TO ALLOCATE PERSONAL FUNDS IN THE SAFEST WAY POSSIBLE. IF A PROPERTY IS LOCATED IN A DIFFERENT COUNTRY, THEY ANALYZE CLOSELY THE STRENGTHS OF THE AREA UNDER CONSIDERATION – AS AN ATTRACTION POINT FOR TOURISTS, YOUNG PROFESSIONALS, ETC.



Investor type:  
**STRATEGIST AND A FAMILY MAN**



Ensuring a safe and thriving environment where your children can grow, do sports and harness an entrepreneurial mindset.



Looks for a place for his child to live while studying abroad.

# WHAT IS SO ATTRACTIVE ABOUT DUBAI AND DPC\* IN PARTICULAR?

*STAYING AT A HOTEL IS EXPENSIVE AND LONELY, RENTING AN APARTMENT FOR LESS THAN A YEAR IS A HASSLE...*

**—“NO WAY, I AM CHOOSING A COLIVING!”**

In 2016, the tax system in Dubai underwent changes. Expensive European experts were phased out by young professionals from all over the world, who had different habits and needs when it came to housing.

*EXPENSIVE DÉCOR,  
LUXURY,  
LARGE APARTMENTS*

*SPACE FOR PARTYING, WORKING,  
MEETING NEW PEOPLE  
AND LIVING AN ACTIVE LIFE*

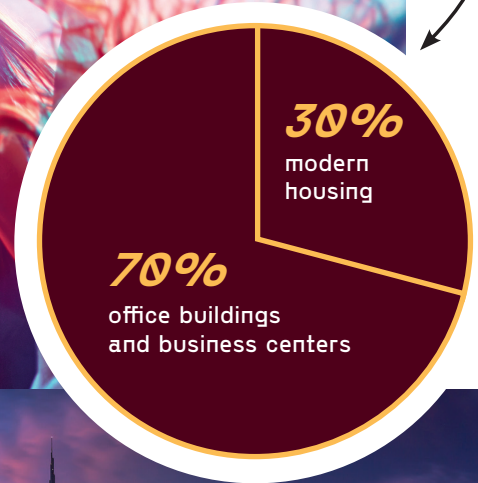


**SO WHERE IN DUBAI CAN THE OUTGOING  
NOMAD GENERATION LIVE TO ENJOY LIFE  
TO ITS FULLEST?**

THE COMPLEX IS LOCATED IN THE MIDDLE OF THE UPSCALE DISTRICTS OF **JUMEIRAH GOLF ESTATES, MOTOR CITY & JUMEIRAH VILLAGE TRIANGLE** WITH AN ENTRY POINT OF \$1 MILLION AND UP.

### **WHAT DOES THIS IMPLY?**

The overall development plan of the district guarantees a high continuous growth of capitalization in the next 1 to 3 years.



**\*DPC** is a free economic zone, a haven for media companies from all over the world.

### **WHO WORKS HERE?**

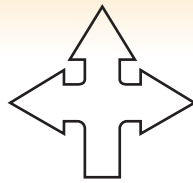
- Art, publishing and television companies.



## LOCATION

# EXPO 2020

10 minutes away from  
the largest exhibition  
venue / business center  
in the world



Direct connection  
to major highways



**5 KM**

Main shopping malls  
are easily accessible  
by car



**30 KM**

International  
airport



**10 KM**

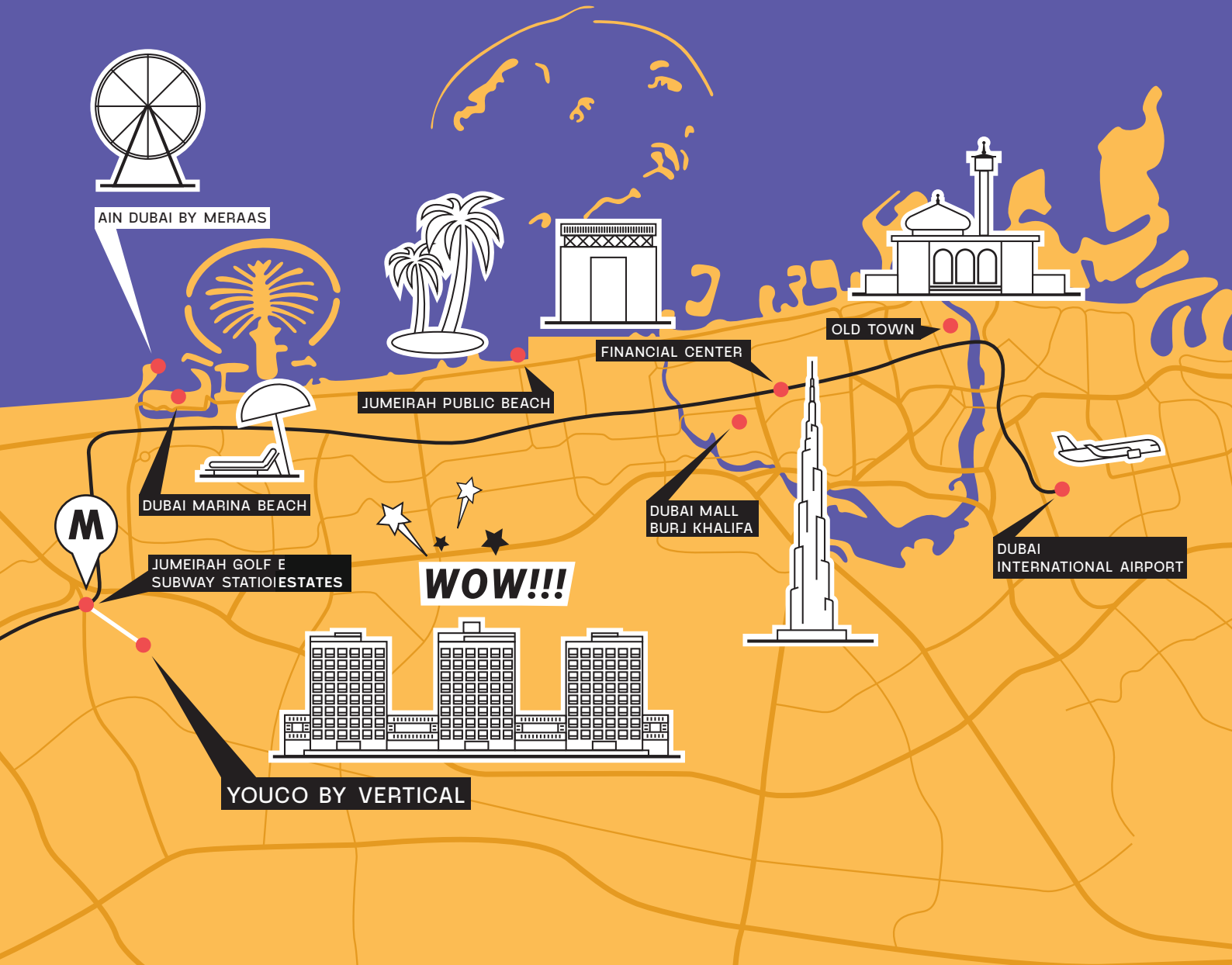
To main schools  
and universities



**17 KM**

To Port  
of Jebel Ali





AIN DUBAI BY MERAAS

JUMEIRAH PUBLIC BEACH

FINANCIAL CENTER

OLD TOWN

DUBAI MARINA BEACH

DUBAI MALL  
BURJ KHALIFA

DUBAI  
INTERNATIONAL AIRPORT

JUMEIRAH GOLF E  
SUBWAY STATION

**WOW!!!**

YOUCO BY VERTICAL

# WHO IS IN CHARGE OF THE PROJECT?

Developers, architects, etc.

**PROPERTY MANAGEMENT  
DONE BY**



**Becar Hospitality  
Overseas**

The managing company saves the resident all the **housekeeping hassle** by **taking care** of paying utility bills, submitting meter readings, doing any repairs and fixing leaks, as well as providing a cleaning service.

- ★ **7 YEARS** SPECIALIZING IN HOTEL CONSTRUCTION
- ★ **BEST APARTHOTEL AND BEST 3\* BUSINESS HOTEL IN 2016, 2017, 2018 AND 2019**
- ★ **800 ROOMS** OPEN SO FAR
- ★ **8.8 IS THE AVERAGE RATING** BASED ON >1100 BOOKING.COM REVIEWS
- ★ **76% IS THE AVERAGE OCCUPANCY RATE** IN OUR HOTELS OVER THE PAST 6 YEARS
- ★ **7 HOTELS WILL BE COMPLETED BY 2023**



**YouCo**

**IS THE LIVELIEST  
HOTEL OF 2021!**

## **DEVELOPER**



**SOL**  
PROPERTIES

**Sol Properties is a company with 40 years** of experience in India and 20 years in Dubai (250 projects delivered, including housing, malls, business centers, apartments and hotels).

### **Best projects:**

4\* Radisson Beach Resort Hotel and Edition Hotel.

[www.solproperties.ae](http://www.solproperties.ae)

## **ARCHITECTURE BUREAU**



**Cutwork**

**Cutwork** is a French studio that creates smart spaces for work and life designed for young and active entrepreneurs.

**Best design studio and architecture bureau** in the coliving segment in 2018, 2019 and 2020.

### **Remarkable projects:**

Station F: a start-up campus for 1000 entrepreneurs.

FlatMates: "the largest coliving in the world with 600 apartments"

**(or had been — until we began the construction of YouCo in Saint Petersburg.)**

[www.cutworkstudio.com](http://www.cutworkstudio.com)

## **MANAGING COMPANIES**



**DAKO**  
professional team

**Becar FM services over 5 million m<sup>2</sup> — 160 properties in 10 cities of Russia, as well as in England and Dubai!**

Jobs delivered in our properties can be monitored, approved and reviewed via an app both by the manager and the owner.