**Briefing: Inviation Card - Westhive Opening**

**About Westhive**

Westhive is a new plug & play Coworking Space that offers startups and corporations flexible and inspiring office space together with leading-edge professional services.

This allows them to exclusively focus on bringing their innovative ideas to life – without having to worry about anything else.

🡪 *“Focus on your work. And leave the rest to us.”*

**What makes Westhive special?**

Westhive is *more* than office space and infrastructure.

Westhive features a marketing & digital technology (MarTech) agency – West Works (working title) – as well as various service companies and professionals. They support the startups and corporate coworkers on their projects: from target group research to branding strategy, from service design to customer acquisition, from proof-of-concept to near shore development, from fiduciary services to legal support.

In addition, Westhive’s agency West Works (working title) offers corporate clients access to an entire ecosystem of services and innovation. They can use Westhive as external innovation lab, partner with startups or simply mandate leading-edge marketing communication services.

**Why is it called Westhive?**

The name symbolizes the key elements of Westhive: Hive – as in bee hive – accentuates the Coworking ecosystem of corporate partners, startups, and service companies. The West in Westhive stands for two things: Westhive’s first location, a quarter colloquially referred to as Zurich West, an old and now newly booming industrial quarter. Secondly, West stands for the pioneering spirit needed to venture into unknown territory.

**State of the business**

Westhive is a startup company in founding. The financing is secured, the first Coworking site is being built at the moment, and first contracts with tenants are in negotiation. Westhive will be opening its doors on April 1st 2018. And it’s not an April’s Fool.

Westhive is many things: a Coworking Space that also offers professional services that help to succeed. It is an ecosystem, in which partners can collaborate and benefit from each other while keeping their independence. It is a community of people with an innovative and entrepreneurial spirit – that see great opportunities in the new technologies.

To condense this: we want to convey Exploration, Innovation, Technology, Creativity, Community, and Guidance.

And of course, when you join WestHive, you will succeed!

**The scope**

Westhive will have an opening party on 12 April 2018, where mainly corporate partners, the advisory board and some startups will be invited.

Date and time: 12 April 2018 from 6pm on

Format: A5/6

Font: the standard font would be Montserrat light

**Card details**

Front:

* black background
* since we don’t have any pictures of the space yet, you could use symbols such as spotlights, a mirror ball or similar to illustrate a festive feeling
* text would be neat and simple ‘Grand Opening’ which can be in small caps or capitals or also using spotlights to create letters instead of a font
* Westhive logo next to Grand Opening, or a variation could also be Westhive written in spotlights instead of a font, for example something like that:



And Grand Opening small next to in on the bottom right for example

* you may also illustrate it in a creative way showing the importance of coworking, innovation and collaboration between different parties

Back:

* Text:

[Westhive logo]  
We create innovation ecosystems in inspiring and flexible workspaces in which startups, corporations and freelancers can collaborate, exchange ideas and work on the future.

Personal Invitation

(leave space for personal salutation )

We are thrilled to welcome you to our innovation ecosystem!  
  
Thursday, 12 April 2018  
6pm to open end  
Hardturmstrasse 161  
8005 Zürich

Join us to discover the possibilities within the ecosystem.

RSVP by 15 March 2018 at [opening@westhive.com](mailto:opening@westhive.com)

(leave space for signatures)

Andreas Widmer                        Claus Bornholt                           Bruno Rambaldi

Co-Founder Westhive AG           Co-Founder Westhive AG         Co-Founder Westhive AG

* Font size may vary according to the look and feel of the card
* Background may be either black or white

**What we want to convey**

We want the card to be in a festive yet professional look to make the guests interested in joining the party. The main target group are senior professionals, corporate partners, the advisory board and startups. The reason for the party is the opening of the coworking space, so it should not be in a gala/ball/luxurious manner.