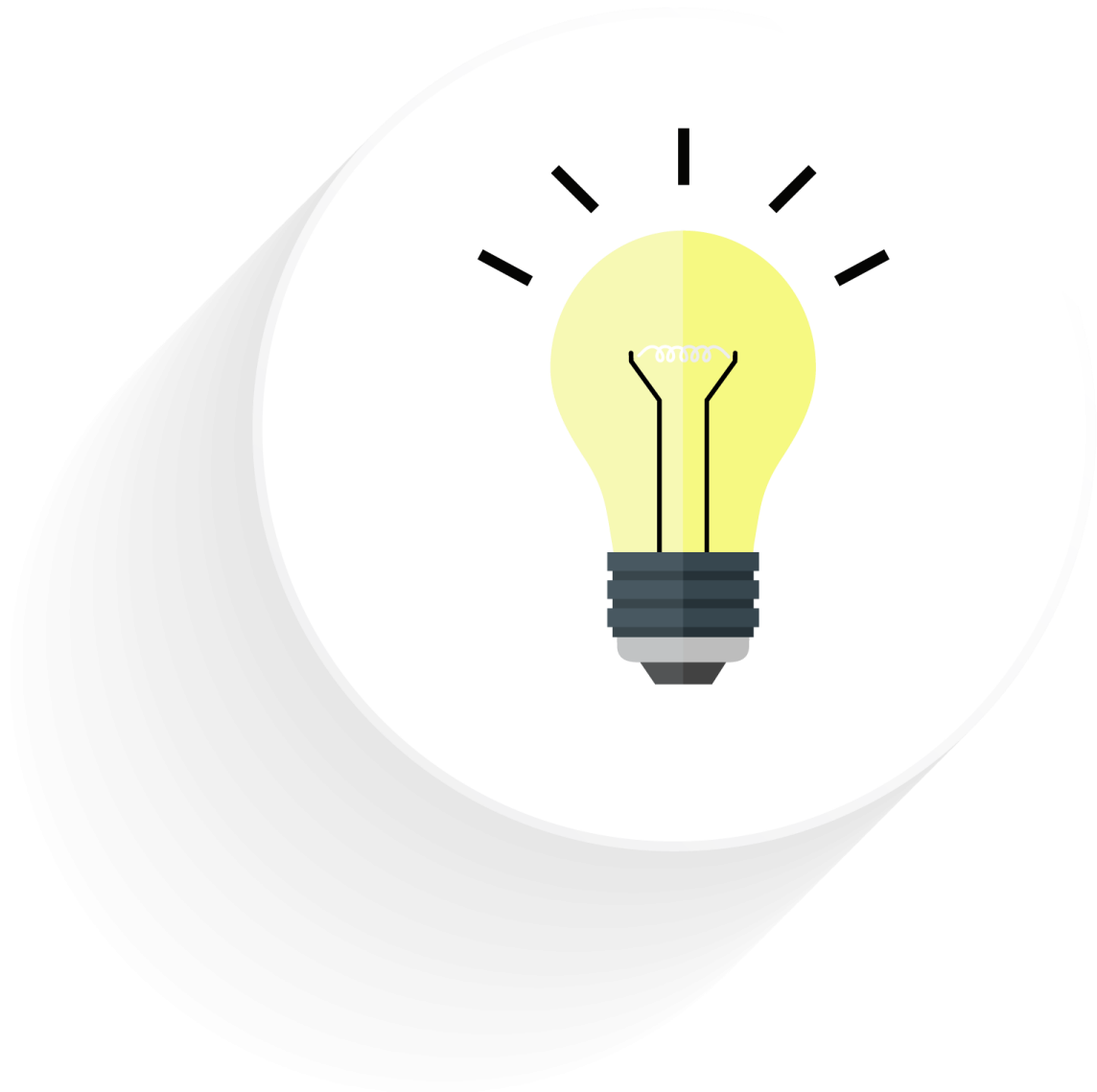
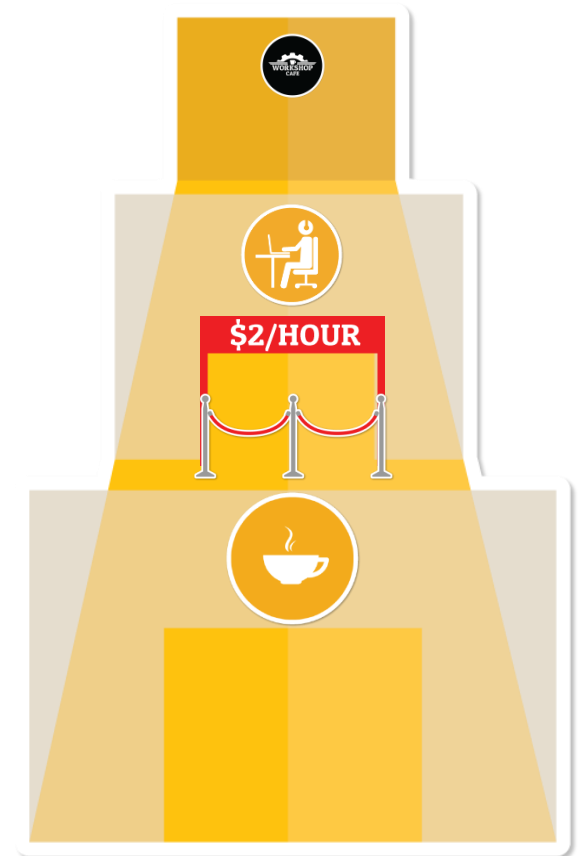




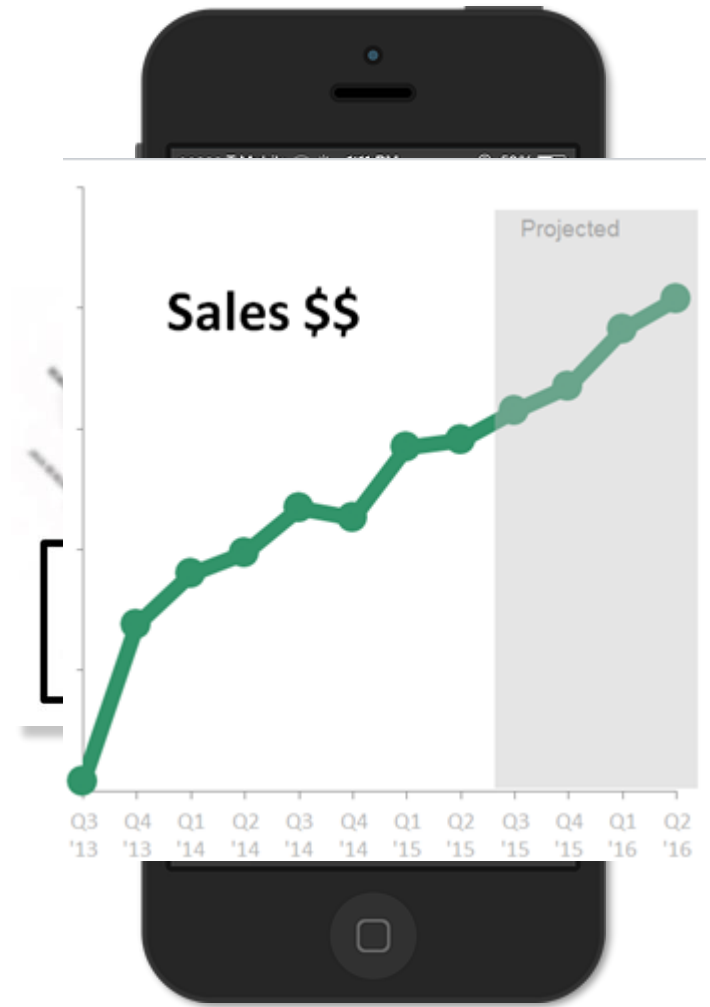
**WORKSHOP**  
**CAFE**

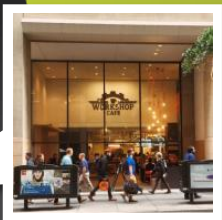
# Our Journey in 90-Seconds







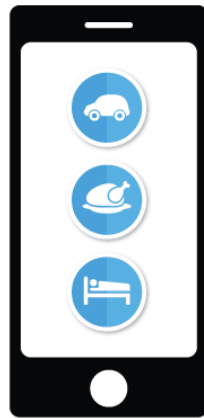






Revenue	Gross Margin %
Table Rent	100%
Food & Bev	60%
GM%	72%
EBITDA%	33%

# Convergence of 3 Major Trends



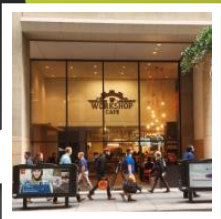
On-Demand  
IRL Services



Coffee House  
Culture / Social



Shared Work  
Space





**BIZ MODEL**



**STORE  
PROFITABLE**



**BIZ MODEL** ✓  
**STORE** ✓  
**PROFITABLE**



## OUR VISION:

Global locations, software, and services serving the needs of the increasingly mobile millennial and freelance population



📍 250+ Locations

💰 \$500M in Sales

🏢 \$1+ Billion



Software



Operations



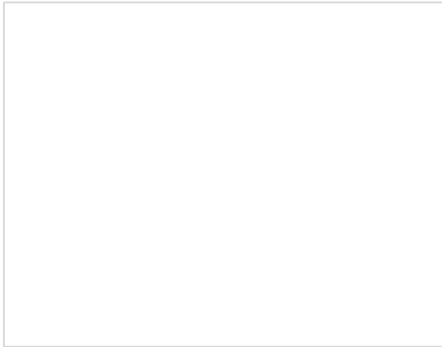
LifeStyle Brand



# MY EXPERIENCE: Building Affordable Luxury Biz



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\$\$\$\$\$



Co-working market big.  
Our customer base *broad*er.



**3,000 locations**  
\$3B



**50 locations**  
\$10B



**1,500 locations**

**53M → 75M**  
**FREELANCERS IN THE US**  
**BY 2020**

38% of millennials  
are freelancers

Social



Younger entrepreneurs



Flexibility. No Commitment.



Favor premium goods + services

# Current Solutions Not Ideal For Many

Solopreneur

Virtual Teams

Corporate “escapee”

**40%** of Workshop customers have company-provided office

**79%** rise in companies allowing “Remote working” from 2005 -2012



## Coffee Shop

**Designed for high volume table-turns**, not working

Loud/distracting. Environment not monitored.

Customer feels guilty for “camping out”



## Co-working

**Requires commitment**

Expensive \$450 - \$1,000/month

Application/acceptance process

Missing amenities (quality coffee / food)



## Home Office

**Distractions** (spouse, chores, kids)

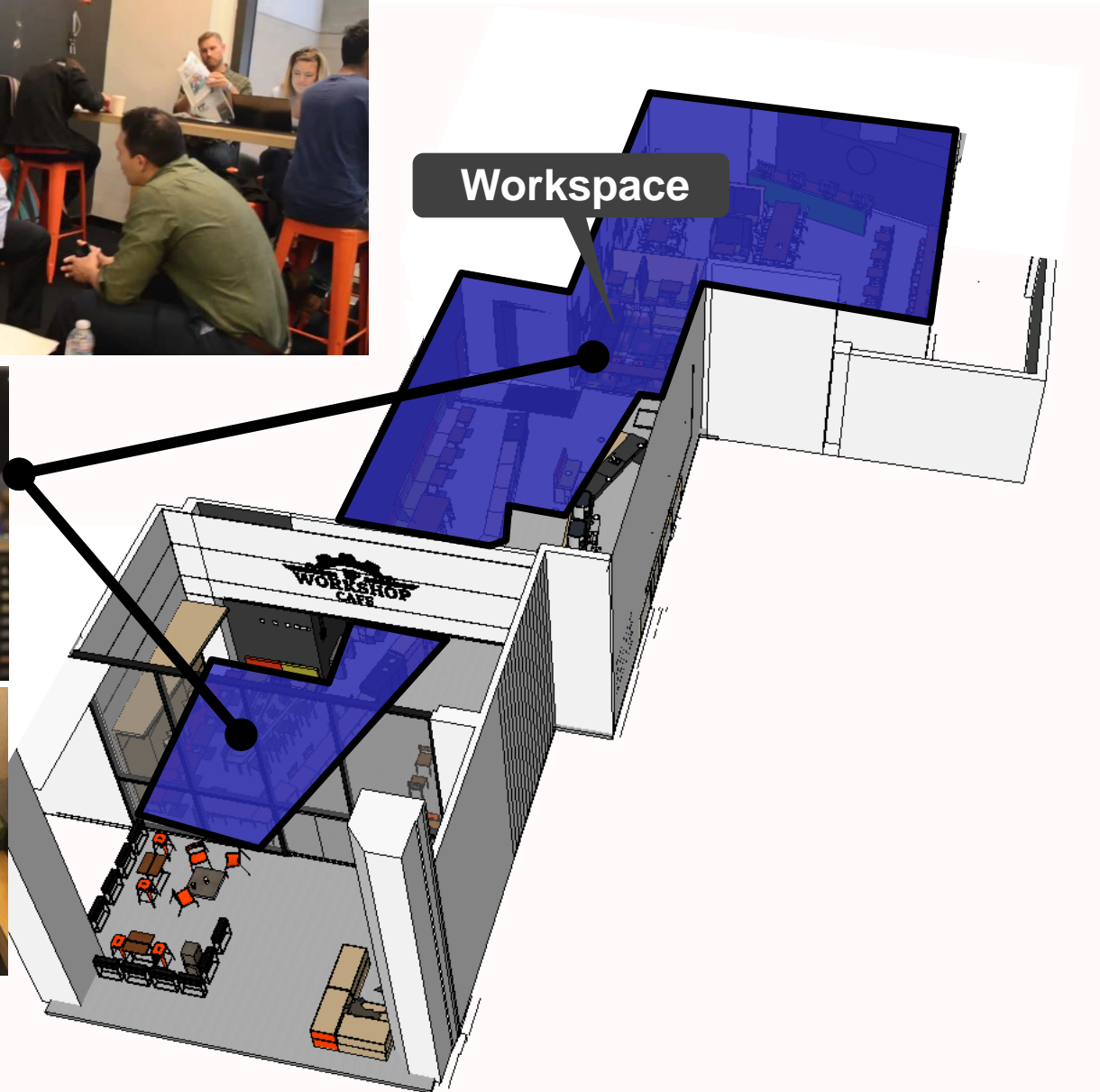
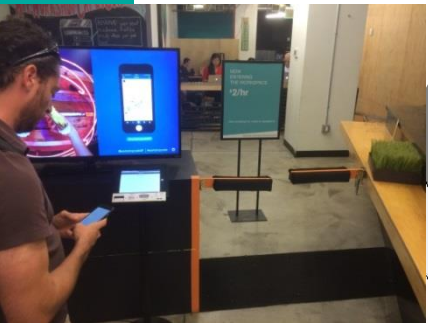
Client meetings in the living room?

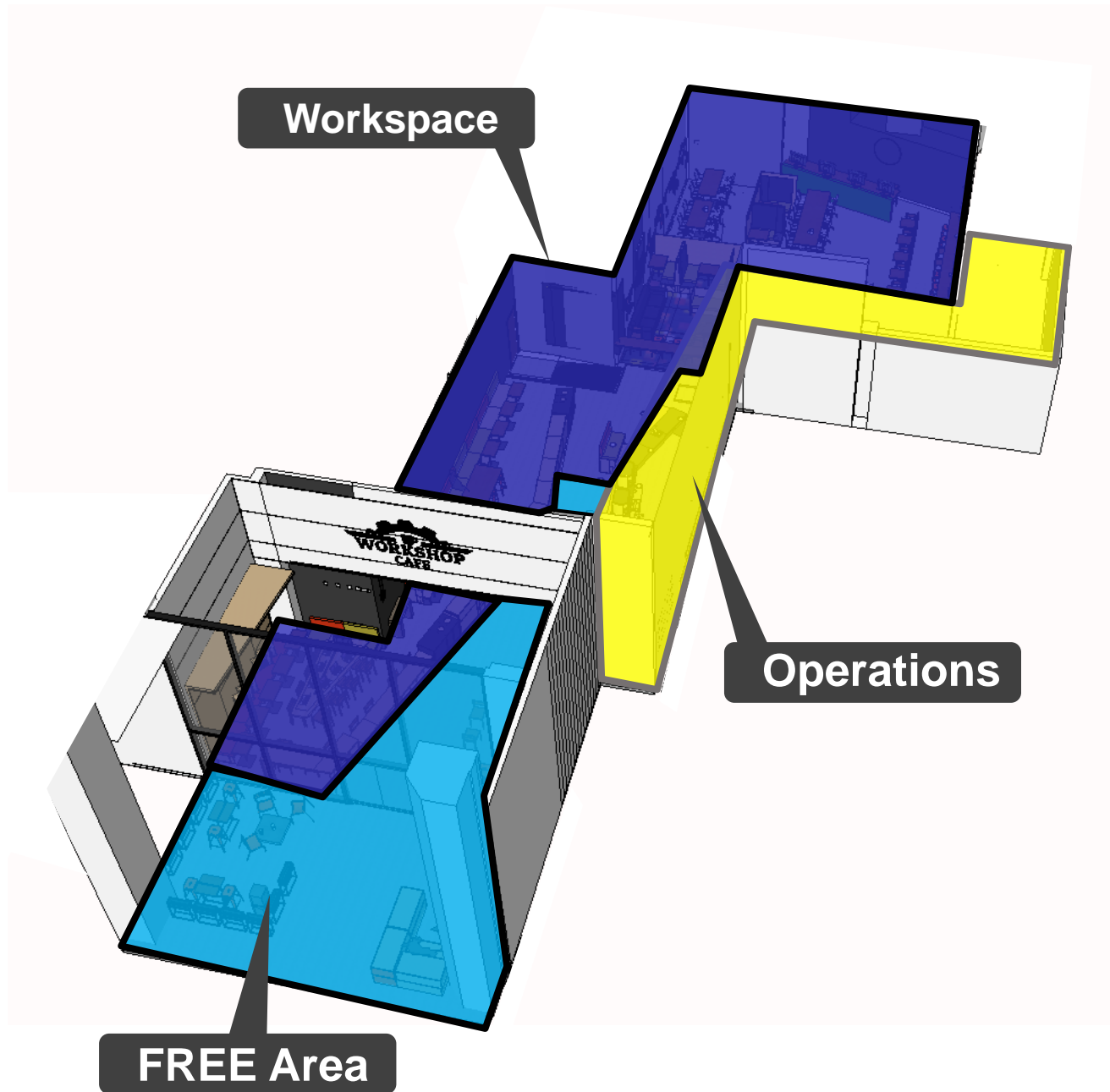
No community / vibe of other people working













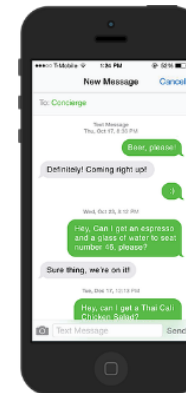
Workspace “On-Demand”



Premium Service



Craft Coffee / Food





End