

## CHALLENGE

### Is it possible to fulfill the desire to live in an Italian big city on a daily budget of 10€ per person?

Try to envision and develop a business idea where residents' satisfaction and restoring equilibrium in the real estate market are central, with the end goal of having social equilibrium.

**Attention!** It is crucial to note that we are not discussing social housing but rather affordable housing, emphasizing accessible and sustainable living options particularly aimed at the middle class. This approach seeks intermediate housing solutions for individuals who aspire not just to have a roof over their heads but to truly feel at home there.

**Attention!** It is important to differentiate between "house" as an object and "inhabit" as an action requiring a subject, urging us to move beyond assessing people's lives solely in terms of physical space.

Your business idea should focus and satisfy different aspects:

#### 1) The residents

Imagine housing solutions designed specifically for mobile workers and young families in transition, whose household incomes are too high for social housing but too low to qualify for a mortgage. How do you imagine their way of living?

#### 2) The supply chain

What should happen within the supply chain to create your business? What benefits would the supply chain get from its involvement?

#### 3) The market

The urbanization has led to significant population growth in major European cities, often surpassing the residential supply. Meanwhile, sociodemographic trends are shifting housing demand, with an increase of families composed of only one person, influenced by factors like the feminization of the workforce, delayed life milestones, and rising divorce rates, increasing the demand for smaller, centrally located units or co-living solutions. Your business idea must be economically sustainable and compatible with the market. Is the 10 € per day cost associated with renting, co-ownership, or purchasing?

#### 4) The investors

Make your idea appealing to investors who want a stable long-term income. These investors need to think about how long-term changes, such as climate change and wealth polarization, will affect the economy and society. This impacts how their investment portfolio performs. Real estate is often seen as a stable investment that doesn't need quick buying and selling.

#### 5) The public sector

Public sector's involvement is also crucial, as housing is connected with transportation, schools and

other services. Should there be a public directive outlining the strategy and maintaining the direction?  
What role does the public sector play in your business idea?

**6) Last measurements**

Finally, how will you measure the accessibility and inhabitant satisfaction in your scenario? What metrics would you use to monitor these aspects?