



VENTURE X[™]

THE FUTURE OF WORKSPACE

VENTURE X
COWORKING 3.0





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The Rise of Coworking

Coworking spaces are evolving from trend to work-lifestyle among American workers at a steady clip. Although Baby Boomers and Generation X use shared workspaces, Millennials and Generation Z, the youngest age demographics in today's workforce and the two largest living generations, are driving the change in how we work and from where.

What was once the realm of startup companies and freelancers, coworking spaces are now popular among a wide variety of companies that allow employees to work from afar.

The number of full-time employees working remotely is increasing. If they don't work from home, many of them seek out a professional environment filled with like-minded individuals.

69%

of Millennial and Gen Z managers allow team members to work remotely¹

74%

of those workers spend a significant amount of time working off-site¹

73%

of all work teams will work remotely by 2028¹

Although more full-time workers are utilizing coworking spaces, the number of freelancers using those facilities also continues to rise.

Millennial and Gen Z managers utilize freelance workers more than twice as much as Baby Boomer bosses because freelancers help increase productivity, bring specialized skills and are cost efficient. By 2028, freelancers are expected to make up 24 percent more of departmental headcounts.¹



| The Rise of Coworking

Employees thrive more in coworking spaces than they do in regular offices. They enjoy being part of a diverse work community. They also appreciate the sense of autonomy and flexibility, yet love the sense of structure coworking spaces provide.

Large companies that want a collaborative environment for their workforce, including Visa and the Chicago Tribune, are recognizing the value of shared workspaces, including the increased creativity and productivity that occurs.

The growing demand is catching the attention of entrepreneurs and investors, and causing them to consider entering the shared workspace arena. But, providing coworking spaces requires some expertise on site research, outfitting spaces with the right furniture and reliable IT infrastructure, the ability to juggle logistics and more. A coworking franchise offers the opportunity to own a flexible workspace with support and training from industry experts.

Not all coworking franchise business models are created equal, though.

| This is Venture X

Coworking spaces started cropping up in 2005, and have typically attracted Millennials, who prefer to break from the old school office environment but place a high value on collaboration with others.² But, coworking spaces typically feature amenities that encourage more socializing, such as ping pong tables and beer taps, and less collaboration. These are distractions, and getting any real work done in these environments is difficult.

Venture X is the middle ground between millennial playground spaces and traditionally stuffy suit and tie business offices. Our franchise brand fosters the collaboration that inspired early coworking spaces, but in a modern and professional environment that is not smug and stodgy. We call it Coworking 3.0.

Venture X coworking spaces appeal to a wide range of workers, from freelancers to company executives, thanks, in part, to facilities designed by world-renowned architecture firm Gensler and equipped with high-end Herman Miller furnishings. Venture X coworking spaces inspire productivity without sacrificing comfort in a sophisticated environment.

Workers from all career paths also appreciate Venture X's amenities, including:



**Attractive
and versatile
workspaces**



**Fully-equipped
meeting rooms**



**Concierge-level
services**



**Convenient
24/7 access**

“The Future Works Here” -Venture X

This is Venture X

Venture X franchise owners enjoy multiple revenue streams, simple operations and expansion opportunities. They also value the peace of mind that comes with Venture X being backed by United Franchise Group, a 30-year old organization of affiliated, award-winning franchise companies and brands, with more than 1,600 locations in more than 80 countries. Venture X has the support needed to grow exponentially in the coming years.

With extensive franchising, real estate and coworking knowledge, we've perfected the coworking franchise company business model. Let's take a look at how our business model ensures success for shared workspace franchise owners.



Multiple Revenue Streams

Membership Plan Options

An array of membership options ensure franchisees meet the demands of every type of coworking space user seeking a place to set up shop. At Venture X, our membership plans include:



Community

This plan is ideal for small and medium companies that don't require employees to show up at the office every day. Community membership includes access to:

- Common areas
- Member community
- Conference rooms at member rates
- Additional day passes available

Virtual Office

Businesses that do not need to convene regularly enjoy the versatility of the Virtual Office plan. It provides members with a business address and a place to meet with clients in contemporary office spaces. When companies expand into new markets, they can set up shop with a Virtual Office in those new areas to establish a presence. Virtual Office membership includes everything in the Community plan, in addition to:

- Professional business address
- Mail services and package handling





| Multiple Revenue Streams

Shared Desk

Emphasizing the collaborative spirit of coworking spaces, Shared Desk members get to choose their place at a community-shared desk and work alongside like-minded professionals. The Shared Desk plan provides an opportunity for members to connect with the Venture X community. Shared Desk membership includes everything in the Community plan, plus:

- Flexible full-time workspace
- Ergonomic chair
- Included conference room hours

Dedicated Desk

Ideal for professionals who love working in a common area, but also want privacy and a fixed location to work at. This membership plan is popular among remote workers, freelancers and entrepreneurs seeking a professional setting to grow their business with a mailing address. Dedicated Desk membership includes everything in the Shared Desk plan, and:

- Dedicated full-time desk
- Filing cabinet
- Unlimited 24/7 access

Private Office

A flexible membership plan for professionals who want to work amid the community, but require an enclosed, private space that provides a sense of autonomy. The Private Office – with walls and floor to ceiling windows insulated for sound and privacy – allows members to work on sensitive projects with their teams without worrying about confidentiality. Private Offices can accommodate one to 10 individuals and can be secured at the end of the day. Private Office membership includes everything in the Dedicated Desk plan, in addition to:

- Fully furnished and lockable office space
- Insulated walls for privacy

Multiple Revenue Streams

Additional Services

As a Venture X franchisee, you're not limited to the revenue generated by multiple membership plans. You can boost your earning potential by offering more rental options and add-ons to both members and non-members. Additional revenue streams include:



Meeting Rooms

Venture X locations have a variety of meeting rooms to accommodate the needs of businesses and workers. Whether they need to present a project plan, conduct training sessions, or launch a new product line, Venture X meeting rooms are ideal for those important occasions. Our meeting rooms reduce some of the stress that comes with these high-level events because we provide:

- High-speed Internet
- State-of-the art audio/visual presentation equipment
- Access to copiers, printers and scanners

Shared Desk, Dedicated Desk and Private Office membership plans come with a fixed number of conference room hours included. However, meeting rooms can also be rented at hourly rates for Community and Virtual Office membership plans. Some Venture X locations offer meeting room packages at discounted rates for members and slightly higher rates for non-members, making meeting room rental a viable revenue stream.

| Multiple Revenue Streams



Event Space Rental

Spacious Venture X coworking venues are ideal locales for hosting private and community events. The wide open spaces, modern design, comfortable furniture, café and lounge, and dedicated on-site hospitality staff make holding networking, educational and social events easy and worry-free. Businesses find Venture X spaces to be the perfect environment for all-day conferences, board meetings, employee training or any other corporate event. For similar reasons, community organizations choose their local Venture X to host networking happy hours, cooking demonstrations, panel discussions, classes and much more.

Business Service Add-ons

In addition to generating revenue through the variety of membership plans, meeting room and event space rentals, Venture X franchisees enjoy business service add-ons as another revenue stream. Add-ons, typically requested by clients on an as-needed basis, include:

- 24/7 access
- Filing cabinet/lockers
- Mailbox services
- Podcast equipment rental





| Simple Operations

Opening and running a coworking space on your own is an arduous task. As it is for every business, location is paramount. You have to make sure you have the right amount of square footage, or you may end up leaving money on the table or throwing money away at unused space. You have to make sure the atmosphere and layout are accommodating and flow well. When your space opens, managing membership and your IT infrastructure can be an overwhelming chore.

Venture X provides franchisees with a turnkey business model, taking care of the heavy lifting so they can focus on stepping into ownership of a coworking franchise. We handle all of site selection, space design, and training. We set franchisees up with membership management software and IT support, too. And, with the backing of United Franchise Group, Venture X franchisees enjoy peace of mind from decades of franchise experience.

With revenue generated just by businesses renting space and upsells, Venture X coworking franchises are easy to operate with minimal staff. Only three or four employees (typically two full-time and one or two part-time) are all that's required to help run a Venture X coworking space. Their compensation, along with rent, utilities and maintenance, are the main expenses franchisees have.

Training and Support

To ensure Venture X franchisees get off to a strong start and remain successful, we provide comprehensive training and support. Our training program starts with two weeks of in-house, classroom-based instruction at our headquarters in West Palm Beach, Florida. The training class includes, but is not limited to:



| Simple Operations

- History of coworking, where the industry is today and where it's headed in the future
- Venture X brand standards
- Who our competition is and our strategy for staying on top
- How to staff coworking spaces and who makes a good Venture X employee
- Recruiting clients and selling the coworking location to them
- Creating proposals
- A tour at a Venture X location and tips for providing the perfect tour for potential clients
- Providing top notch customer service
- Managing profits and losses
- Reaching the 100 percent occupancy goal
- Managing schedules and social media

Franchisees also receive up to three weeks of start-up training and support to prepare for their opening. Ongoing support includes marketing, access to an online training portal, training webinars and an in-depth franchise operations manual. Franchisees receive a checklist and several scheduled calls to ensure they're on track to open with everything in place.

Once their workspace is open, franchisees receive ongoing support and training, which includes two webinars a month. The webinars typically involve an industry expert, who will conduct Q&A sessions with Venture X franchisees. Sessions are recorded, so they can watch them at any time.

Our franchisees also look forward to onsite visits from our field team, who provide assistance with all aspects of the business.

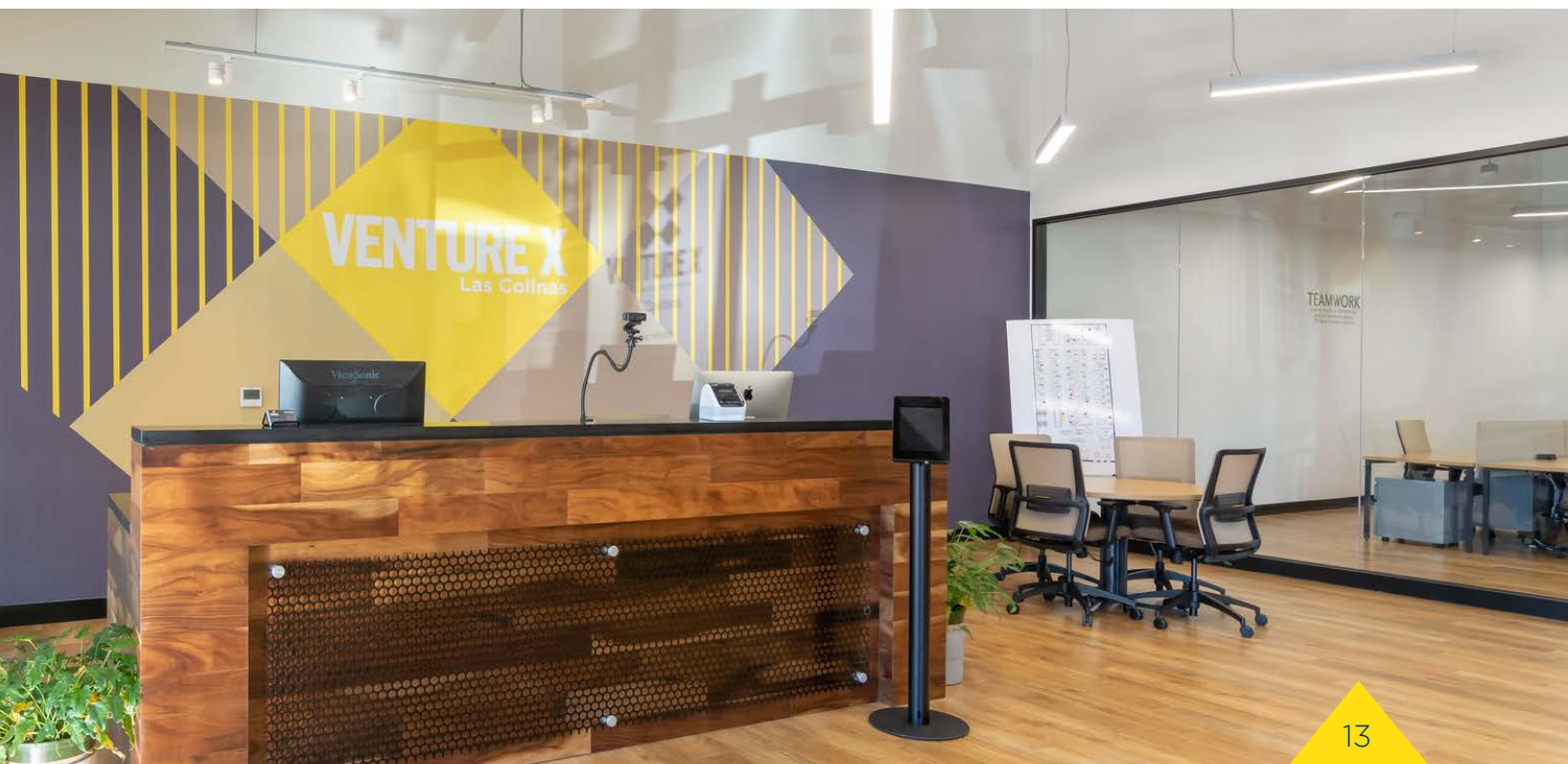


| Simple Operations

IT Management

Maintaining IT networks in coworking spaces is paramount to success, and is typically one of the greatest challenges for those who attempt to open a shared workspace independently. Professionals come to a shared workspace expecting strong, fast internet connections and a reliable network. If a coworking space's network goes down frequently, the owner will lose clients and suffer a reputation of unreliability.

Because IT management is key to a successful shared workspace, our franchisees receive built-in IT infrastructure and support through our partnership with coworking technology leader essensys. essensys' best-in-class IT support ensures our franchisees can meet the technology needs of all of their members.





| Expansion Opportunities

Solid franchise models will have opportunities and provide strategies for their franchisees to grow.

While many coworking space concepts limit themselves to expanding in cities only, Venture X targets markets beyond city centers. Venture X opens and thrives in suburban and rural areas that make sense.

Venture X coworking spaces open in non-metro areas because there's worker growth happening outside of cities. As the cost of living increases considerably in urban areas, more freelancers need to find a more economical place to live and work. Many of them are moving out to the suburbs and beyond, where rent, food, gas and other things are more affordable.³

At the same time, companies are realizing that their talent does not have to show up at the corporate office located in urban areas thanks to the internet. Some hire rural-based employees and allow them to work from small satellite offices in rural towns.

These two trends present an ideal opportunity for coworking space concepts to open offices in suburban and rural communities, and Venture X is doing it. We've proved that coworking spaces can be successful outside of major cities, for example our Farmington, Utah franchise, which is located 17 miles north of Salt Lake City. Because of that, we do not limit our franchisees to urban territories.

Between our unique expansion strategy and our streamlined operations, Venture X coworking spaces offer a scalable business for entrepreneurs. Venture X franchisees can grow their business and open and manage multiple locations with ease.



Key Takeaways

Freelancers, startup companies, entrepreneurs in all industries, and large corporations and their employees are just some of the groups seeking out coworking spaces – and they will continue to do so for years to come. The Global Coworking Unconference Conference predicted there will be more than 30,000 coworking spaces and more than 5 million members around the world by 2022. And, they demand these professional work environments not just in cities, but out where they live, too – in the suburbs and rural communities.

While the socialization model of ping pong tables and beer taps is fun, it's not always conducive to work. With an expanding economy, competition is heating up and professionals want to get their work done to move the needle for themselves and/or their companies. Yet, along with professional work environments, they value community, collaboration and comfort.

Venture X stands out among other coworking franchise concepts with its:

- Appealing aesthetics thanks to office designs by Gensler and high-end furnishings by Herman Miller
 - Attractive membership options and additional revenue streams
 - Concierge services to help members stay productive
 - Completely turnkey, simple operations with easy to manage revenue and expenditure numbers
 - Opportunities to expand beyond traditional markets to meet growing demand
- With the popularity of coworking growing and our second-to-none concept to meet demand, Venture X is poised to dominate the coworking space.

Contact us today to learn more about franchise opportunities with Venture X.

venturexfranchise.com/request-more-info | 561-578-2954