

ABSTRACT

This project discusses a startup named WarmingUP, founded by students of Telkom University. WarmingUP is a platform providing high-quality and affordable halal food and beverages, complemented by micro coworking space services. The startup aims to meet the learning and working needs of students in a comfortable environment while offering quality and safe food following Halal standards. WarmingUP offers the Ngolab Express Cafe service, which supports a collaborative ecosystem and contributes to achieving the Sustainable Development Goals (SDGs). Targeting students and the academic community, WarmingUP implements a B2C business model and digital marketing strategies to enhance service visibility and reach.

Keywords: WarmingUP, students, halal food, coworking space, collaboration, SDGs, digital marketing