



space
OOO32

Easily find the best offices
on the right days for your
team

October 2023 EIS Fundraise



Most businesses haven't found the right balance between remote and office working

Today's team members demand more flexibility but that can often come at the expense of team productivity

Many office strategies do not enable teams to come together effectively, whether due to facilities, design or flexible working patterns



We help teams find the best offices available on the right days for them*

Our intuitively designed marketplace offers a curated choice of the best spaces available on a full and part time basis

The outcome is more connected teams, improved productivity and no wasted costs or commutes

We are a curated office marketplace for teams of ~5 to 100, working 2 or more days per week in the office

The best that flexible office providers offer



Unique Airbnb style Rare Finds

(Existing business tenants with spare space/days within quality office space)



Available both part- and full-time basis

TOG
THE OFFICE GROUP

Argyll

incspaces.

L A B S

ONE 1 AVENUE

LANDMARK
flexible workspace

UNCOMMON

x+why

HUCKLETREE

WORK•LIFE



anthemis + ocean bottle

Office sharing in Soho Square since 2022

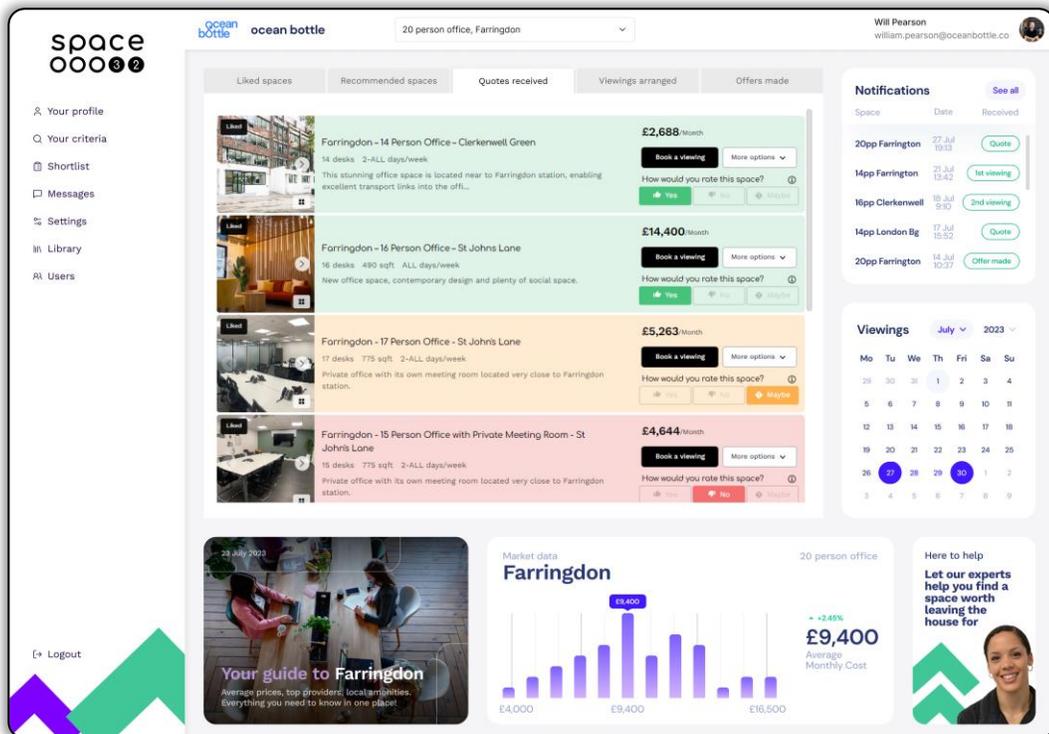


Relative day values and example split shown

With unique intuitive UX/UI design for both sides of the market

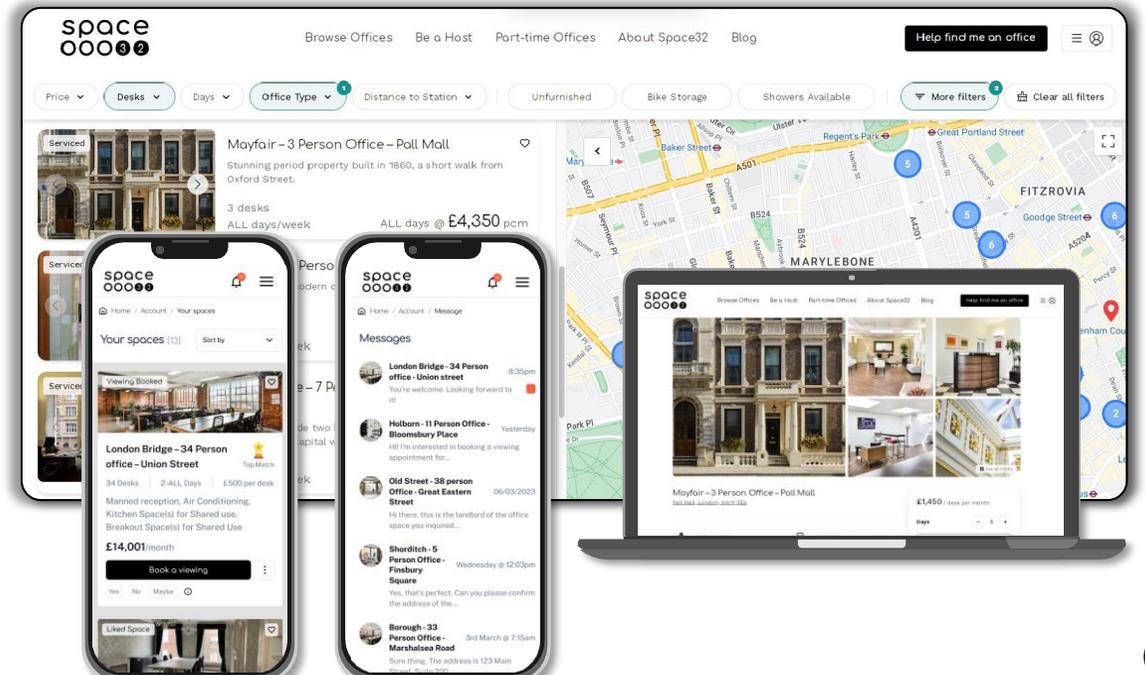
Space Seekers

search spaces - request quotes - shortlist options
arrange viewings - provide feedback - negotiate deals



Space Providers

post listings - set pricing - landlord permission
find seekers - negotiate deals - access agreements



Our marketplace is truly different

	Space32	Hubble HQ	Desana
Offer on demand day passes?	✗	✓	✓
Curated?	✓	✗	✗
Part-time focus?	✓ High	✓ Low	✗
Existing business tenants?	✓	✗	✗
Post your needs and get quotes?	✓	✗	✗
Automation focus?	✓	✓	✓

- Our **curated marketplace** enables businesses to easily find the best spaces for the days they need
- We actively prioritise **rare finds** (existing business tenants with spare office space or days), converting waste into revenue
- Matching seekers to existing business tenants drives **self-serve automation** on both sides, unlocking substantial future opportunity
- The ability to **post your needs** and let your ideal office find you has never been done in this sector and has the potential to revolutionise finding an office
- We require **minimum 6-month commitments** and do not offer “on-demand” space, focusing on the 80% of the market with the highest spend and prioritising only the best spaces

London alone is worth >£1bn in annual revenue*

London annual spend on offices	£29bn
Target market spend (5-100 people)***	£14.5bn
Revenue at 10% of 1 st year rent	£1.45bn

“We expect flex space to represent 30% of the market by 2030”



Global Flex Space Report 2022
(2019 Flex Space market share <5%)



* Source: CoStar Group Inc.

** Sources: Statistica (team sizes) and Space32 2022 survey of 200 London business leaders (days)

*** Sweet spot = 40% market volume, with higher relative spend vs 0-1 days & 1-4 team size ~ 50% of spend



Second Home
Clerkenwell Green

Future income models balance industry standards with high recurring revenue

Existing Business Tenant (EBT)

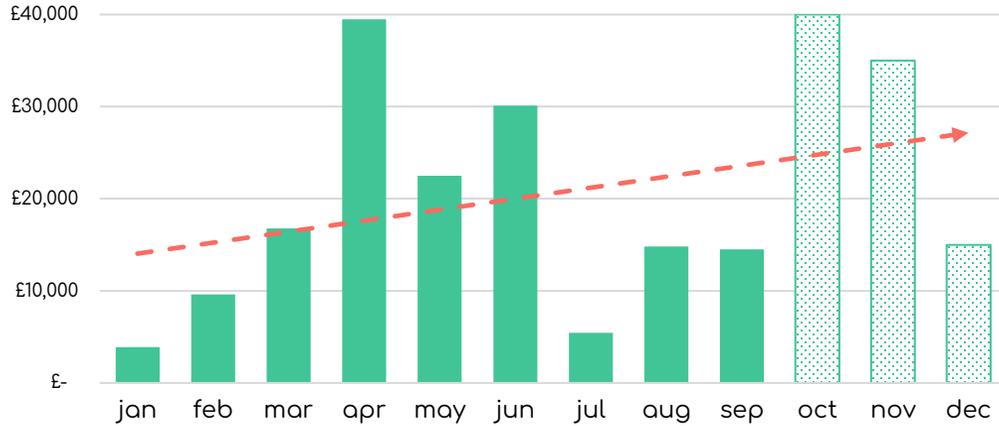
Terms	<ul style="list-style-type: none"> • 15% added to monthly revenue • Space32 manages payment flow • EBT receives revenue net of our fee
Typical deal	<ul style="list-style-type: none"> • 25 part-time desks at £250 per desk pcm • 12mth initial commitment • £6,250pcm + 15% fee = £86,250 per year
Our fees	<ul style="list-style-type: none"> • Monthly revenue: £937.50 • Annual revenue: £11,250 • 3-year occupancy = £33,750

Flexible Office Providers

Terms	<ul style="list-style-type: none"> • Industry standard 10% of 1st year's rent • Invoiced on agreement
Typical deal	<ul style="list-style-type: none"> • 12 full-time desks @ £550 per desk pcm • 12mth initial commitment = £79,200
Our fees	<ul style="list-style-type: none"> • £7,920 upfront fee

We have generated >£3.5m in space provider revenue since launch in June 2022*

2023 consistent growth with seasonality



Proof of concept delivered

£223k

Revenue generated

17

Part time deals completed

13

Full time deals completed

£7,420

Average fee achieved

(Based on 12 months revenue to August 2023)

Deals with major providers

FORA

Argyll



WORK•LIFE

Beaumont.



RUNWAY EAST

TOG
THE OFFICE GROUP

Multiple existing business tenant deals

(all using Space32 legal templates with 100% landlord permission success)



anthemis

ocean
bottle



Log my Care

POSITIVE
GROUP



*As of October 1st 2023

Our Manifesto

Fixed Hybrid is the future for many

Too many days in the office are a costly turn off for most staff...

But too much flexibility and remote working can drive a loss of productivity and increase social isolation.

We believe that fixed hybrid working is the solution that many businesses need. Entire teams together again for 2 or 3 set days each week, all working remotely on the other days.

The results are consistent work/life balance, improved collaboration and productivity, and atmosphere back in the office – key to a people centric culture.

Teams deserve the best offices for less

If you want your team to come to the office more often, your space needs to be worth leaving home for, but not at any cost.

Teams deserve the facilities they need with design that inspires. The other critical ingredient is people, otherwise it's just a great empty space.

We believe in workspaces that team members can fall in love with again, with features and design they wish they had at home.

That's why we select the best offices available, at a price that works.

Businesses should become hosts to others

You don't have to be in the market for a new office to get the best for less.

Many businesses have a great office space they love, but either have too much space, don't need it every day, or both. That is a substantial waste of money and resources.

Sharing your spare space or days with other businesses generates substantial revenue and means you can keep the office you love.

And just like the early days of Airbnb, your sharing partner gets way more for their money, with a host that really cares.

Marketing strategy: Route to £1m run rate

- Target audience
- London hybrid working SME teams of ~5-100
 - Focus on professional services

- Messaging & content focus
- Get the best offices for less
 - Fixed hybrid is the future
 - Become a host & convert waste to revenue

- Customer acquisition strategy
- Major focus on email marketing with integrated phone-based sales
 - LinkedIn primary PPC channel (plus remarketing)
 - SEO to drive highly targeted traffic to site
 - Networking & offline marketing

- Targets
- Pinterest under trial
 - Cost per registration: £300
 - Conversion rate: 15%
 - Cost per sale: £2,000
 - Revenue per sale: £7,000
 - ROI: 350%



Why Are Business Leaders Struggling With Hybrid Working?
August 31, 2023



4 Potential Problems With Flex Space And How To Solve Them
August 10, 2023



Should I Stay or Should I Go: The Argument For A Flexible Office
July 19, 2023



When Your Office is Coming To An End
June 28, 2023



What Is A Fixed Hybrid Work Schedule?
June 28, 2023



What London-Based Businesses Can Learn From The Office Crisis in San Francisco
June 8, 2023



The Easiest Way To Make £200k For Your Business In 2023
May 24, 2023



5 Types Of Hybrid Office
May 4, 2023



What Is A Part-Time Office And How Does It Work?
May 4, 2023



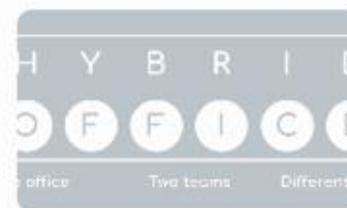
How To Unlock The Potential Of Your Graduate Hires in 2023
April 25, 2023



What I Learned About Office Leasing In My First Week At Space32
April 14, 2023



How Airbnb Inspired Us To
May 4, 2023



The 5 Most Important Things
May 4, 2023



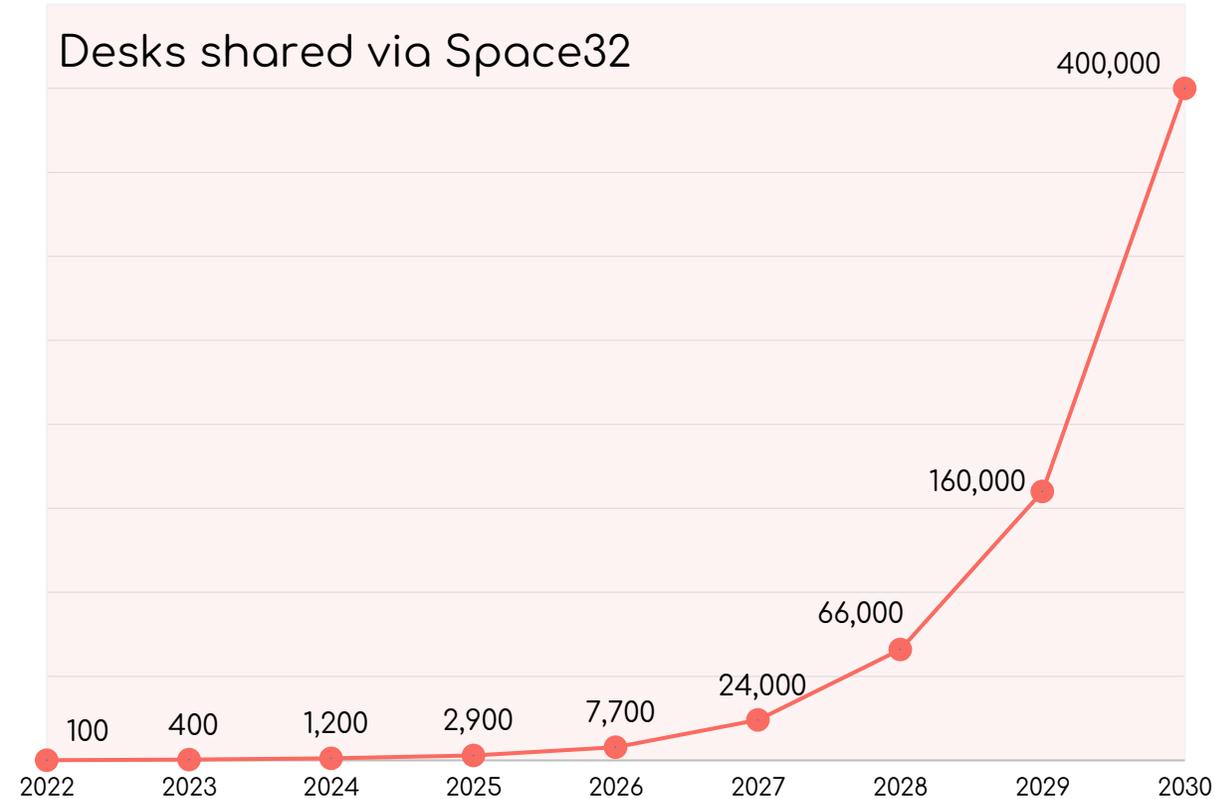
How are agencies using their offices in 2023?
May 4, 2023



Leased Offices vs. Licensed
May 4, 2023

Our target: 400,000 desks shared globally by 2030

- Achieving this goal would deliver >£100m in cumulative fees from part-time sharing alone
- This goal will also have saved businesses >£1bn in office costs (compared to full-time, full capacity solutions)*



Efficient, low risk preparation will enable rapid international growth from 2025 onwards

*The annual cost of 400,000 part-time office desks to the customer is >£1bn at an average part time desk rate of ~£215pcm. Assuming average split of 50:50, cost is equal to savings.

We are the right team with the right experience



J Keith Lomas
Chairman

Founder with multiple exits (including IPO)



Jon Dweck
CEO

Founded and scaled award-winning recruitment business



Richard Fine
Director

Commercial leadership in recruitment and hotel sales



Curran Dye
Marketing Director

B2B Marketing leader with substantial marketplace experience



Holly Corscadden
Business Ops Lead

Ex WeWork Project Manager with Process & Programme Mgmt.



Aaron Layton
Digital Product Lead

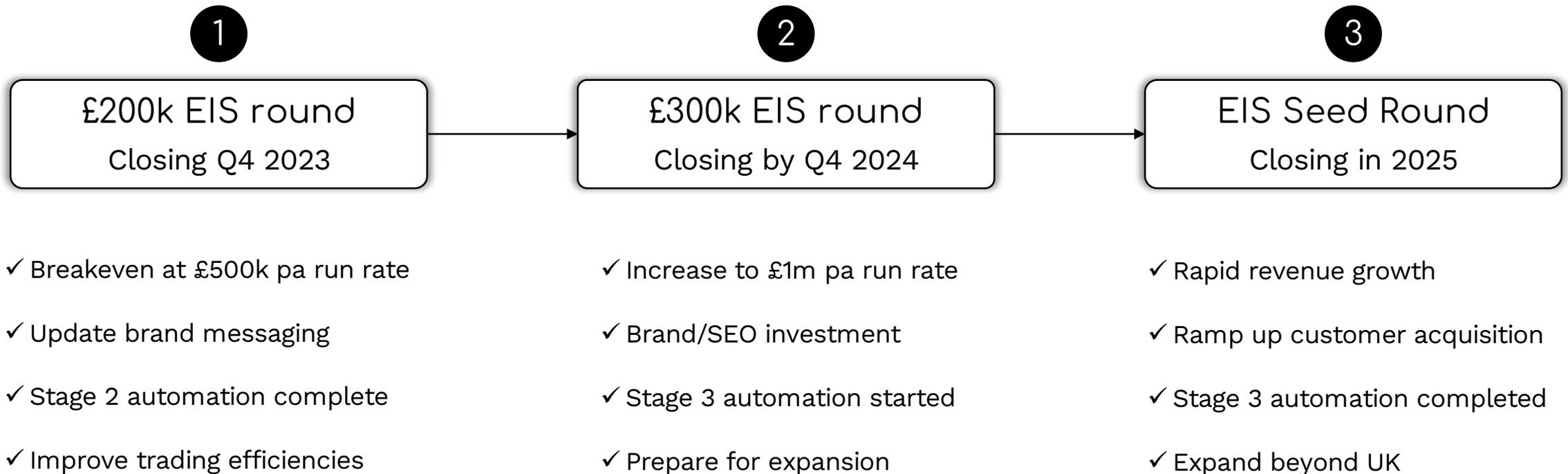
Experienced developer behind sites such as Moss Bros & Yours Clothing

Our industry experience combines office leasing (ex-WeWork) with knowledge from parallel industries with more advanced marketplaces (hotel sales, recruitment, events).

Our functional knowledge combines multiple successful exits with best-in-class talent attraction, process engineering, website development and B2B marketing.

3 stage funding strategy up to Seed

We are actively raising now for phase 1 and 2 while building relationships in advance of our seed round





Get in touch

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