

infinitSpace

**WHITE LABEL FLEXIBLE WORKSPACE BRANDS**

*for office-building-owners  
& corporates*

# FOUNDING TEAM



**WYBO WIJNBERGEN**

CEO | CO FOUNDER

@WEWORK: VP & MD

@MERLIN ENTERTAINMENTS INC: GM

**wework**



Managing Director from '15-'20 @WeWork. Scaled 1 to 50 locations (5M sq ft) West & Northern Europe, Berlin HQ. 275 fte

Managing Director @ Merlin Entertainments Ltd, scaled from 30 to 115 attractions (Amsterdam, Germany, Bangkok)

2 scaleups

1 IPO



**WILCO WIJNBERGEN**

CTO | CO FOUNDER

@OTHERSIDEATWORK: CO FOUNDER

@VESTTREE: FOUNDER

**otherside** at work



Technical co-founder #1 illness management software in The Netherlands, clients as ING, AS Watson, National Police. One of first SaaS companies in The Netherlands. 100 employees

4 startups, 2 scaleups

Founder Institute Graduate 2020



**ELAD HOD**

CGO | CO FOUNDER

@MINDSPACE: MD

@SIGMA: MANAGING PARTNER

**MINDSPACE**

Former Director of real estate at Mindspace

Managed 15 transactions out of Mindspace's 31 locations

Managed one of largest Management (Partnership) Agreements in Europe's Flexible workspace industry

Co-managed acquisition of Dutch Flexible Workspace provider

# CURRENT MARKET SITUATION

ULI:

The Future of Work: Flexibility and 'value for money' are key

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FoW will be more remote, digital and flexible

- Real estate players see the Future of Work (FoW) as more **remote** (96%), **digital** (85%), **on-demand** (72%) and **self-employed** (69%).
- In addition, 85% expect artificial intelligence and business automation to increase and make the FoW more digital.
- In particular, remote work will completely transform the execution of work: **execution** tasks are likely to be performed **remotely** (78%) while **strategic and talent management** (76%), business development (69%) and creativity (65%) are expected to remain **onsite**.
- **Remote work is expected to grow** from 20% of employees being offered 20% remote working time to at least 60% of employees spending 40%+ of their time remotely.

Massive changes in the business model of office real estate

- **Agility:** large corporate users will look for a more tailored and flexible office footprint (96%).
- **Technology:** respondents anticipate increased IT costs (80%) in parallel with the reduction of costs.
- **Flexibilization:** 66% of the respondents think flexible lease contracts will become the new normal.
- **Space:** 53% of real estate players expect a space reduction as a result of changing working patterns.

Office landlords who won't change their business model, risk obsolescence, higher vacancy rates and declining values.

**Flexibility and improved tenant experience is the landlord's only solution**

# WHY NOW?

- 01 REMOTE WORK AND NEAR HOME OFFICE MODELS ARE IMPLEMENTED BY CORPORATES IN ALL INDUSTRIES POST COVID-19.
- 02 INDUSTRIES ARE EXPERIENCING EXTERNAL DISRUPTION: DIFFICULT TO PREDICT FUTURE HEADCOUNT AND FLEXIBILITY ALLOWS FAST ADAPTATION.



\* >2 DAYS OF REMOTE WORK PER WEEK



# THE PROBLEM – FOR LANDLORDS

## Complexity of flexibility:

- software (app, bookings, social)
- marketing & sales
- community hosts
- many service partners
- events
- community engagement
- automated invoicing
- health & safety
- and much more

“

BY 2030, OVER 30% OF OFFICE STOCK WILL BE FLEXIBLE SPACE.

> JLL

“

FLEXIBLE WORKSPACES ARE THE REDEEMER FOR LARGE CONGLOMERATES.

> CNBC

“

LONG-TERM OFFICE LEASES ARE LOSING STEAM; DARWIN WOULD BE PROUD.

> FORBES



REVERSE  
FLEX

HUB &  
SPOKE

HQ &  
FLEX

# THE SOLUTION

InfiniSpace offers  
landlords a white label

## FLEXSPACE-AS-A-SERVICE

platform

- infinItSpace opens up the flex space, community & services to all tenants in the building
- Landlord is in control, without the operational efforts
- Scalable global network of adjoined infinItSpace operated spaces

# 3 SOLUTIONS TO OFFER FLEX SPACE

	OPERATORS	LANDLORD OPERATED	INFINITSPACE
Pro's	<ul style="list-style-type: none"><li>▪ Known brand</li><li>▪ Fixed rental income</li><li>▪ Global network</li><li>▪ No impact on asset valuation</li></ul>	<ul style="list-style-type: none"><li>▪ Landlord's brand</li><li>▪ All tenants benefit</li><li>▪ 100% revenue is for the landlord</li><li>▪ Tenants sign contract with the landlord</li><li>▪ Freedom in design &amp; build</li><li>▪ Landlord controls CAPEX</li><li>▪ Suitable in all locations</li></ul>	<ul style="list-style-type: none"><li>▪ Landlord's brand</li><li>▪ Experts in flex space</li><li>▪ Global network</li><li>▪ All tenants benefit from better UX</li><li>▪ Management on landlord's behalf</li><li>▪ Tenants sign contract with landlord</li><li>▪ Freedom in design &amp; build</li><li>▪ Landlord controls CAPEX</li><li>▪ Suitable in all locations</li><li>▪ Dedicated marketing &amp; sales team</li></ul>
Con's	<ul style="list-style-type: none"><li>▪ Operates on own behalf</li><li>▪ Tenants sign contract with operator</li><li>▪ Traditional tenants don't benefit</li><li>▪ High CAPEX</li><li>▪ No freedom in design &amp; build</li><li>▪ Only suitable in prime locations</li></ul>	<ul style="list-style-type: none"><li>▪ Lack of expertise &amp; focus</li><li>▪ Community management &lt;&gt; asset management</li><li>▪ Growth limitation</li><li>▪ No dedicated marketing &amp; sales team</li><li>▪ No rental income guarantee</li></ul>	<ul style="list-style-type: none"><li>▪ 20% commission on revenue</li><li>▪ No rental income guarantee</li></ul>

# THE SOLUTION

**COWORKING**

**PROPERTY  
MANAGEMENT**



# USP'S

01

**Holistic approach of an asset:** all tenants are part of the community, book desks/rooms, attend events, enjoy services

- Landlord controlled versus operator controlled
- Complete asset dynamic

02

**White label (optional)**

- Landlord is in control of CAPEX investment
- All white label brands join global infinitSpace booking network
- Freedom in vision and brand (compared to operator)

03

**Best coworking / flexible office software, member first!**

- Holistic approach
- Creates landlord stickiness
- Creates tenant stickiness for both short term as long term tenant
- Additional revenue stream (sell license to corporates & flex operators)

# EXECUTION

01

## **Experienced founders:**

- Market knowledge / expertise / experience / connections
- Broad network in the industry
- 1st hand startup / scaleup experience

02

## **Talented staff:**

- Experience in building new brands
- Well-trained community hosts
- Proven industry talents (ex-WeWork / Mindspace)

03

## **Professional partners:**

- ICT, Cleaning, F&B etc
- Well-connected & experienced in CRE
- Scale discounts

# WHAT WE OFFER



## TECH

*On-site tech to provide insightful data regarding the utilization of space.*



## SOFTWARE

*Premium white label flexspace-as-a-service software for all users in the same asset to maximize tenant experience.*



## SERVICES

*Curated services to deliver highest customer satisfaction & events for all.*



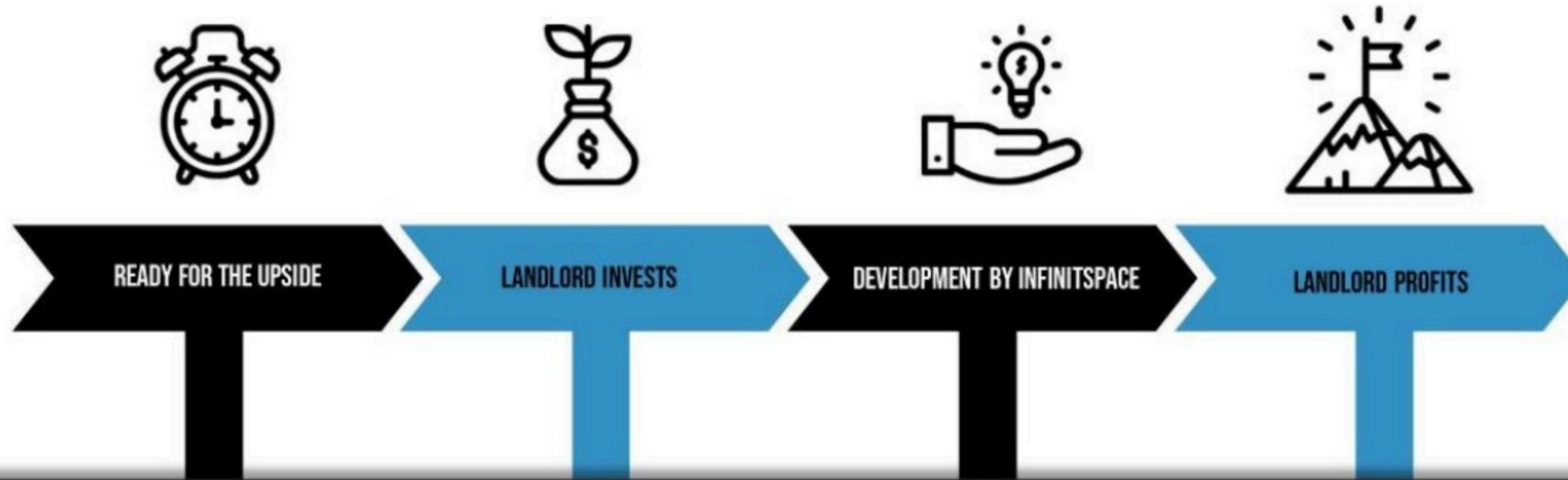
## COMMUNITY

*Top talent community managers to transform buildings into dynamic workplaces.*

COWORKING / FLEX TENANTS

TRADITIONAL TENANTS

# HOW DOES IT WORK



01

LANDLORD HAS VACANT  
OFFICE SPACE

CORPORATE HAS  
UNDERUTILIZED SPACE

LANDLORD / CORPORATE  
PREFERS RELIEVE  
AND CONTROL

02

INFINITSPACE  
CONCEPTUALIZES  
&  
SELLS  
A UNIQUE  
FLEX BRAND

03

INFINITSPACE SELLS  
&  
FACILITATES THE  
FLEXSPACE OPERATIONS  
&  
RECEIVES 20%  
COMMISSION ON REVENUE

04

COMPANIES (TENANTS) PAY  
MONTHLY MEMBERSHIP FEE  
OF  
2.2X RENTAL PRICE  
(STANDARD IN FLEXSPACE &  
PROFIT @ >70% OCCUPANCY)  
+  
UPSELL TO TRADITIONAL TENANTS

# VALUE PROPOSITION

## TO LANDLORD / CORPORATES

### MAXIMIZE REVENUE WITH ONE PARTNER

>2.2x rent  
potential revenue.

### IMPROVE TENANT EXPERIENCE FOR ENTIRE ASSET

All tenants connected  
in software.

### UPSELLING POTENTIAL

All tenants access to hourly  
+ daily bookings.

### MAXIMUM CONTROL OF INVESTMENT AND SIZE

Full control of CAPEX  
investment & SQ MTR.

## TO COMPANIES [MEMBERS]

### GEOGRAPHIC FLEXIBILITY

Quality flexible  
workspace available.

### CULTURE & EMPLOYEE ENGAGEMENT

Teams can meet,  
connect & collaborate.

### NO OPERATIONAL STRESS

Price per workspace.  
easy to forecast.

### MAXIMUM CONTROL OF COSTS AND FLEXIBILITY

Flexibility to scale up  
or down at any time.



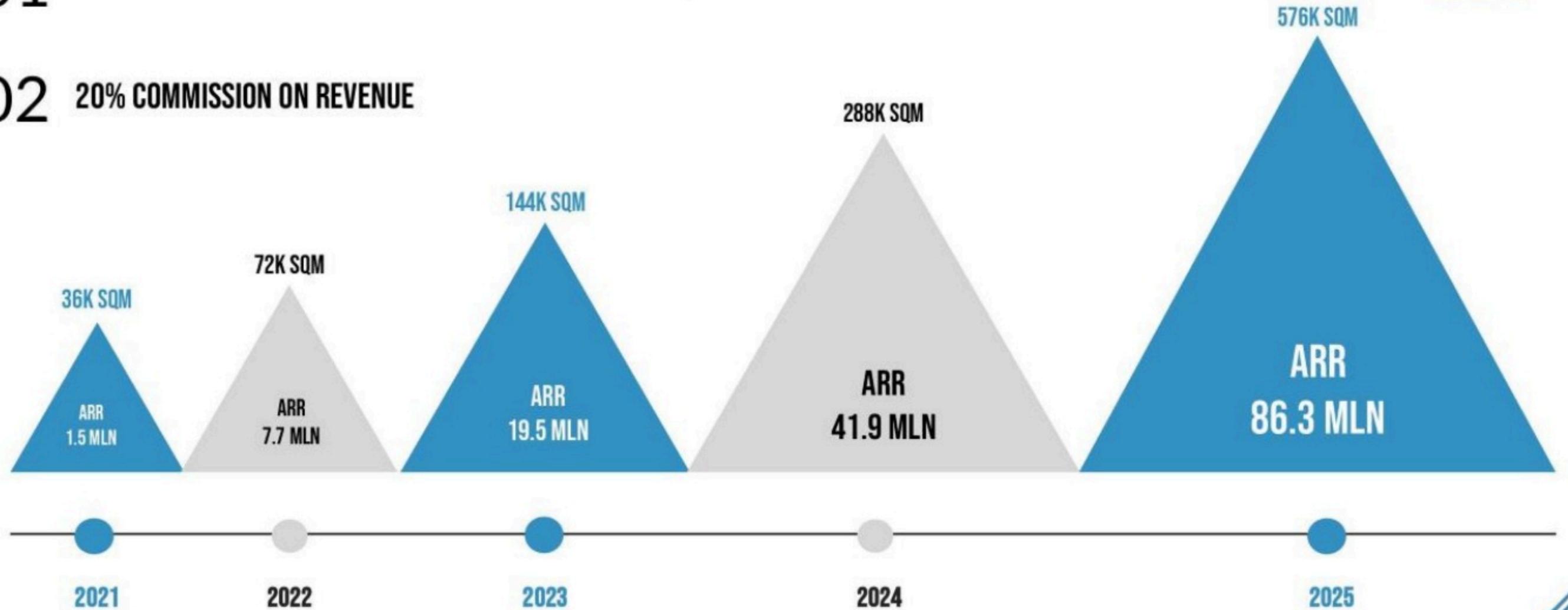
# REVENUE MODEL

*InfiniSpace charges*

REVENUE:  
20% COMMISSION

01 FLEXPSPACE SETUP FEE (UP TO EUR 61.000 PER BUILDING)

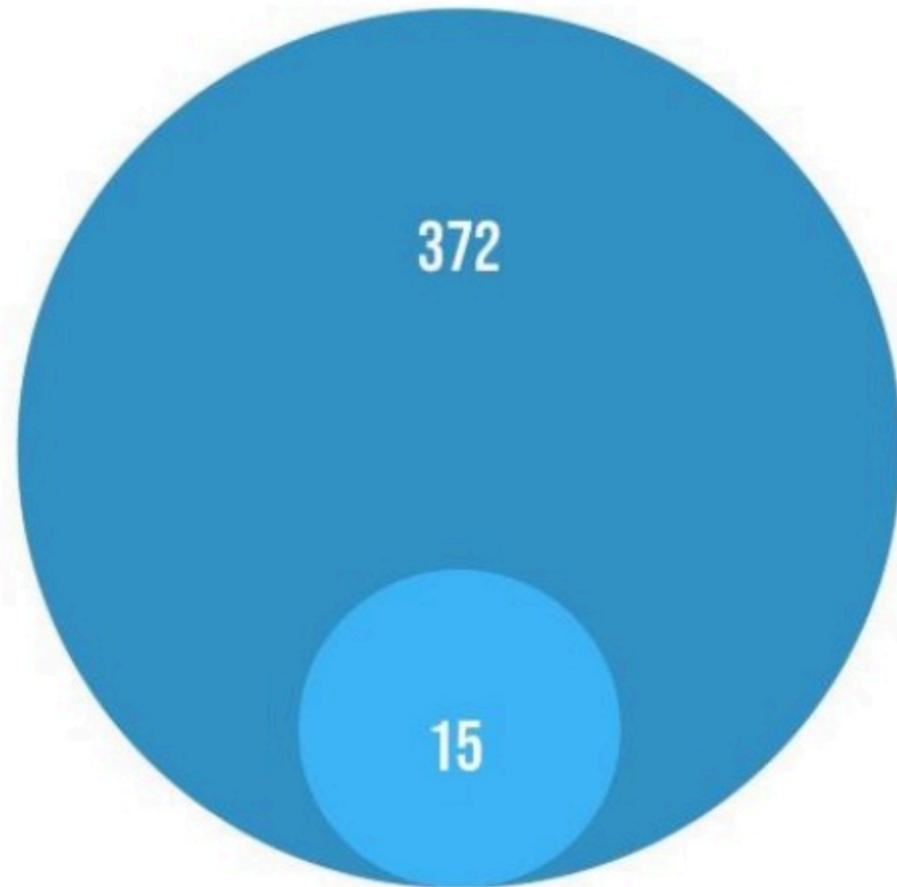
02 20% COMMISSION ON REVENUE



# MARKET SIZE EUROPE

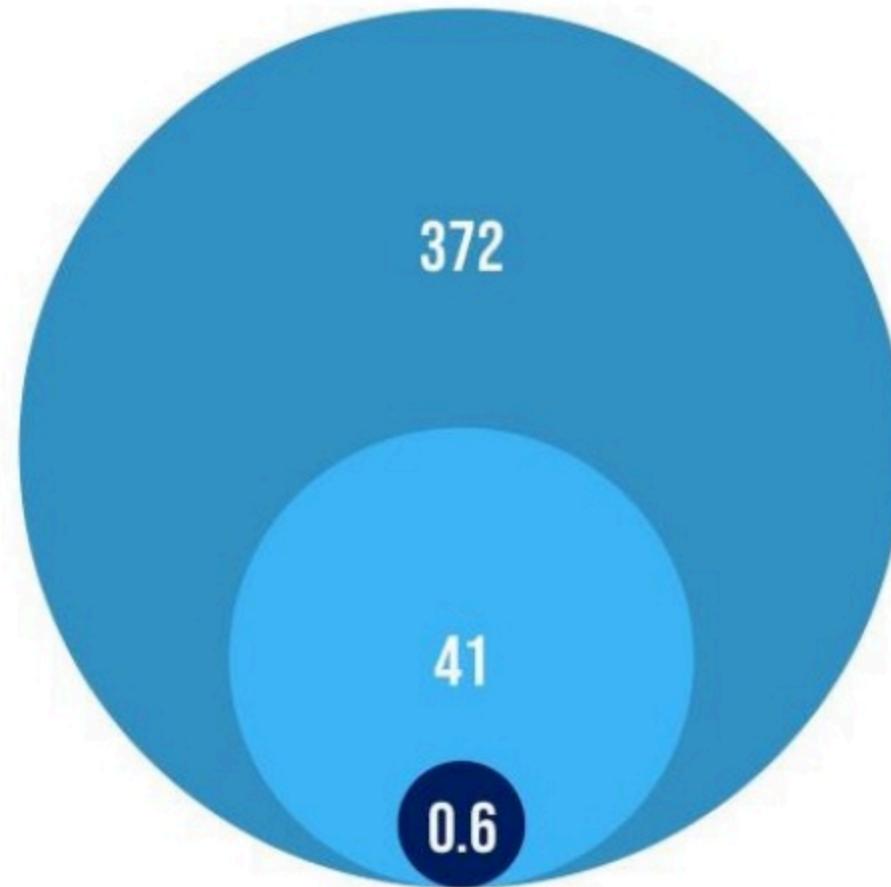
X MLN SQM

2020



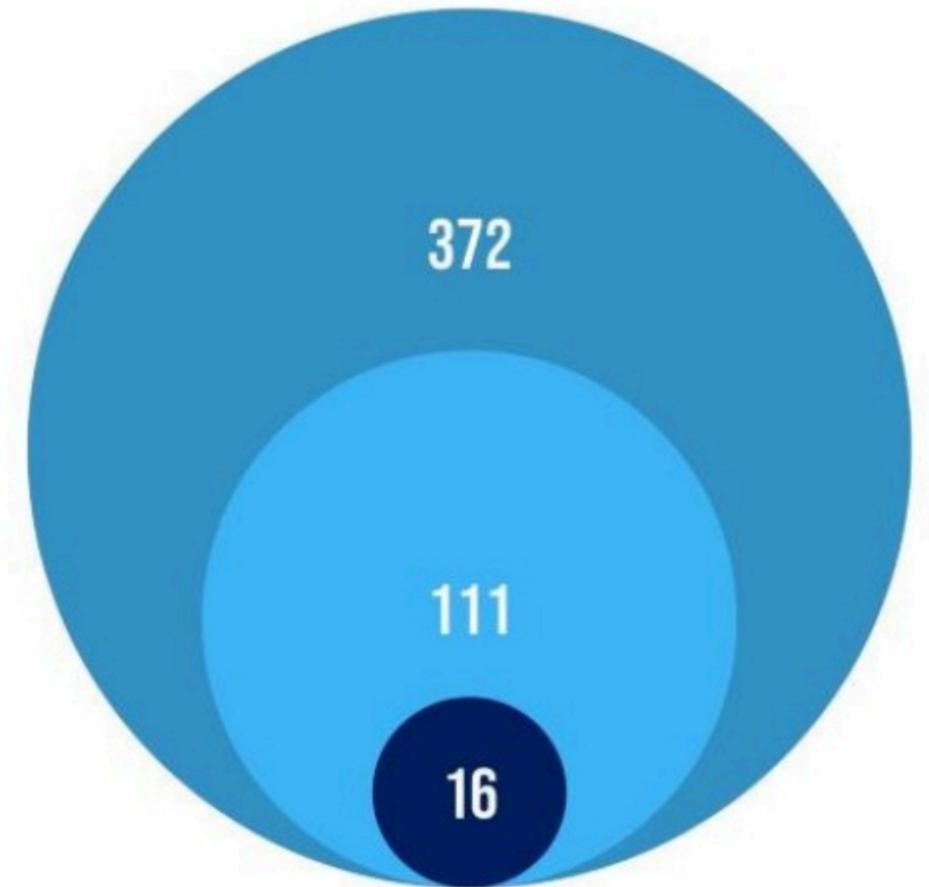
TOTAL OFFICE MARKET 372 MLN SQM  
TOTAL FLEXIBLE MARKET 4%

2025



TOTAL FLEXIBLE MARKET 9%  
INFINTSPACE 1,4% OF FLEX

2030



TOTAL FLEXIBLE MARKET 30%  
INFINTSPACE 14% OF FLEX