ABSTRACT

The project deals with a startup called WarmingUP that was founded by Telecom University students. WarmingUP is an F&B (Food & Baverage) and micro-co-working space management platform that serves as an affordable and quality food and beverage service provider, integrated with the micro coworking space in the campus environment. The services offered include WarmingsUP Cowork Labs, Warmers Cafe, Ngolab App, and Ngolabs Express Cafe. WarmsUP implements a B2C (Business-to-Consumer) business model and focuses on providing standardized quality Food and Beverage products with halal certification, as well as supporting collaboration, cooperation, learning, and working activities for the entire Telkom University academic civilisation.

Keywords: WarmingUP, *Food & beverage*, *Micro Coworking Space*, Halal.