



Company Pitch: «KoKoSpot»

Problem

I need a **meeting room** for **3 hours** in the centre of **Florence tomorrow** morning, can you give me your **best quote?**

We'll be **6 people**, there must be a **big screen** to share a powerpoint.



Problem

Individuals and companies looking for a temporary office or a place to work

- Spend a lot of time to book a place which may not be the best value for money (no aggregators available)
- Don't have visibility of spaces outside of major cities

Landlords and office managers

- Occupy only 50% of available space (smart working)*
- Have lower selling power (increasing interest rates)*
- Have less renting out options (reduced market need)*
- See tightening regulations for short term overnight stays



Solution

A **web marketplace** exploiting sharing economy, where different kind of users can make their premises available for business purposes

Key benefits

For individuals and corporate users:

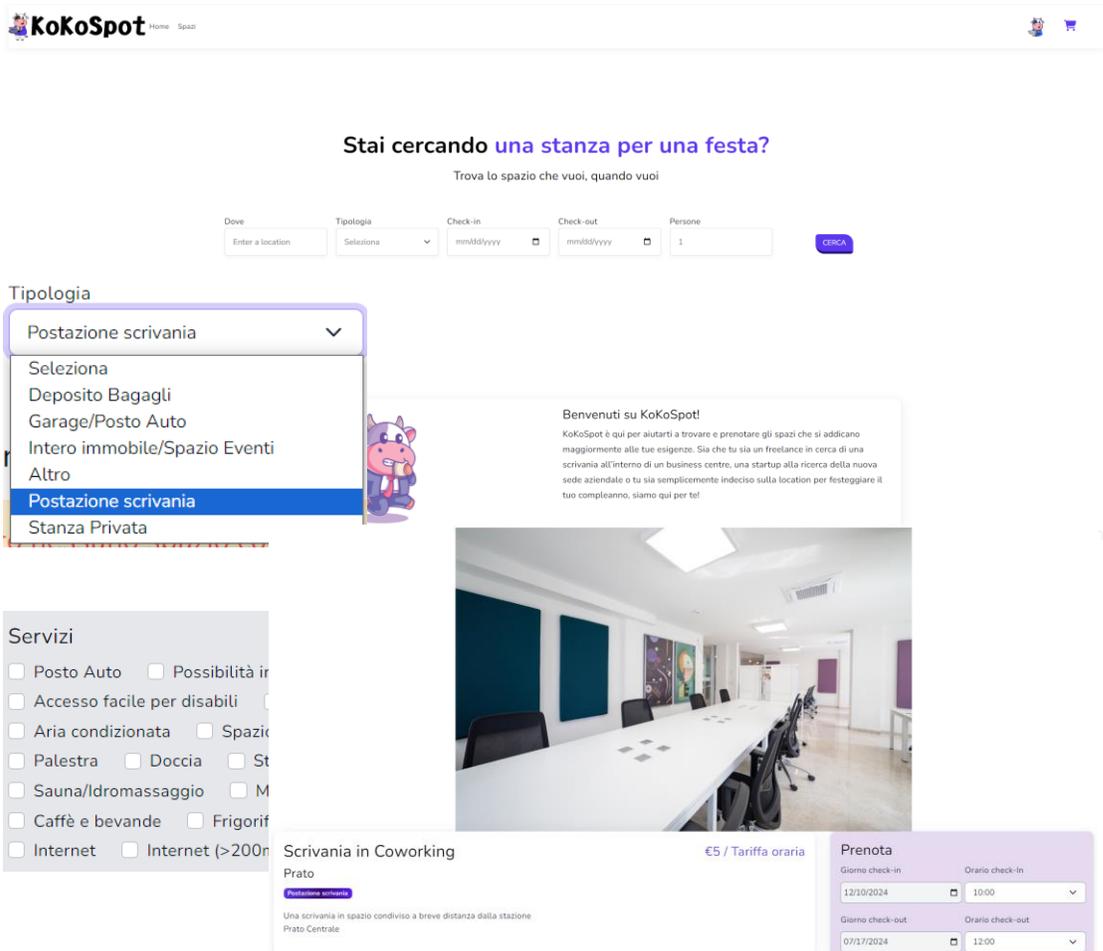
- Possibility to chose spaces from a wider offer
- Quicker, hassle free reservation
- Optimized costs

For landlords and space managers:

- Possibility to reduce overheads
- Improved visibility for advertised spaces
- Easy tool to manage reservations



Product and Business Model



Focus on your needs

Choose a town anywhere in the world

Select your ideal solution using 30+ filters*

Book it!

*Not only meeting rooms: desks, offices, temporary shops, kitchens, gardens, villas, gyms, pools, showrooms, warehouses...

Direct Revenues: COW WORKING will charge a 20% booking commission including VAT, unless discounts or flat premium plans are available.

Affiliate Revenues: Thanks to a wide network of companies, landlords and professionals, we will be able to upsell offering additional services including premium ads, furniture, photoshoots, insurance, financing, entry visas etc..

Market & Customers

Some of our typical customers:

- Employees in smart working looking to work in touristic places;
- Freelancers and companies looking for a desk or office;
- Individuals and companies looking to organize an event;
- Producers looking to shoot a movie or photoset;
- Teachers needing a room for a training course.

37%
travelers
considering
working from a
holiday destination
rather than home¹

50 Million
travelers for
tourism in Italy in
2022²

200 Billion
Market size of
flexible spaces by
2030, growing at
>20% CAGR.
Europe leading³

+16,1%
Increase of rental
rates in Italy
2023 vs 2022⁴

26.000
Number of new
startups registered
in UE every year⁵

¹ [Booking.com, 2020 July](#)

² [Ceicdata, 2023 Nov](#)

³ [FNF Research, 2023 Feb](#)

⁴ [studiotecnicovarra.it](#)

⁵ [Oberlo](#)

Competitors



Can help finding spaces, but does not allow for direct comparison. User Experience is left to single websites.



Can only book overnight stays and not hourly. Filters are holiday based and not work-oriented.



Advertise only owned/franchising structures. No offer available outside of major cities.



Give spaces visibility but without calendar/booking options. Membership fee is required (Cowo).



LiquidSpace



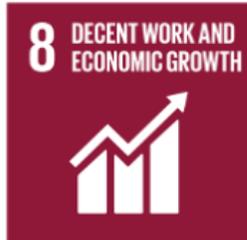
OFFICERIDERS

Profitable companies with similar models in US (desks & offices) and France (event locations).

Sustainability



Work when you want, where you really want!



Democratization of the smart working industry, giving opportunities to every space owner



Fast online booking system to improve the market share of “offline” locations



More remote working opportunity = less traffic to go to the office!



We plant a tree every reservation made!



Our partnerships

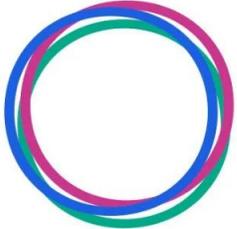
Hosts



Companies & Associations



Multipotenziali



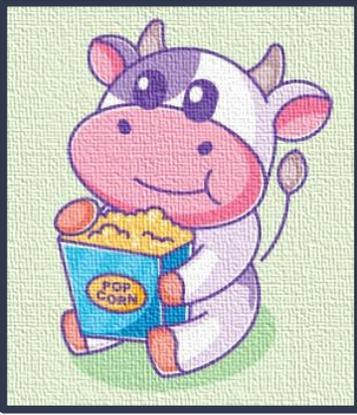
NUMOLA
nuovi modi lavorare



Prospect Partnerships



YOUR LOGO
HERE!



Team

Core Team



Niccolò Fanelli - Finance, HR & Public Relations

International finance manager, startup mentor and Airbnb superhost



Roberto Storchi - Marketing & Training

Project innovation and brand manager with 20+ years of experience



Massimo Grisolia - Digital Strategy

Digital marketing team manager and freelance web developer



Cesare Manni - Web Development

Full-Stack developer and entrepreneur



Daniela Fattori & Antonio Fasanella

Strategic support, fundraising & business development

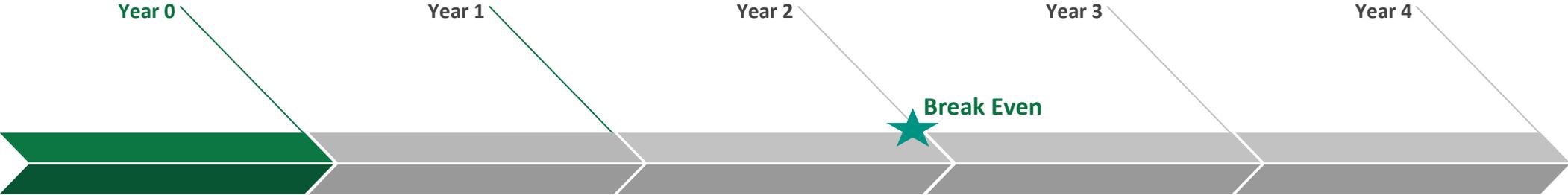
Extended Team

- ✓ **3 Business Angels** with entrepreneurial and commercial experience in biopharma, F&B, banking and event management, for a total pre-commitment of € 60.000
- ✓ **100+ Agents** interviewed and ready to expand the business across Italy and abroad right upon launch
- ✓ A network of pro-bono **Mentors** with solid matching skills



JOIN THE TEAM!

Roadmap



Setup

Initial set-up activities (legal, finance, marketing) and creation of the MVP website

Validation of business model with first paying customers

Agreement of first partnerships

Application to grant calls and business angel fund raising

Expansion Phase I

Further technical/graphic enhancements

App integration

Consolidation in Italy

Expansion Phase II

Initial development abroad (EU/Switzerland)

1.000 locations and 5.000 users expected

Expansion Phase III

Consolidation in EU

3.000 locations and 20.000 users expected

Possible exit for early-stage investors

Expected 5-10 million EUR sales; ~15% net margins; x10-20 valuation vs today (excluding tax incentives)



27/12/23 milestone:
Winner of 6.000€ IKIGAI acceleration Grant



1200+ LinkedIn Followers

Current evaluation **500.000 € / 60.000€ equity** committed (private investors)



Useful Metrics and Validation



- Flexible office marketplace is growing at >20% CAGR, and expected to reach 200 billion USD by 2030. (fnf Research)
- Pilot project in Tuscany – 7 coworking spaces have already agreed to put their spaces on Cow Working (July 2023).
- Our non-employed team members' skills allow us to keep overheads low and quickly reach break even.
- The identified non-refundable grants, as well as tax incentives for innovative startups ensures an initial «free capital leverage» of 4x, tremendously boosting growth opportunities.

- There are no marketplaces in Italy allowing automatic reservation of offices / meeting rooms or coworking spaces.
- Companies adopting a similar model outside of Italy are profitable (liquidSpace in US; Officeriders in France).
- Regus, Copernico SIM, Wework and Talent Garden – the largest companies owning coworking spaces – have aggregate turnover of 100 million € in Italy. Getting only 10% of their bookings would mean for Cow Working an annual commission of **2 million €**.
- Officeriders has **3.000 spaces** in France, producing **833€ worth of annual commission each** (or 83 per customer).
- Cow Working will allow sharing economy for office spaces, increasing the offer outside of major cities to become a widespread, leading marketplace also outside of major cities. Imagine doing co-working in the premises of a local bank, renting a restaurant for a show cooking course, or a meeting room in a villa at the seaside
- With a wide network of professional users and companies, there are plenty of opportunities for **affiliate marketing, increasing revenues** (e.g. insurance, furniture, advertising)



**INTERESTED? ASK US
OUR BUSINESS PLAN!**