
Emne: VS: Offering new housing in Strand kommune

Til: Anita Ellefsen Hus <Anita.Ellefsen.Hus@strand.kommune.no>

Sendt: 27.06.2022 14.28.29

Fra: Åge Eivind Aslaksen <Age.Eivind.Aslaksen@strand.kommune.no>

Tenker du at dette er noe vi bør se på i kommuneplanen?

Fra: Hanna Jedvall <hanna.jedvall@gmail.com>

Sendt: torsdag 16. juni 2022 16:51

Til: Åge Eivind Aslaksen <Age.Eivind.Aslaksen@strand.kommune.no>

Kopi: Carl Jedvall <carl.jedvall@gmail.com>

Emne: Re: Offering new housing in Strand kommune

Hej Åge,

Stort tack för samtalet! Jättesnällt att du vill ta detta vidare i dina möten i nästa vecka.

Bifogar presentationen som utlovat och även länken till bolaget i USA: <https://getaway.house/>

Ha en trevlig helg så hörs vi efter dina möten i nästa vecka!

Med vänliga hälsningar,

Hanna

On Tue, Jun 14, 2022 at 6:27 PM Hanna Jedvall <hanna.jedvall@gmail.com> wrote:

Hej Åge,

Ingen fara alls! Torsdag kl 16.30 funkar jättebra. Min bror skickar över en zoom inbjudan ikväll.

Ha en trevlig kväll!

Med vänliga hälsningar,

Hanna

On Tue, Jun 14, 2022 at 5:48 PM Åge Eivind Aslaksen <Age.Eivind.Aslaksen@strand.kommune.no> wrote:

Hei og beklager sent svar.

Kan vi ta møtet på torsdag klokken 16.30?

Med hilsen

Åge Eivind Aslaksen

fagleder arealplan



STRAND KOMMUNE

Telefon: 51 74 30 62

www.strand.kommune.no

Fra: Hanna Jedvall <hanna.jedvall@gmail.com>

Sendt: fredag 3. juni 2022 10:21

Til: Irene Heng Lauvsnes <Irene.Lauvsnes@strand.kommune.no>; Åge Eivind Aslaksen <Age.Eivind.Aslaksen@strand.kommune.no>

Kopi: Carl Jedvall <carl.jedvall@gmail.com>; Bjørn Aril Veland <bjorn.aril.veland@strand.kommune.no>

Emne: Re: Offering new housing in Strand kommune

Hej,

@Irene - tack för samtalet igår och för att du satte ihop oss med Åge!

@Åge - trevligt att träffa dig! Det vore toppen ifall vi kunde boka in ett videomöte till nästa vecka så att jag och min bror kan presentera vår idé och svara på era frågor. Hur ser det ut för dig/er mot slutet av nästa vecka (torsdag/fredag)?

Jag skickar med en presentation som underlag inför mötet.

Ser fram emot att höra ifrån er!

Med vänliga hälsningar,
Hanna

On Thu, Jun 2, 2022 at 8:28 PM Irene Heng Lauvsnes <Irene.Lauvsnes@strand.kommune.no> wrote:

Hei,

Jfr samtale idag. Du kan kontakte Åge Eivind og etterspør et digitalt møte.

Vennlig hilsen
Irene Heng Lauvsnes
Tlf 91611067

2. jun. 2022 kl. 15:18 skrev Hanna Jedvall <hanna.jedvall@gmail.com>:

Hej igen Irene,

Jag har försökt nå dig på telefon men kommer inte fram. Du får gärna slå mig en signal när du har tillfälle på +46702397198.

Jag undrar även om det är möjligt att få namnen på de privatpersoner som äger marken nära naturen och bergen i Strand kommun? Exempelvis marken nära Preikestolen.

Stort tack på förhand!

MVH
Hanna

On Mon, May 30, 2022 at 4:02 PM Hanna Jedvall <hanna.jedvall@gmail.com> wrote:

Hi Irene,

I just tried calling you but without success so I'm sending an email instead. Feel free to call me back whenever it works for you!

My name is Hanna, originally from Sweden, and currently developing a small-scale business within hospitality together with my brother (in cc). Our idea is to offer housing in the form of camper vans and put them in different locations in Norway, preferably close to the mountains to offer housing for adventurous people looking to ski during the winter or hike during the summer. We are thus not looking to place them in a car park, but rather in an empty area close to nature.

I am therefore reaching out to you to gauge your interest in allowing us to place our camper vans in Strand kommune. There will be only 5-8 camper vans in one location and we were hoping to be able to keep them at the same place for a couple of months before moving them. If you would prefer to have them moved more often we are of course open for that as well. The whole idea is of course in line with bringing in more tourism to Strand kommune.

The concept is already developed and well-established in the US, please follow this link to get a better understanding of what we will offer: <https://getaway.house/>

Please let us know if this is of any interest for you. Would be great if we found a way to cooperate! Let us know if there is anyone else you believe we should turn to instead. If it is easier to discuss on the phone, I'm available at +46702397198.

Have a lovely week!

Best,
Hanna

Unplugged

Initial presentation

Hanna Jedvall

Founding partner & COO
hanna.jedvall@gmail.com

Carl Jedvall

Founding partner & CEO
carl.jedvall@gmail.com

Contents

- 1 Our offering
- 2 Administratives
- 3 Who are we?

Unplugged offering

Exploring the nature has never been as popular as after the Corona pandemic. More tourists want to enjoy an experience in the mountains while staying in remote places, far away from rest of society. This does not only apply to the already adventurous people but also to regular families tired of travelling far to enjoy their vacation. With Norway's beautiful landscape, it would be a shame to not help more tourists come visit and explore. By offering small cabins close to the nature in Strand municipality, we want to promote tourism in Norway while at the same time help people enjoy spending time in the nature and staying more active.

Our solution



5 camper vans
remotely located



Guests staying for
3-7 days / time



Online booking &
self-check in



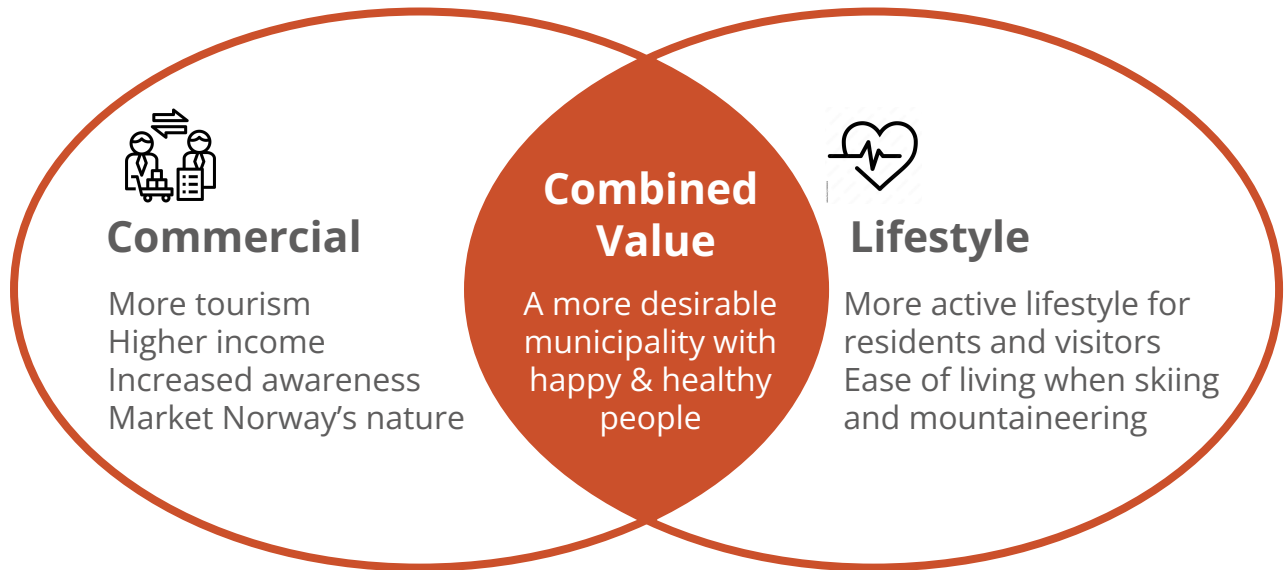
Operating team
on-site 24/7



Admin & Technicalities

01	Location	<ul style="list-style-type: none">• We are looking for a place that is easy to access by car but still close to nature and silence• We will initially have 5 camper vans that do not necessarily have to be next to each other• If Strand municipality agrees, we hope to expand & scale up the business by adding more campervans
02	Target group	<ul style="list-style-type: none">• Our target group is adventurous people who visit Norway to ski or hike and enjoy being remote• Our accommodation is however also well-suited for the “regular” family who just wants to enjoy nature• Each cabin can take up to four people hence we have room for both friends, couples and families which makes the target group broad
03	Admin & sales	<ul style="list-style-type: none">• Pricing will be based on a per-night basis with cheaper packages for longer-stays• Landowners will be offered 50-100 NOK/night and campervan (corresponding to ~100,000 NOK/year)• Operating team will be on site 24/7 to take care of cleaning and the potential move of the camper van
04	Water, sewerage & electricity	<ul style="list-style-type: none">• The best solution would be to be close to electricity and water/sewer stations (especially in case of long-period stays)• However, this is not a requirement as we have other solutions for this in case it is not possible, e.g., via generators, solar cells and water/sewage tanks that the operating team will empty from time to time
05	Timeline	<ul style="list-style-type: none">• Website, marketing efforts and the design and development of the campervans done in H2-22• First visitors move in late Feb 2023• Campervans will stay at the same place as long as is allowed (preferably a couple of months), before being moved to another area in the municipality

We bring in **Value** to Strand municipality in several ways



Why collaborate with us

- 01 Increase awareness of Strand municipality
- 02 Rental income and increased tax income
- 03 Encourage better lifestyles for everyone
- 04 Promote environment and sustainability
- 05 Work with energetic and caring siblings! :)

Deep-dive next slide

Who are we?

Two siblings from Sweden passionate about nature, wildlife and entrepreneurship



Hanna Jedvall

BSc. from Stockholm School of Economics and MBA from INSEAD

Previous experience from Boston Consulting Group and Triton Partners

+46 702 397 198
hanna.jedvall@gmail.com



Carl Jedvall

BSc. and MSc. (Finance) from Stockholm School of Economics

Previous founder and CEO of Carl EK Fastigheter (<https://carlekfastigheter.se/>)

+46 706 452 248
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We look forward to collaborating with you to attract more tourism to Strand municipality!