

GIRLSTEL

A private women's club in an app, by subscription –
and a network of women-only spaces

Pre-seed • €1,047,000

The problem

A woman on the road chooses between two bad options

A hotel – private, but expensive for a longer stay, and lonely

A mixed hostel – cheap and people around, but no privacy and no space of her own

For women travelling solo, safety comes first:

66%

worry about personal safety

(Solo Female Travelers Club, 2025)

No format on the market brings safety, comfort, price and a community of her own together in one place

The solution

One system for a woman, not just a bed

Club

- community
- learning: a member both learns and teaches
- events, live and online
- loyalty programme: tiers, discounts, privileges, club credits
- earning from her own expertise

Spaces

- accommodation
- coworking
- retreat zone
- conference room
- event rooms
- laundry, luggage storage, vending

Digital core

- member account and digital check-in
- online ordering and access to services, no staff needed
- multilingual support: AI assistant and a live team
- space management console and market analytics
- our own booking system
- platform for partners and franchisees

Spaces are where the club meets in person

What we already have

Kraków

– proven, founders' track record

- 17,900 guests and 30% returning in 2023–2025, 55 beds
- Average occupancy 71.6% – 12-month report (September 2024 – August 2025)
- Nightly rate about 60% and occupancy about 50% above neighbouring hostels (2024–2025, founders' analysis of publicly available rates and availability on booking platforms)

Wrocław

– being tested since March 2026, the first GIRLSTEL space



- Together with a local partner, without round capital
- Over seven months: average occupancy 63.9%, average nightly rate PLN 81 net of VAT

Digital core

– in production, built ahead of the round

- Member account: bookings, access codes, service orders, chat
- Check-in without a front desk: a personal arrival page in the guest's language, her own door code on a smart lock
- Luggage storage, laundry, coworking – ordered, paid and accessed fully online, with no staff; support on hand if something goes wrong
- AI assistant in the chat – answers in 7 languages, hands harder questions to a person
- Space management console for the team – bookings, services, guest chat, analytics, prices and promotions without a developer; in 5 languages
- Our own daily collector of competitor rates and availability – 159 properties in Wrocław
- 24 automated processes, our own servers, automatic deletion of expired personal data
- This is the foundation the club, the app, education and the franchise are built on

Product: a digital club and a network of spaces – all in one

The core is digital: a club with paid membership (on the web, from month 12 in its own app), learning, events, booking and services in one account

Spaces are where the club meets in person. Three formats:

	HEARTH	GROVE	HAVEN
Area	200–250 m ²	260–350 m ²	400–500 m ²
Beds	20	22–26	30–34
Beyond accommodation	coworking	transformer room, paid events	retreat zone, conference room, full service
Status	operating, Wrocław	format defined	format defined; flagship – test of the full format

Club: paid membership from month 6 after closing, own app from month 12; education to follow

Market – counted in nights, not in percentages of tourism

Total market:
about

29 million

nights a year

– women travelling solo in the EU and interested in women-only formats (Eurostat 2024; Mabrian 2024; Solo Female Travelers Club 2025)

Our market:
about

→ **2.7 million**

nights a year

in the 15 largest tourist cities of the EU – from Kraków and Warsaw to Barcelona and Rome

A network of 50 spaces sells
about

→ **342,000**

nights a year

– one eighth of our market

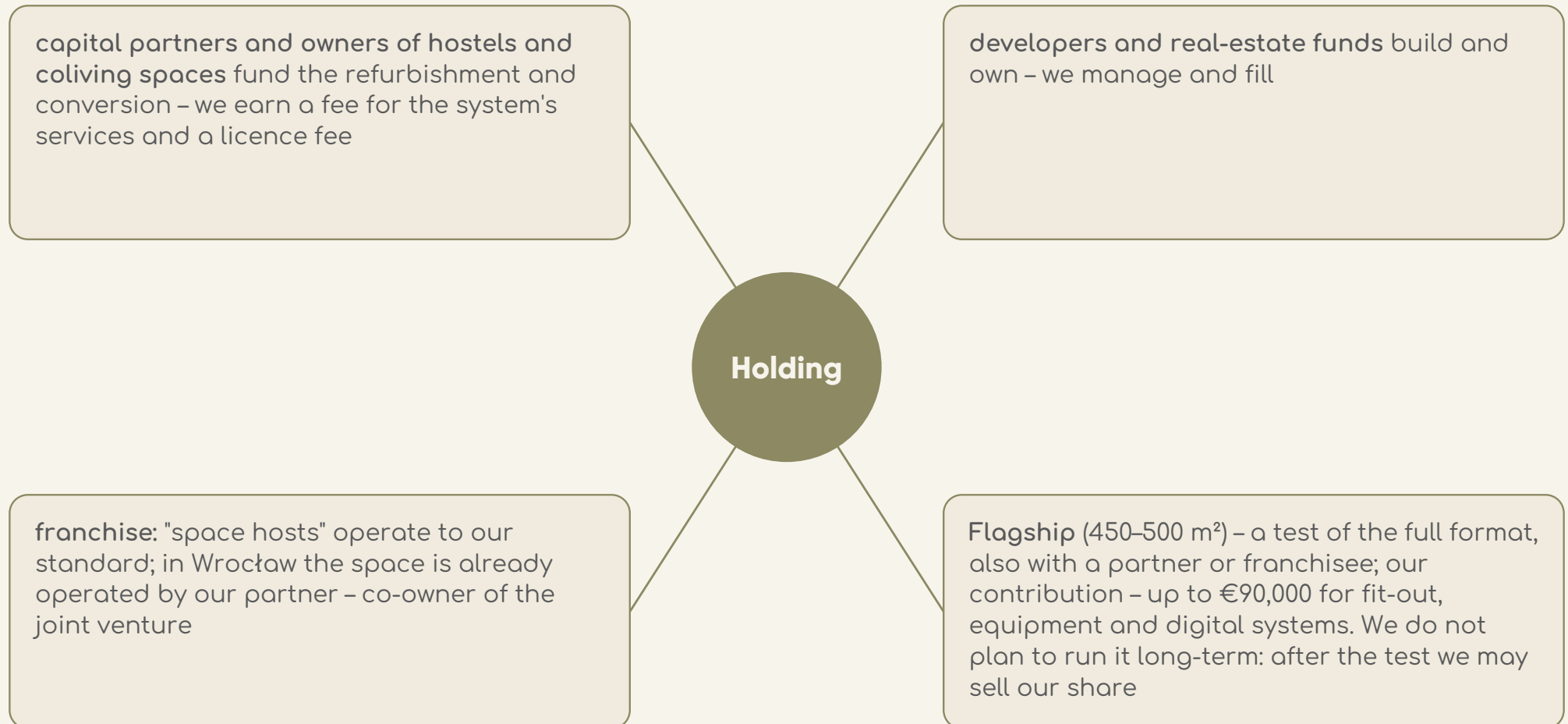
Where the spaces come from: 911 hostels in these 15 cities (Hostelworld, October 2026); one in eighteen is enough for the whole network

Scale of the system: €23.1 million revenue of 50 spaces at maturity – this is network revenue, not holding revenue

Local club members and digital subscribers are not included – no data yet; we will put a number on them once measured

How the network grows – the holding neither buys nor leases buildings

A lease is not how the network grows: where premises are leased, as in Wrocław, the tenant is the space's operating company, not the holding



Revenue model

Holding

- club subscription
- education platform
- franchise and platform: licence fee and fee for the system's services
- brand partnerships
- research on anonymised data

Spaces

- accommodation and services
- operation of developers' buildings

Where the holding owns a share in a space – also its share of the profit

Why no forecast yet: we build the models of each format and of the whole system on measurements – how much revenue a space can carry, how price drives occupancy, which services guests buy, what system fee each format can sustain; the club and the subscription are designed after closing. A forecast before measurement would present assumptions as targets.

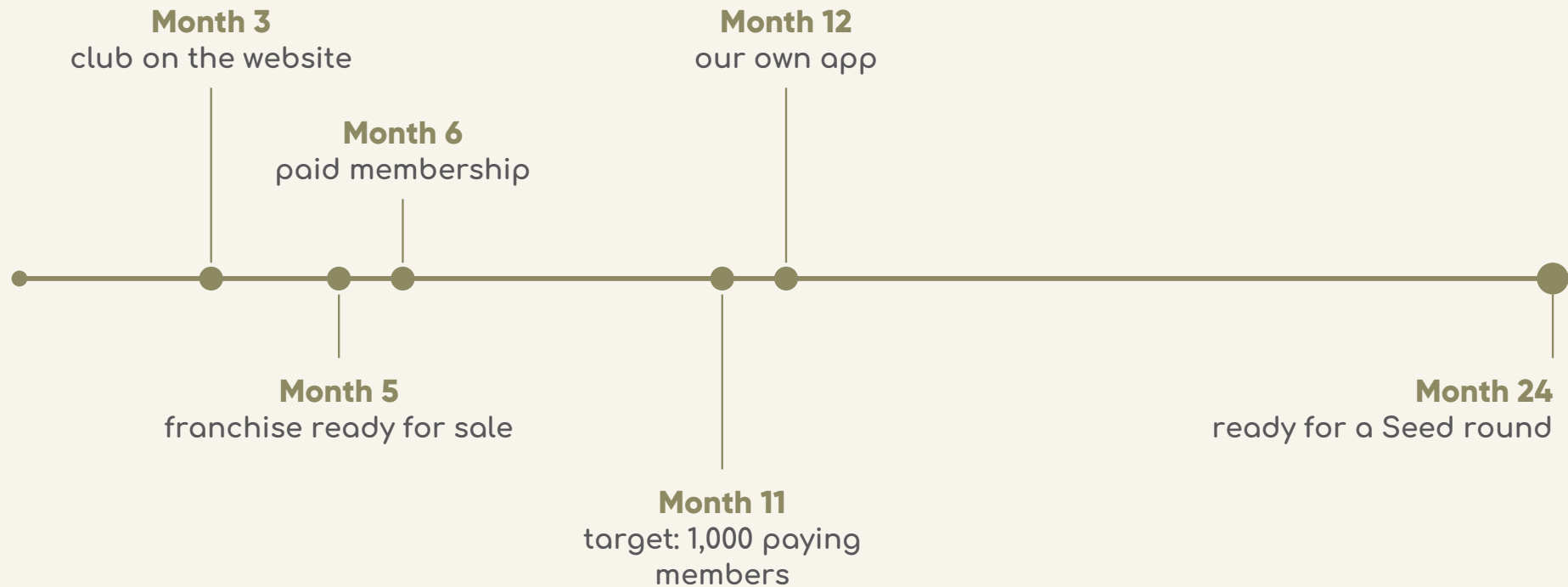
Competitors

Each one serves a single need – we bring together 5 in 1

Community, learning, work, travel, income – in one club

Accommodation	Numa, Habyt, Outsite: sell the night, without a women's community or services in the house
Women-only	Hostelle, Citizenelles Living: single sites, no network, no club
Women's communities	Sieć Przedsiębiorczych Kobiet, Dreamers & Doers: no space of their own
Lesson of the sector	The Wing, AllBright, Selina: buildings paid for by membership fees and investor money – and they did not survive. Our house pays for itself through accommodation; the club is revenue on top

What the round proves



+4 spaces

with partners: two conversions of operating hostels, a second joint-venture space, a full-format flagship

Use of funds – €1,047,000, 24 months

Club with paid membership, app, education and development	€312k (30%)
Franchise and four showcase spaces, including the flagship: franchise packaging, launch and equipment together with partners; the holding neither buys nor leases buildings	€304k (29%)
Founders full-time	€240k (23%)
Legal structure for this and the next round	€80k (8%)
Marketing, community, partnerships	€75k (7%)
Reserve	€36k (3%)

24 months of operation without relying on own revenue

Team

Olena Smielchanska

CEO and co-founder

Strategy and finance. Degree in international finance; 25+ years in business management and development: building a management company, attracting foreign investment; two terms on a city council.

Yevhen Smielchanskyi

CPO and co-founder

Product and technology: sets the stack and leads development himself, author of all of the platform's proprietary code. 25+ years in finance, analytics and business development: financial analysis in a bank, building a branch and an analytics department in distribution, his own business with clients across Ukraine, a pilot electronic school diary. Degree in corporate finance.

Working together as a management team since 2011

Hiring from the round: from month 1 – leads for franchise, spaces, club, education and events; development – from month 5

The round

€1,047,000

pre-seed. Shares in the holding company at a valuation agreed with the lead investor

- Several closings: investors joining within three months of the first closing come in on the same terms
- We are looking for a lead investor for the first closing and co-investors
- Early investors: €112,000 in SAFEs from three private individuals, €106,265 paid in; they convert in this round
- No exit date set; liquidity for investors as subsequent rounds are raised

Contact

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- * Detailed company document – on request
- * Data room – after a non-disclosure agreement
- * Supporting reports – on request at later stages