

Join the Evolution.



FRANCHISE DISCOVERY

Serendipity Labs: Area Development Opportunity



The Opportunity

It's about the Experience ...and Performance

Workers now choose how they work, while companies are reinventing their real estate strategies and workplace policies to lower costs and enhance performance.

UN-TETHERED WORKFORCE HAS CHOICE

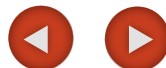
30% of US knowledge workers are now un-tethered from the corporate workplace. This figure is projected to reach 60% by 2020. As a result, knowledge workers are now choosing where and how they work. Whether they are independent professionals or corporate employees, better work-life balance, wellness and sustainability are big factors in deciding how and where they choose to work.

CORPORATE REAL ESTATE IN TRANSFORMATION

Meanwhile, companies of all sizes are aggressively reducing real estate costs and transforming headquarters spaces to serve an increasingly mobile workforce with meeting space and shared workspaces. Attracting the most talented workers now requires offering workplace options that provide flexibility and quality of life.

ALTERNATIVES FALL SHORT

With workers being released from traditional 9-5 workplace policies, they are often left to work from home or the road. Although working from home was once thought to be a perk, over 80% of employees say they'd rather not. Home officing hasn't met the need for human interaction, collaboration, peer equity, productivity and work-life balance. For business travelers on the road, transient squatting in hotel lobbies and cafes doesn't provide a secure or reliable solution.



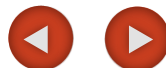


Our Approach

It's about the Experience ...and Performance

Serendipity Labs is building a national network of premium members-only workplaces with high performance meeting facilities at corporate standards.

- We are meeting the worker demand for flexible, secure and highly accessible workplaces..and the corporate demand for alternatives to fixed corporate headquarters real estate commitments.
- Our insightful workplace design allows members to easily traverse from collaboration spaces to quiet personal workspaces to social gathering spaces throughout the day.
- Our locations allow for working close-to-home but not at-home, for cutting down on commutes and for meeting with peers face-to-face or virtually. Each lab offers a welcoming environment with unmatched service standards, leading technology and an exceptional member experience.
- Our labs are served by a proprietary cloud-based technology platform, OASIS™, that delivers internet access, phone service, secure wi-fi as well as physical and network access control... all at enterprise service level standards.





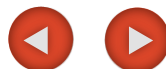
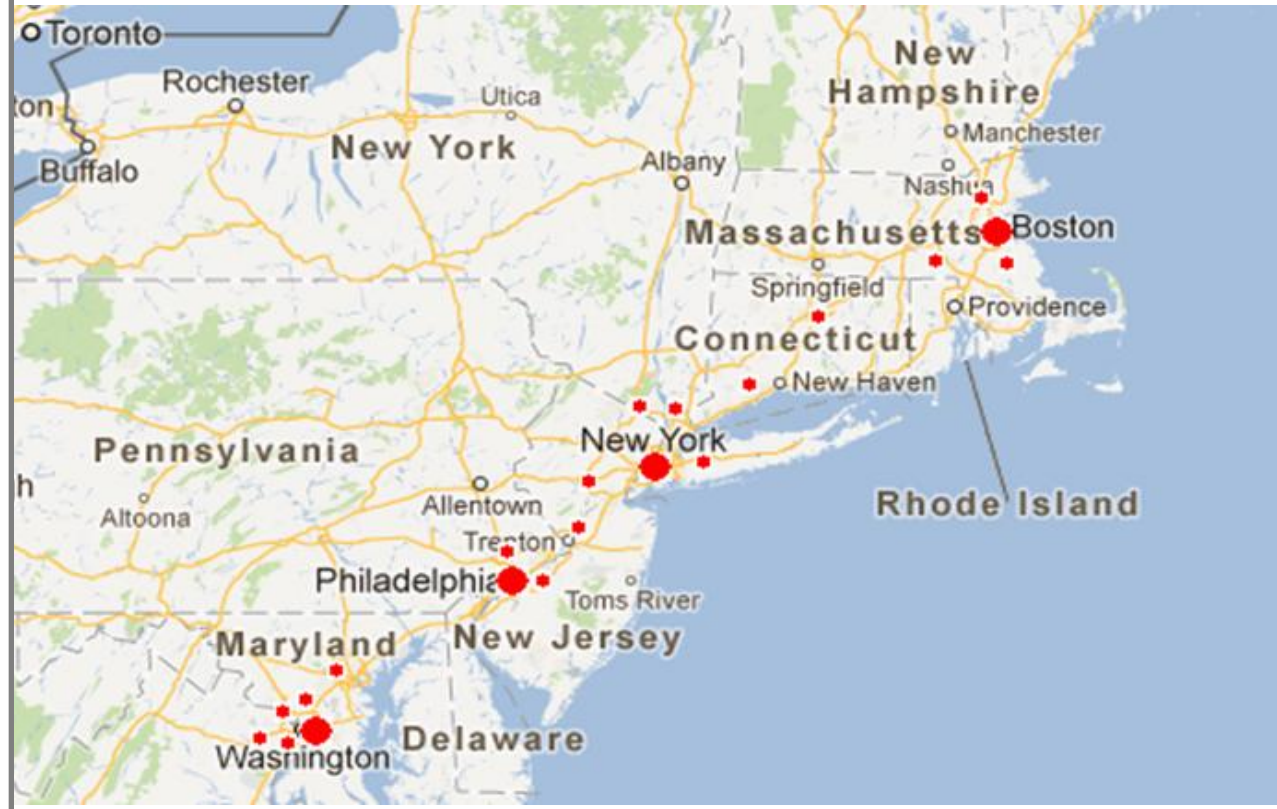
Serendipity Labs

Partnership

It's about the Experience ...and the Performance.

At Serendipity Labs, we are rapidly building a ubiquitous network of coworking and collaboration venues. We are seeking franchisees with proven success in service or hospitality businesses to develop multi-unit territories in the Northeast

- **4 Hub Areas**
(1-3 Company-owned labs each area)
- **20+ Development Areas**
(3-5 franchised labs each area)





Qualifications

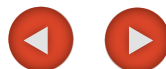
It's about the Experience ...and the Performance.

Serendipity Labs carefully selects franchisees to develop and operate 3 to 5 lab locations in a designated area.

We are seeking franchisees with a record of successful development of multi-unit service businesses, who appreciate the value of system-wide brand stewardship; including franchisees and distributors of other hospitality systems.

FRANCHISEE QUALIFICATIONS:

- Financial strength to finance or invest \$1,000,000 - \$4,000,000 of development cost
- General Manager (or approved designee) with 5+ years P&L responsibility
- If Individual(s), Net Worth of \$2,000,000 not including personal or residence
- If Individual(s), Liquid Assets of \$750,000
- Must reside in MSA of designated development area
- Experience operating Hotel or Hospitality Service brand is considered favorable
- Experience as investor in commercial real estate is considered favorable
- Experience as franchisee, licensee or distributor is considered favorable





Advantage

It's about the Experience ...and the Performance

Our franchisees benefit from expert guidance and support in marketing & sales, operations and new product development from an experienced team of professionals.

We enable top business performance with access to best practices, design insights, group buying power, continuous process improvement, a powerful technology platform, centralized marketing and sales, and brand management:

TERRITORY PROTECTION

We design and designate a protected territory for each lab which provides certain protections and exclusivity for the business. Territory boundaries are designed and mapped with trade area demographics, and standards.

SITE SELECTION, LEASING

Our real estate team provides expert guidance with the support of market research by Cushman & Wakefield. Our team members have opened dozens of similar locations and negotiated dozens of leases for similar businesses.

DESIGN, CONSTRUCTION

We provide interior designs modules for use in creating "test-fits", along with a specification for your local architect to follow when creating construction documents. Our interior designs are inspired by insights of our partner, Steelcase Inc. Furniture is delivered and installed for franchisees at pre-negotiated prices and terms.

TECHNOLOGY PLATFORM

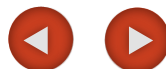
The proprietary OASIS™ technology service platform is a cloud-based, enterprise system. By handling the "tech" management skills centrally, we let your staff focus on sales and satisfaction, resulting in optimized revenue and performance.

TRAINING, SUPPORT, QA

In addition to classroom training from experts, your staff will receive in-lab training, and ongoing seminars and quality assurance feedback. Support includes, sales coaching, marketing guidance, staff support & customer support.

BRANDING AND MARKETING

We've established brand standards that are expressed in a 360 marketing and communication plan that includes, web, social, direct, print, press, events, promotions and community outreach. Our central reservation system allows bookings and online membership sales 24/7/365. A full suite of collateral is available for you to deploy.



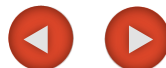
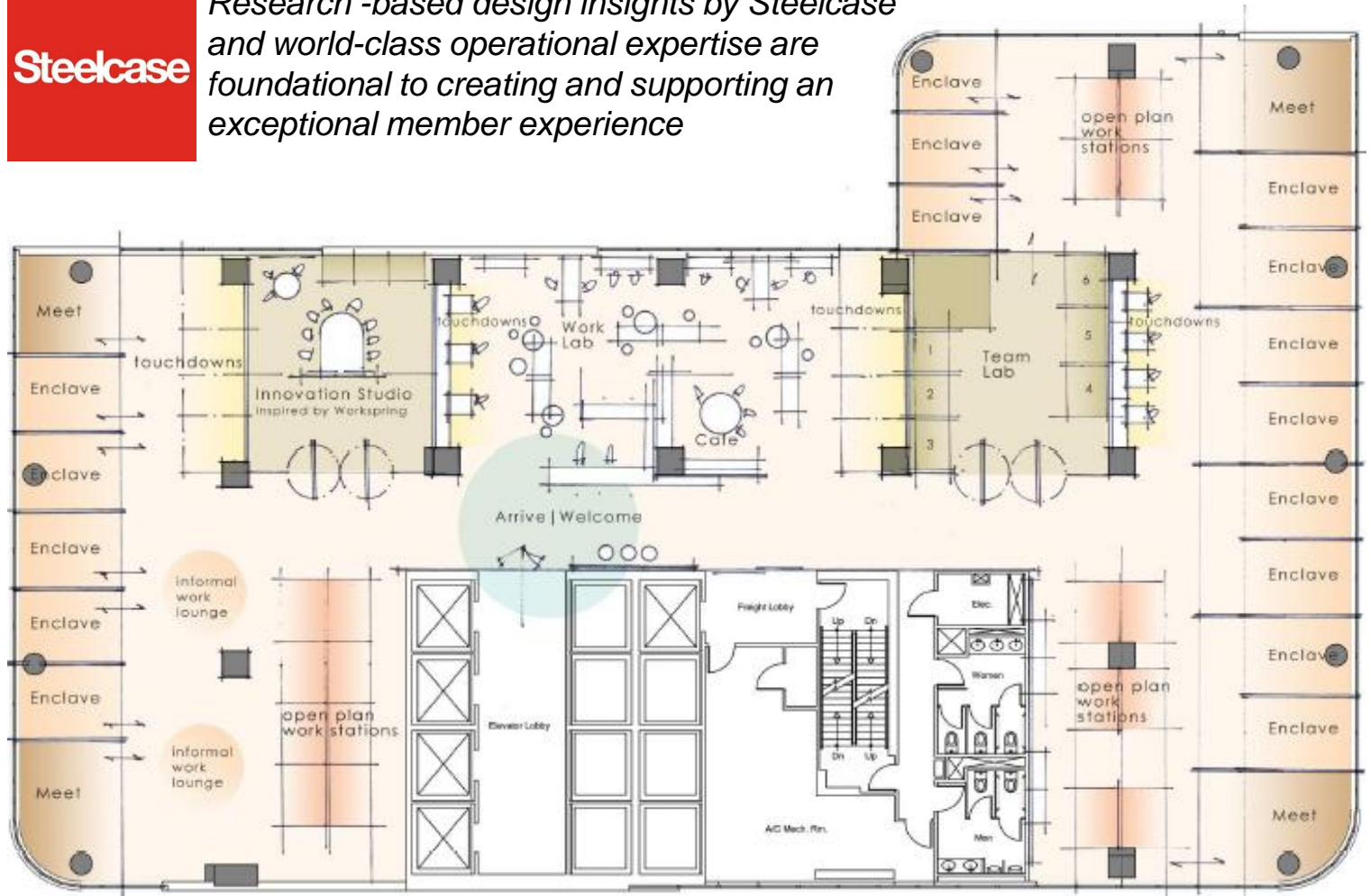


Design Insight

It's about the Experience ...and the Performance.

Steelcase

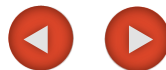
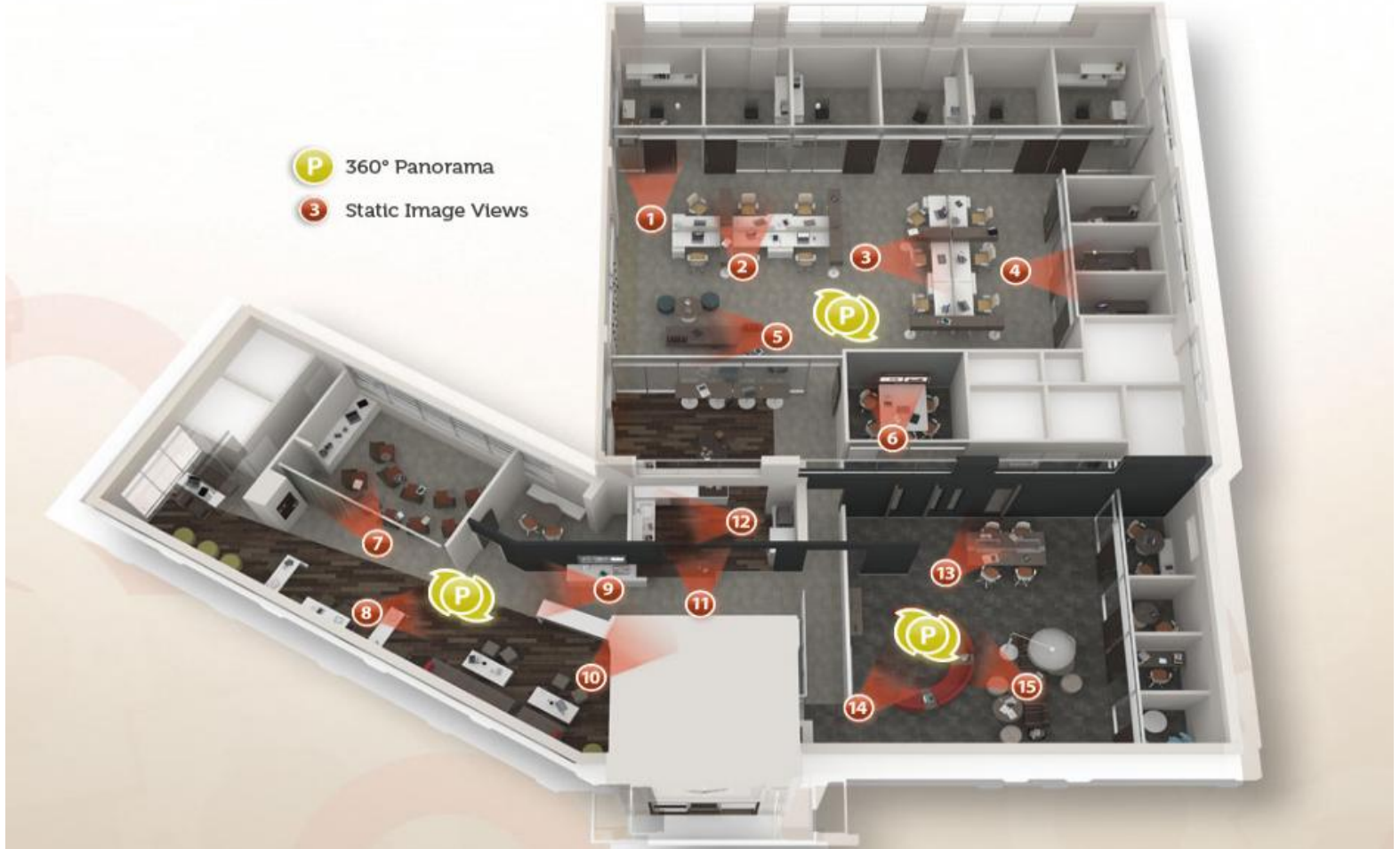
Research -based design insights by Steelcase and world-class operational expertise are foundational to creating and supporting an exceptional member experience





Design Insight

It's about the Experience ...and the Performance.





Delivery

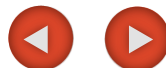
It's about the Experience ...and the Performance.

Service delivery and operational execution are key to customer experience. An enterprise platform means keeping promises for delivery and enhanced performance.

OASIS™, is our comprehensive, cloud-based technology service delivery platform. It includes software components and hardware systems that are integrated to deliver an unmatched workplace experience.

KEY OASIS COMPONENTS

1. Member Management Software (comprehensive check-in, tracking and selling system)
2. Central Reservation System (for online booking of meeting rooms, workstations, and day passes)
3. Voice and Data Services (including enhanced services, unified messaging and call accounting)
4. Physical Access Control/Security Monitoring (manages access privileges based on membership level)
5. Internet and Wi-Fi provisioning and management (managed access based on member privileges)
6. Document Management Systems (secure print/copy/scan/fax and rebilling using member credentials)
7. Customer Contact Management (integrated CRM), Message boards, Web and Social Media integrations
8. Event Management and Ticketing System (for Serendipity sponsored events and Member events)
9. Domain-based services including enterprise email and secure online collaboration





Performance

It's about the Experience ...and the Performance

All systems are supported centrally by us for superior staff satisfaction, revenue optimization and business performance, while saving direct and indirect costs.

The OASIS technology service delivery platform offers many structural competitive advantages. It provides economies of scale, continuous innovation, revenue optimization, expert support and higher satisfaction levels.

REVENUE OPTIMIZATION

Total visibility on your inquiries, sales conversions, and member utilization allow you to set pricing and workspace mix to maximize revenue generation with confidence.

MEMBER SATISFACTION

Communicating value and delivering on promises is easier to say than to do. But with OASIS, key technology services are delivered at corporate service standards and are supported by experts. Customers will trust the built-in accountability.

SCALE

Because we are buying under master service agreements for all of our affiliated locations, we are able to negotiate superior terms, service levels and pricing. Scale also means savings in support, supervision, product management and R&D

CONTINUOUS INNOVATION

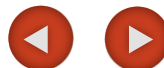
In order to innovate and bring new products and services to market, the underlying operating system must be designed for expansion and modularity. OASIS is positioned to incorporate new technologies and innovations, on demand

TEAM SATISFACTION

Lab Performance relies on the talents of a small staff. By taking the "tech" management skills out of your staffing requirements, you can hire for customer service credentials. Let them focus on sales and satisfaction. They'll thank you.

SUPPORT

Let our team support yours. The OASIS cloud-based platform means we can address almost any operational issue remotely for greater customer and staff satisfaction. Our formal escalation path means issues are resolved in a timely way.



Branding

It's about the Experience ...and the Performance.

Our Brand Platform is built on years of experience and ongoing market research. We are positioned as inspirational workplace and meeting facilities for corporate workers. Our brand pillars are represented below



Service



Flexibility



Security



Connectedness



Collaboration



Engagement



Sustainability



Mobility



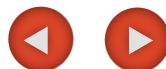
Branding

It's about the Experience ...and the Performance.

We continuously develop powerful communication elements from web design to local marketing campaigns in order to drive sales, create brand awareness and educate.



<p>Web Design <i>Digital Brand Experience</i></p>	<p>PowerPoint Template <i>Show & Tell.</i></p>	<p>Teaser Campaign <i>The Local Build-Up</i></p>	<p>The Elevator Pitch <i>The Short Sell.</i></p>
<p>Description Lines <i>Sub-Heads & Call-Outs</i></p>	<p>Tag Line <i>What we do – and deliver.</i></p>	<p>Logo & Wordmark <i>The Inspired Mind.</i></p>	<p>Market Analysis <i>Primary & Secondary Research</i></p>





Your Team

It's all about the Experience ..and the Performance

Our executive team is comprised of professionals with deep domain experience in hospitality, technology, real estate, workplace strategy, franchising and technology.

John Arenas

Chief Executive

John leads the team and has overall responsibility for franchisee satisfaction, system growth and performance. He has over 20 years experience growing workspace-as-a-service and related technology businesses, including franchising. John and Cushman Wakefield oversee final site selection for every location.

Mike Johnston

VP Operations

Mike's team knows workspace-as-a-service inside and out. His team has years of experience in hospitality, business center and club operations. From service standards to staff training, to sales systems to procurement. You can rely on us to enable unmatched Lab performance.

Tracey DiBrino

Performance & Training

Tracey's team is all about delivering on our promises and high service standards. Our performance coaching team provides training, coaching and ongoing education to Franchisees and their lab staff. Financial performance depends on careful management and measurement of marketing and sales activities to optimize results.

Vinay Kantak

VP Platform Services

Vinay leads the OASIS service delivery platform team, including evaluation, design, development, implementation and support of the lab level and enterprise level technology services. His team ensures service level standards for phone, internet, wi-fi, access control, third party software.

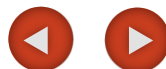
Ed DeJong

Quality Assurance, Compliance

Ed ensures quality and compliance with brand standards, products & vendors, and also manages franchisee requests for changes to the standards. His quality assurance team includes third party vendors that can provide services from shopping reports about your location to client credit screening.

Support Partners

All of our preferred and designated vendors honor negotiated master agreements for franchisee support and guaranteed service level standards. We also have supply partners who provide direct support, or resources to our franchisees.





The Process

It's about the Experience ...and the Performance

We'll be at your side for the entire territory development process from site selection and construction to procurement and opening, to training and ongoing support.



PREOPENING

From the moment you become a Serendipity Labs franchisee, we will assist you in identifying potential sites, conducting due diligence and building your business plan. We will guide you through lease negotiation, construction, and pre-marketing. Your key staff will receive training prior to opening.

OPERATIONS

Once your lab is ready to open, we'll hand-off operations to you, and conduct onsite training for your lab staff. We will closely advise you on the marketing launch, soft opening and grand opening plans, as well as day to day operations and all sales and marketing processes.

ONGOING SUPPORT

Once your lab is open and the onsite training phase is complete we will conduct an internal hand-off to our service and support team. Ongoing support includes online training sessions for new staff members, day-to-day support, updates on product improvements and expert coaching on sales and marketing.





Get Started

It's all about the experience ...and the Performance

DISCOVER

DISCOVER

Submit an application to attend a Discovery Day :

Spend the day with us to see a lab in operation and learn more about the franchise partner opportunity. We'll share materials you can use to conduct your due diligence and evaluate the potential for developing Serendipity Labs locations in your area

RESEARCH

RESEARCH

Review the Franchise Disclosure Document (FDD) :

The FDD will explain in plain language, our obligations, your obligations, costs, approved vendors and products, as well as other key terms of the franchise relationship. Conduct preliminary due diligence in your area and review the agreements with a franchise lawyer.

START!

START!

Enter into the Franchise Agreements:

Identify the Development Area and first lab location territory boundaries. Once the Franchise Agreements are signed, we'll start with a kick-off meeting and will take you through the entire preopening process with our real estate, new Lab opening , implementation & training teams.





Research

It's all about the experience ...and the Performance

We believe the best business relationships start with full disclosure and strong communication. It is our practice to facilitate your research by guiding you through a complete diligence effort before entering into a franchise agreement.

RESEARCH

REVIEW

Review the Franchise Disclosure Document (FDD):

The FDD will explain in plain language, our obligations, your obligations, costs, approved vendors and products, as well as other key terms of the franchise relationship.

VERIFY

As a next step we will assign a team to assist you with conducting preliminary due diligence in your area of interest. This includes use of our Pre Opening Manual to evaluate the following:

Community Selection: Local Demographics
Competition and Market Pricing
Costs of Operation and
Initial Investment Requirements

