



COME. SIT. WORK



DRIVING THE BRAND FORWARD



YOUR BRIEF

To craft a strategy in order to reach out to all our stake holders

- To increase reach
- To increase brand recognition
- Enhanced Brand affinity and recall
- Generate more viable leads





PRESENTATION ROADMAP

1. Understanding the category
2. Our communication
3. Gauging the product
4. Understanding the TG
5. Positioning Skootr in the minds of TG
6. Branding Guideline

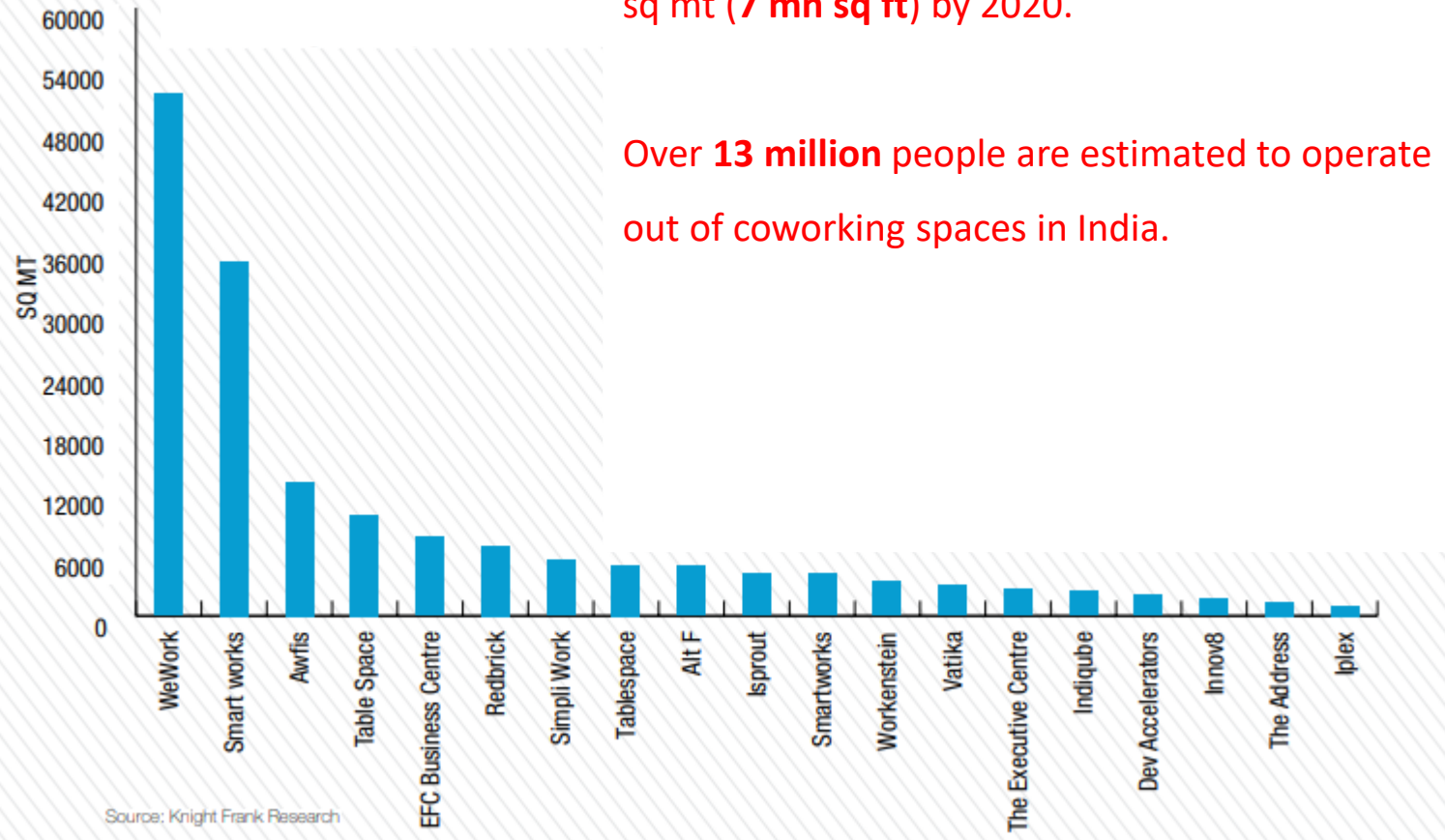


UNDERSTANDING THE CATEGORY



COWORKING SPACES ARE ON THE RISE IN INDIA

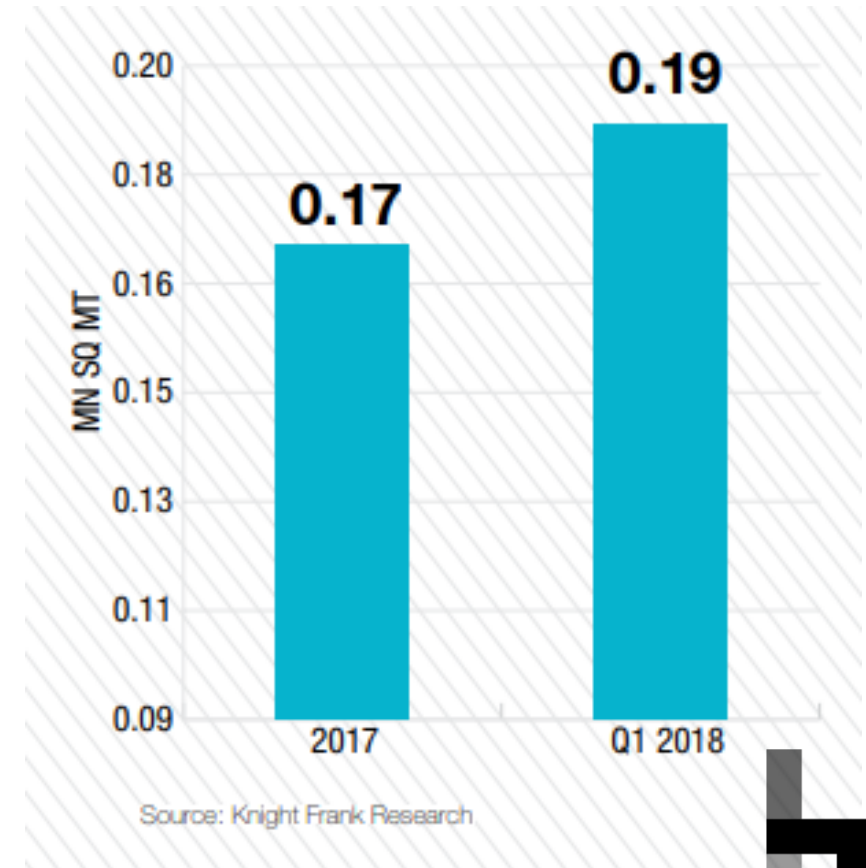
Coworking activity in Q1 2018



Major 5 players have 0.79 mn sq mt (8.5 mn sq ft) operational space; with plans for additional 0.65 mn sq mt (**7 mn sq ft**) by 2020.

Over **13 million** people are estimated to operate out of coworking spaces in India.

Coworking space transacted



COWORKING IS A MOVEMENT, NOT JUST A SPACE

One of the early coworking spaces, Citizen Space, named some values that are now quoted in many sources, identifying coworking as having a core set of principles:

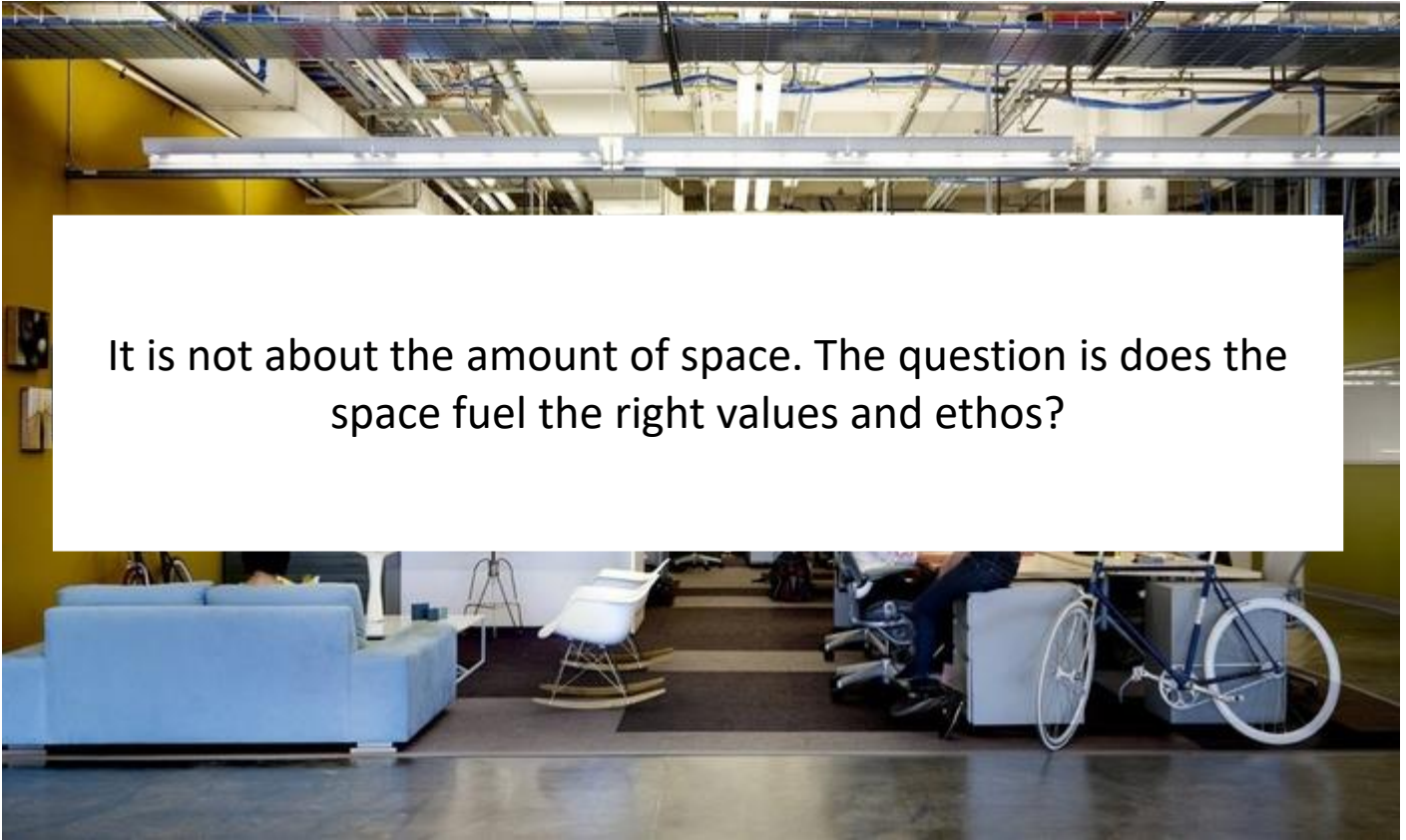
Collaboration

Openness

Community

Accessibility

Sustainability



Leading 21st-century companies like Google and Facebook build their whole organization around their employees' experiences, and have dedicated managers overseeing those experiences.

PROJECTIFICATION OF WORK IS THE NEW NORM

“**projectification**” of work consisting of a collection of smaller tasks and always-new projects. In “the new capitalism,” flexibility, downsizing, low loyalty and part-time work are a daily reality.

Outsourcing has become the pillar of organizational success, leading to smaller workforce while ensuring specialization.

Coworking spaces are the hubs of these emerging projects, catering to the flexible demands of individuals.

Figure 2: Outsourcing is intensifying



SOURCE: PWC

EMERGENCE OF MAKERSPACES

There are some shared work spaces whose essential service is to provide access to things that the average person can't easily come by.

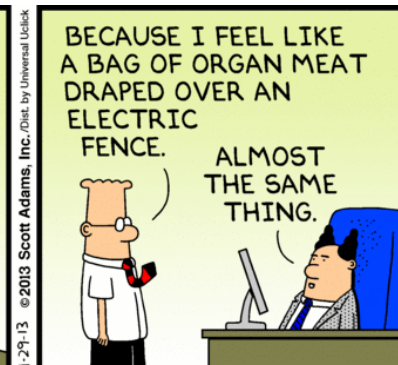
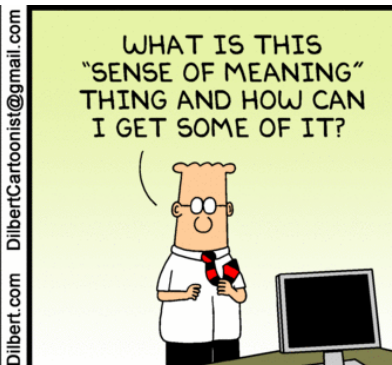
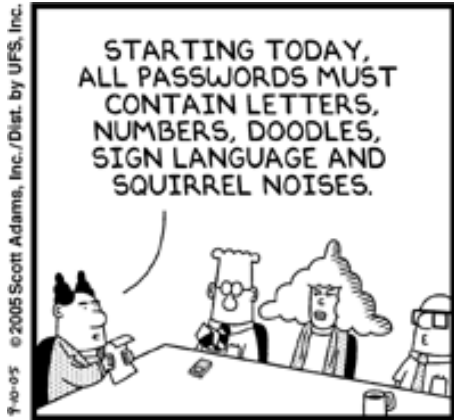
These are makerspaces, where one can get their hands dirty with **3D printers, laser cutters, and hardware**. Out of these spaces spring communities of makers, tinkers, hackers and crafters. The ethos of their communities bears strong resemblance to that of coworking: members share values, involve themselves in contemporary work culture, and produce new things in the company of other people doing the same.

The rise of coworking spaces is tied to members' twofold situation (a **desire for community** and a **changing economy**), while makerspaces' reason for existence isn't to address the needs of new workers, but rather to support **a growing cultural interest in making**.



GONE ARE THE DAYS OF CONVENTIONAL WORK SPACES

The days of cubicle farms and corner offices are now behind us, relegated to punchlines in comic strips (e.g., Dilbert) and cult films (e.g., Office Space) that poke fun at the once uninspiring workplace. In hindsight, the evolution of the office has revealed an interesting truth that we all somehow know intuitively: people are not meant to work inside of the box.

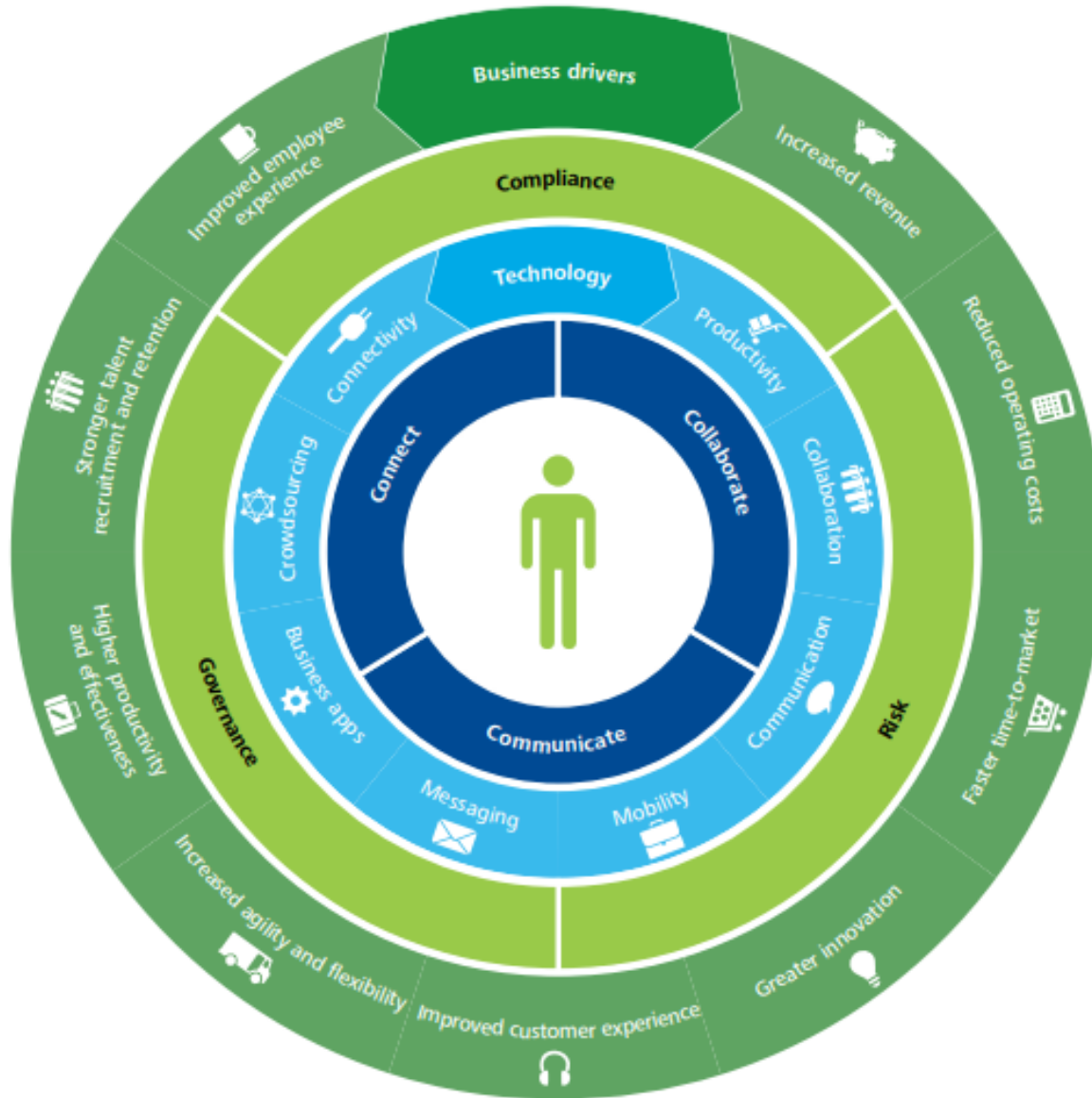


The official first "coworking space" has opened its door in San Francisco on August 9 2005 by the programmer Brad Neuberg as reaction to "unsocial" business centers and the unproductive work life at a home office. Organized as a non-profit co-op, the space was hosted at Spiral Muse, a "home for well-being".



Telenor's CEO thinks of its headquarters not as real estate but as a communication tool.

OFFICE SPACES ARE NOW STRATEGIC TOOLS FOR GROWTH



Only with **creative inputs**, can one expect **creative outputs**

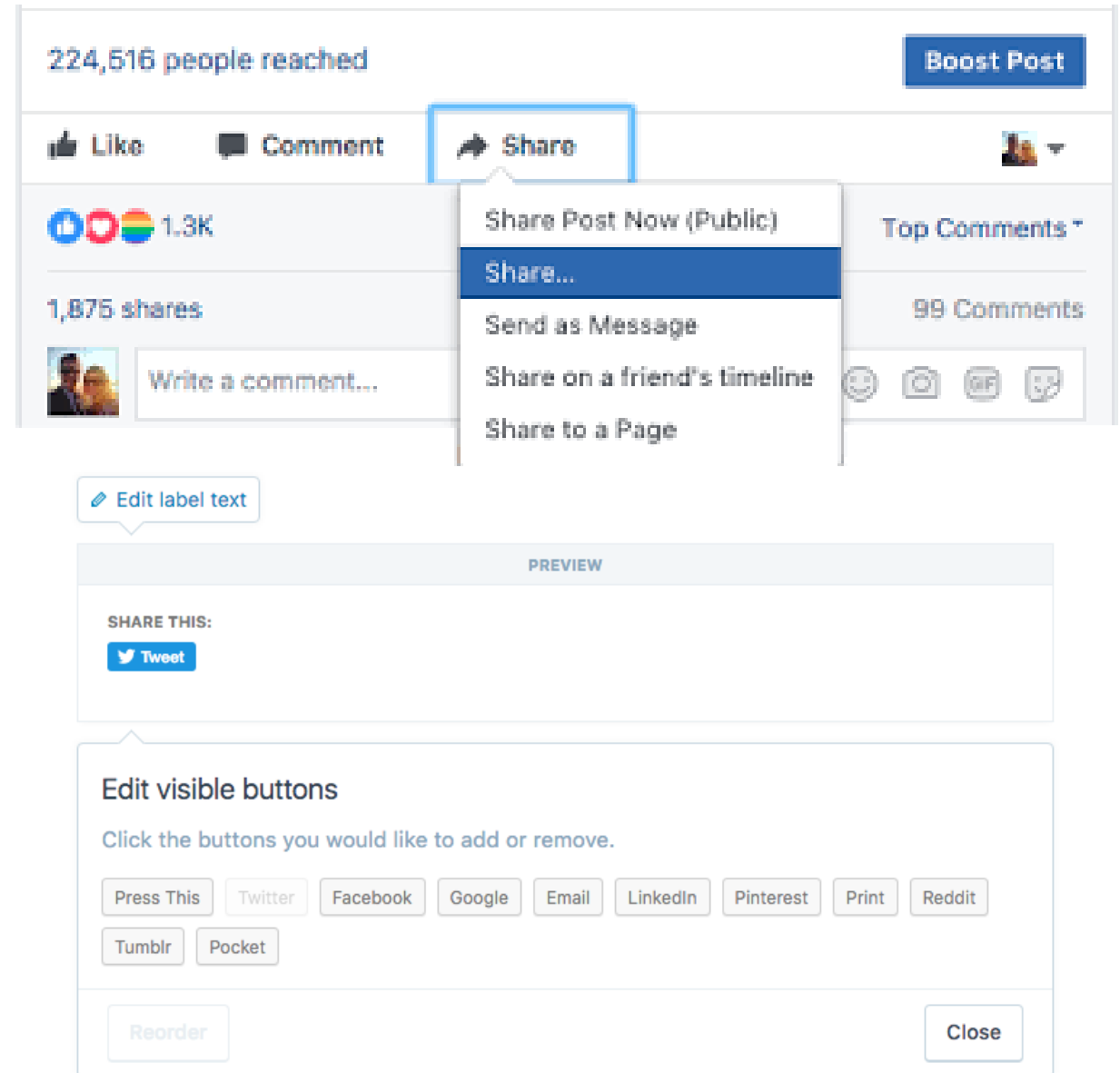
From an individual

DIGITAL ECOSYSTEMS AND CONNECTIVITY INFLUENCING OFFICE SPACES

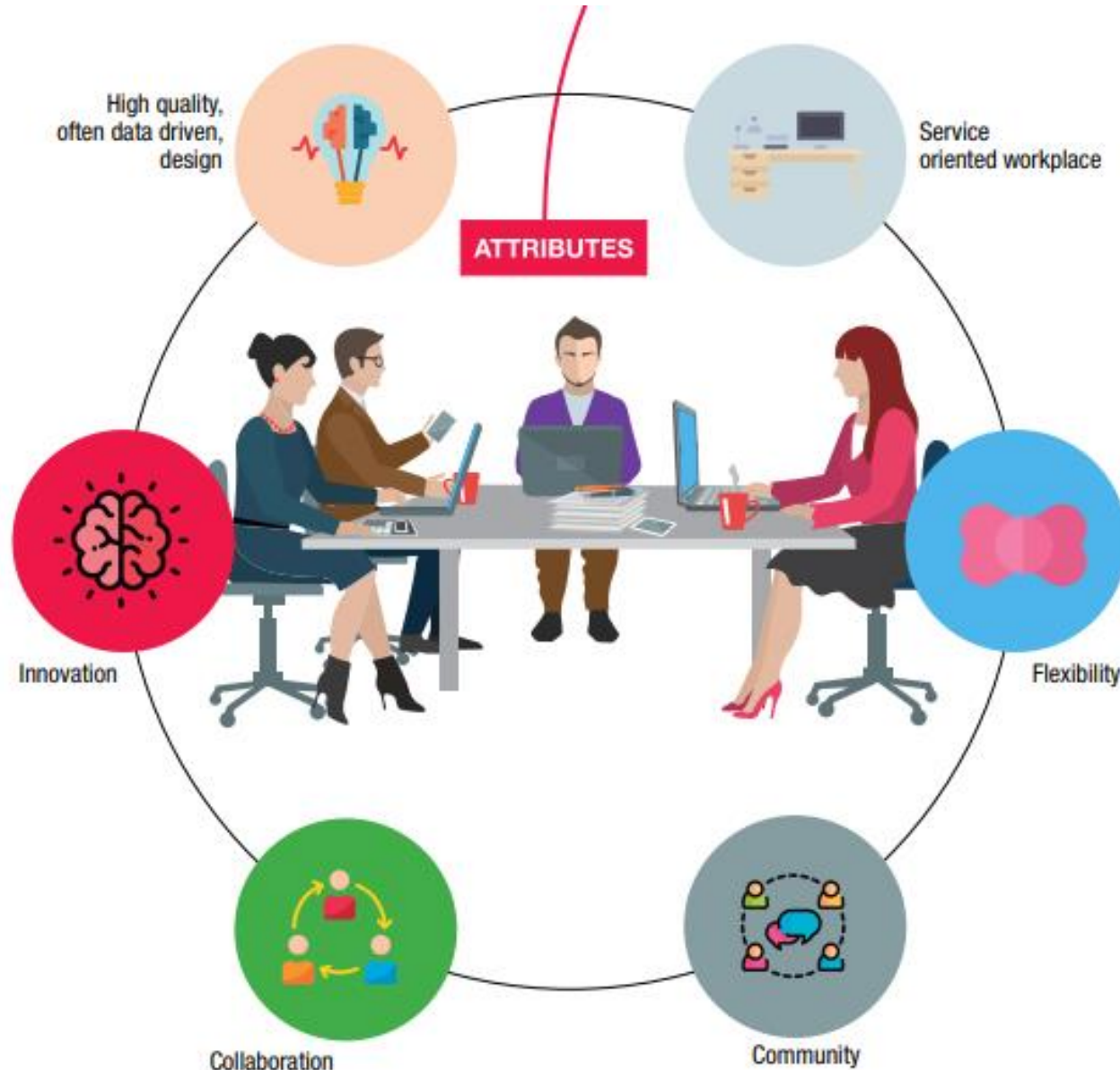
The attributes of our social media interactions are now demanded in physical spaces too.

Openness, transparency, shareability, validation, collaboration, customisation and visibility.

The workplace must accommodate and not determine the ways of an individual.



KEY ATTRIBUTES OF A COWORKING SPACE

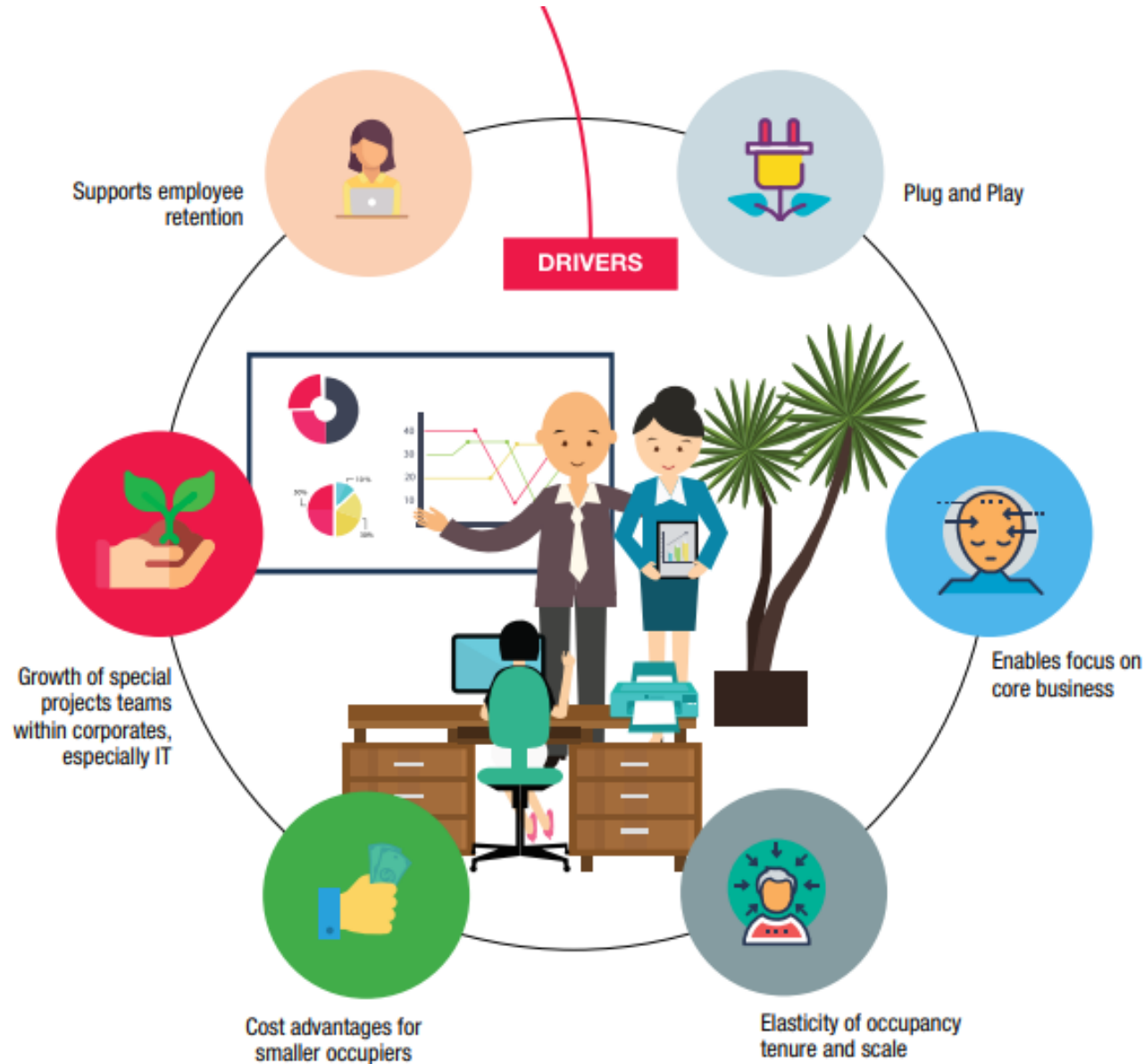


With office rental costs continuing to rise across India's business districts, the total space leased by coworking operators in the top cities could potentially stand at ~7–9 million sq. ft. by 2020

- **Wework**



KEY DRIVERS OF A COWORKING SPACE



Changing perception of the work place

The office space format has come a long way since it was regarded solely as a place of work at a convenient location, with plain desks, chairs and cabins comprising the set up. Over the past few decades we have seen the workplace evolve significantly in terms of space utilization, equipment placement and automation.



MAJOR CO-WORKING PLAYERS IN INDIA

Regus

wework

coworks

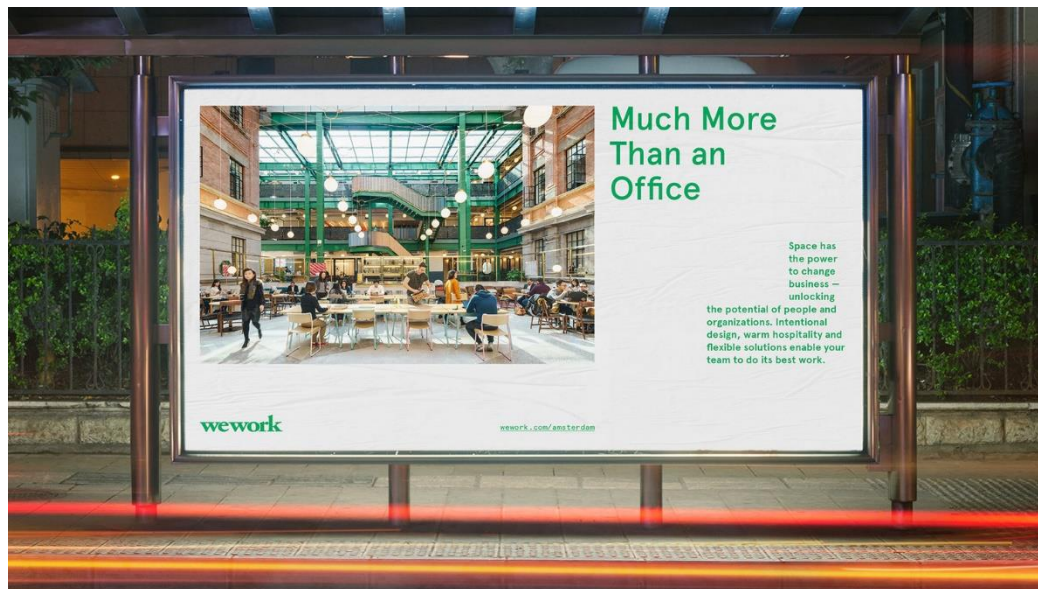
awfis
FINE INSPIRATION

smartworks

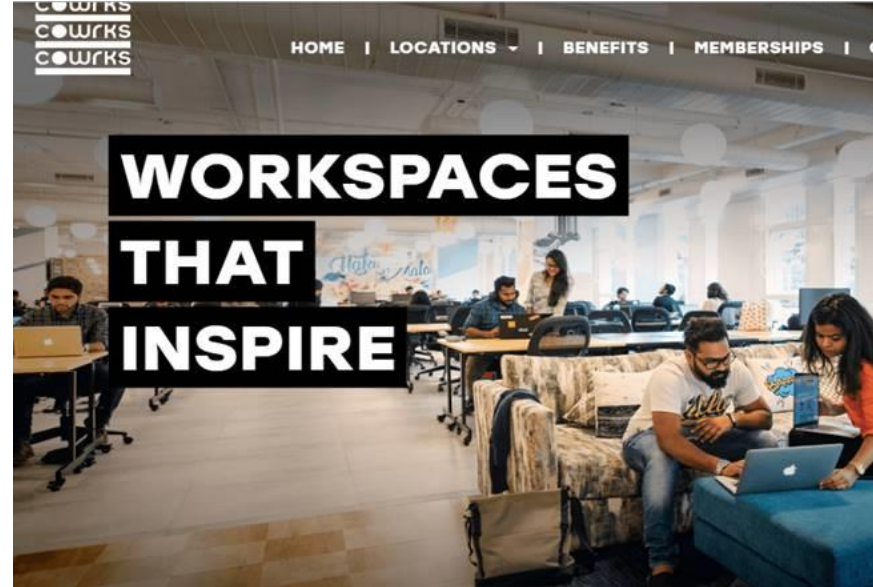
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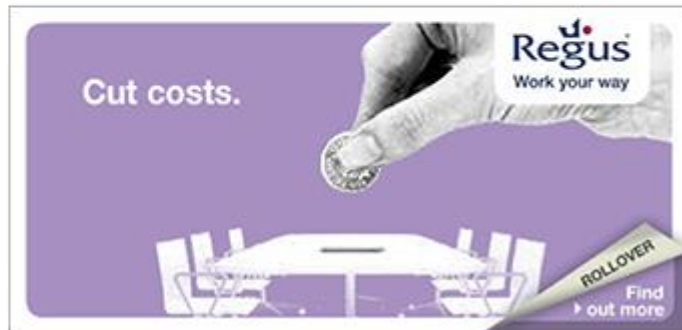
WEWORK AND 91SPRINBOARD FOSTERING THE ESSENCE OF COMMUNITY



COWRKS COMMUNICATING HEALTH AND INSPIRATION



REGUS COMMUNICATES WORKING YOUR WAY



Work your way.

The business world is changing fast. A world where businesses have to adapt. Re-invent. Break free from the old ways. And embrace the new.

Come in. Sit down. And do.

The future's uncertain
What will business look like in three years? Where will it be? What will it need?
One thing's certain. It won't need conventional office space. Long-term commitment. Unnecessary risk. And valuable capital tied up.
Invest in the things that matter.
People. Opportunities. Customers. Growth.

inspiring workspaces

Out and about. Never out of touch.

A global network. Modern business knows no borders. But on the move shouldn't mean off the grid. Plug in and get to work instantly, knowing you're in the best hands.

Stay connected
Everywhere the working day takes you. In city centers. On the road. And at transportation hubs.
Find the tools you need. Workpods with space to focus. Wi-Fi you can count on. A place to print. Plug in. Stay productive.
All tied together with one simple app. Find a location when you're on the go. Book the space you need in just moments.

3,000 locations

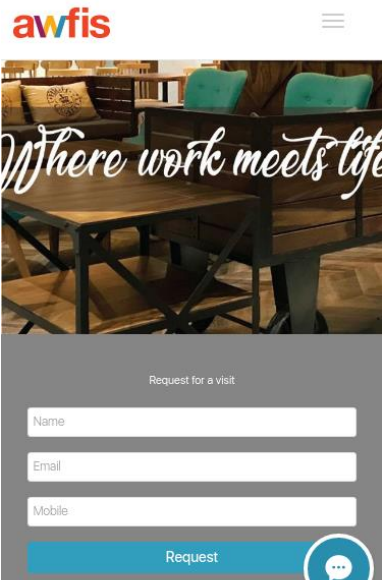
3000 locations	900 cities	120 countries	25 years growth proven success
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AWFIS
TO REVOLUTIONIZE
THE COMMERCIAL REAL ESTATE SPACE FOR START UPS

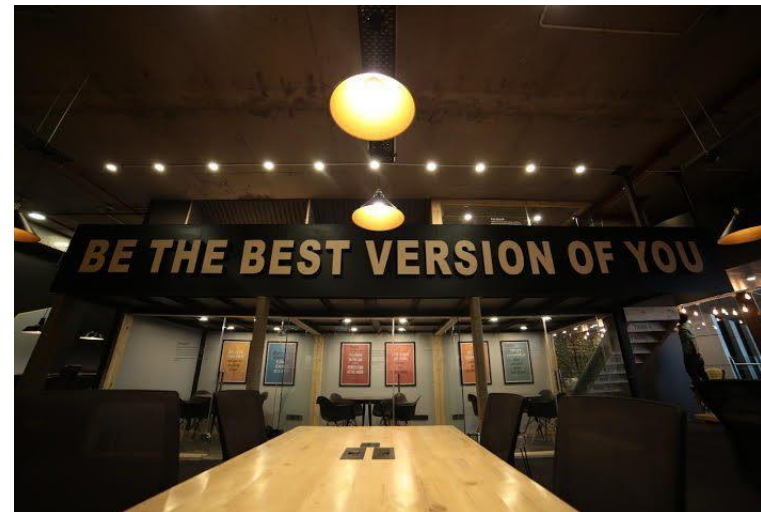
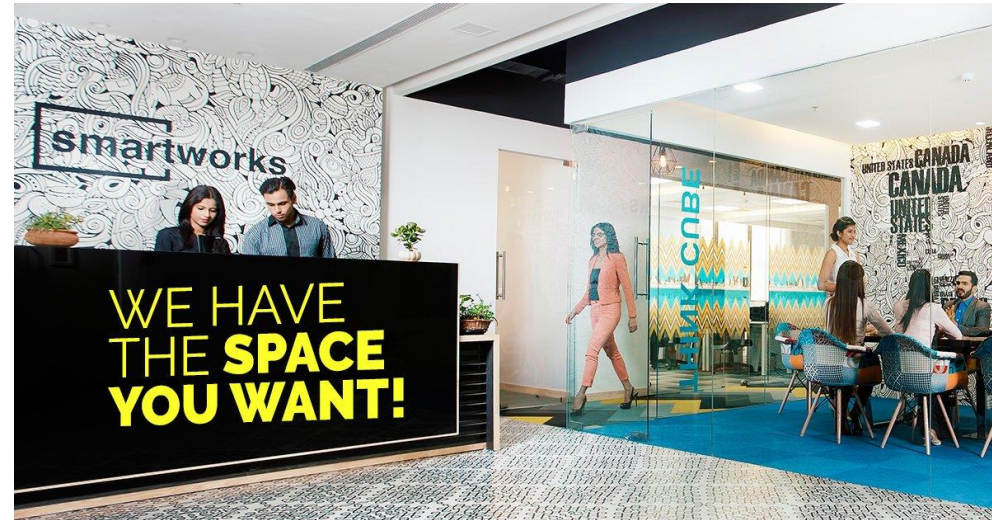


real estate by providing ready to use, plug and play offices which can be booked through mobile/web app. A brief about the founders

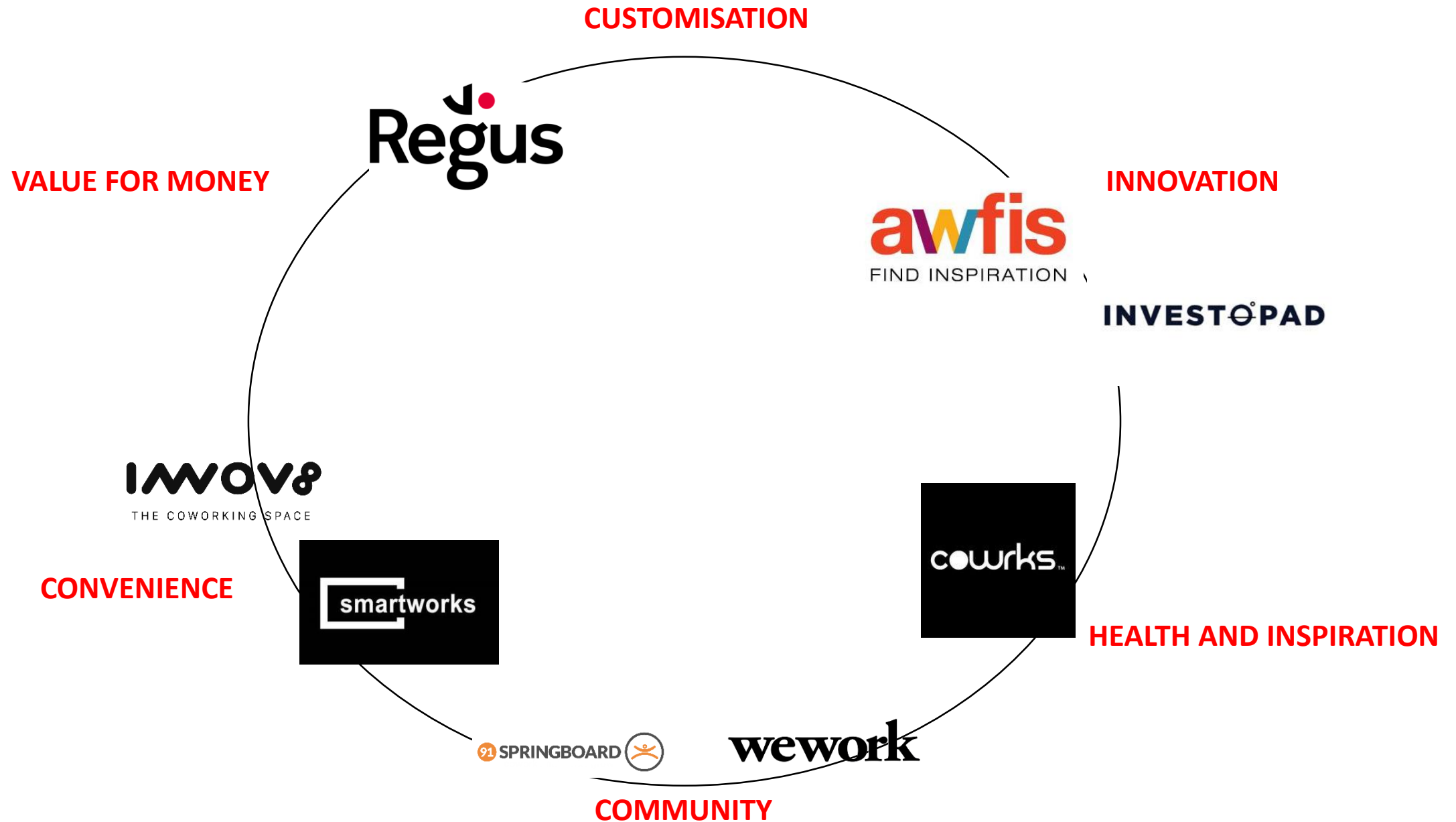
Amit Ramani has over fifteen years



SMARTWORKS AND INNOV8 DISCUSS CONVENIENCE AND EASE



MAPPING THE COMPETITION



KEY TAKEAWAYS

- Most brands are talking about building a **reliable community**
- **Innovation** and **convenience** are the next big pillars of co working spaces
- The price war is always on



OUR COMMUNICATION





Come. Sit. Work.

Ready to Move Managed Offices for Everyone.
Call Us +91-955 510 0999

SKOOTR
COME. SIT. WORK.



SKOOTR
COME. SIT. WORK.

Businesses Should Focus Only On Their Growth!



SKOOTR
COME. SIT. WORK.

**Privacy and Community Centric Spaces
A Paradox or A Possibility?**



SKOOTR
COME. SIT. WORK.

Hassle Free Outsourced Office Operations



SKOOTR
COME. SIT. WORK.

Zero Real Estate Capex In The New Financial Year!

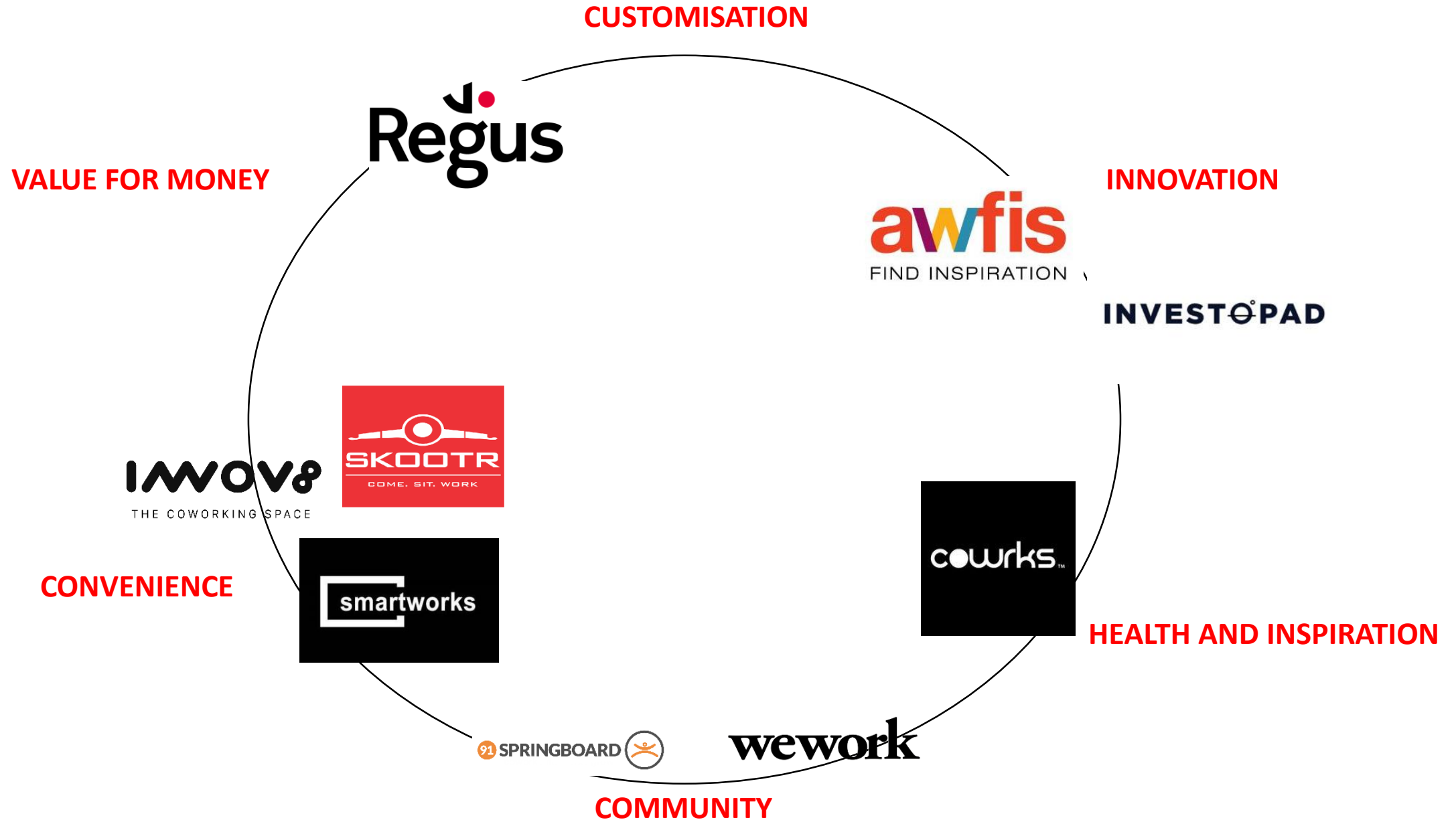




**MAY HAVE BEEN POSITIONED ON
CONVEINCE**



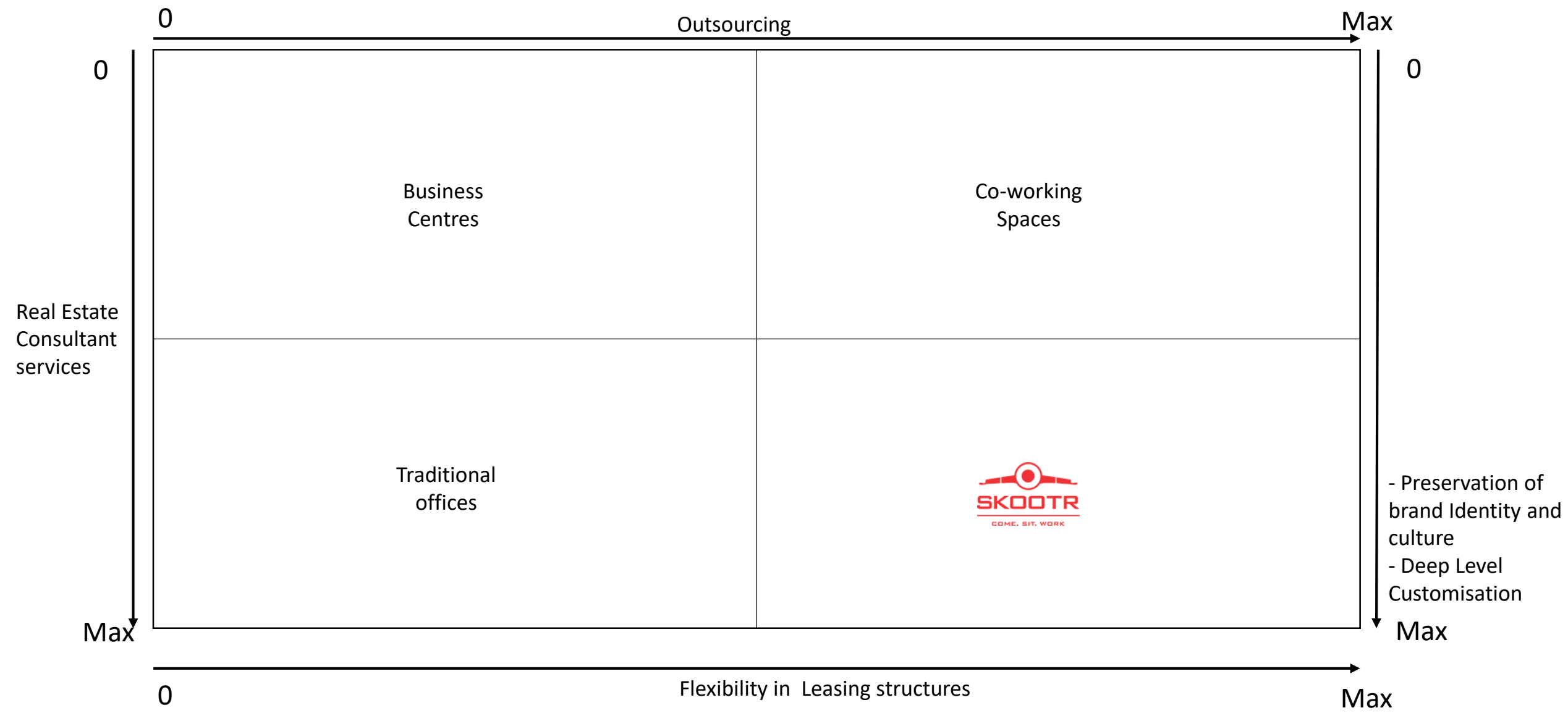
MAPPING OURSELVES



GAUGING THE PRODUCT



Competition Outlook



WORKING MODELS



A shared spaces model where every aspect of office function is fully managed by Skootr and shared spaces work to reduce a cost, while the customer gets a **Private Customized** Plug and Play Office space of its own

Skootr also provides a 360 degree outsourcing model wherein we **FIND-BUILD-OPERATE** office for organisations. These offices are not shared by any other client and provide a hassle free office management approach, where office management being a non-core function is outsourced to an expert like Skootr

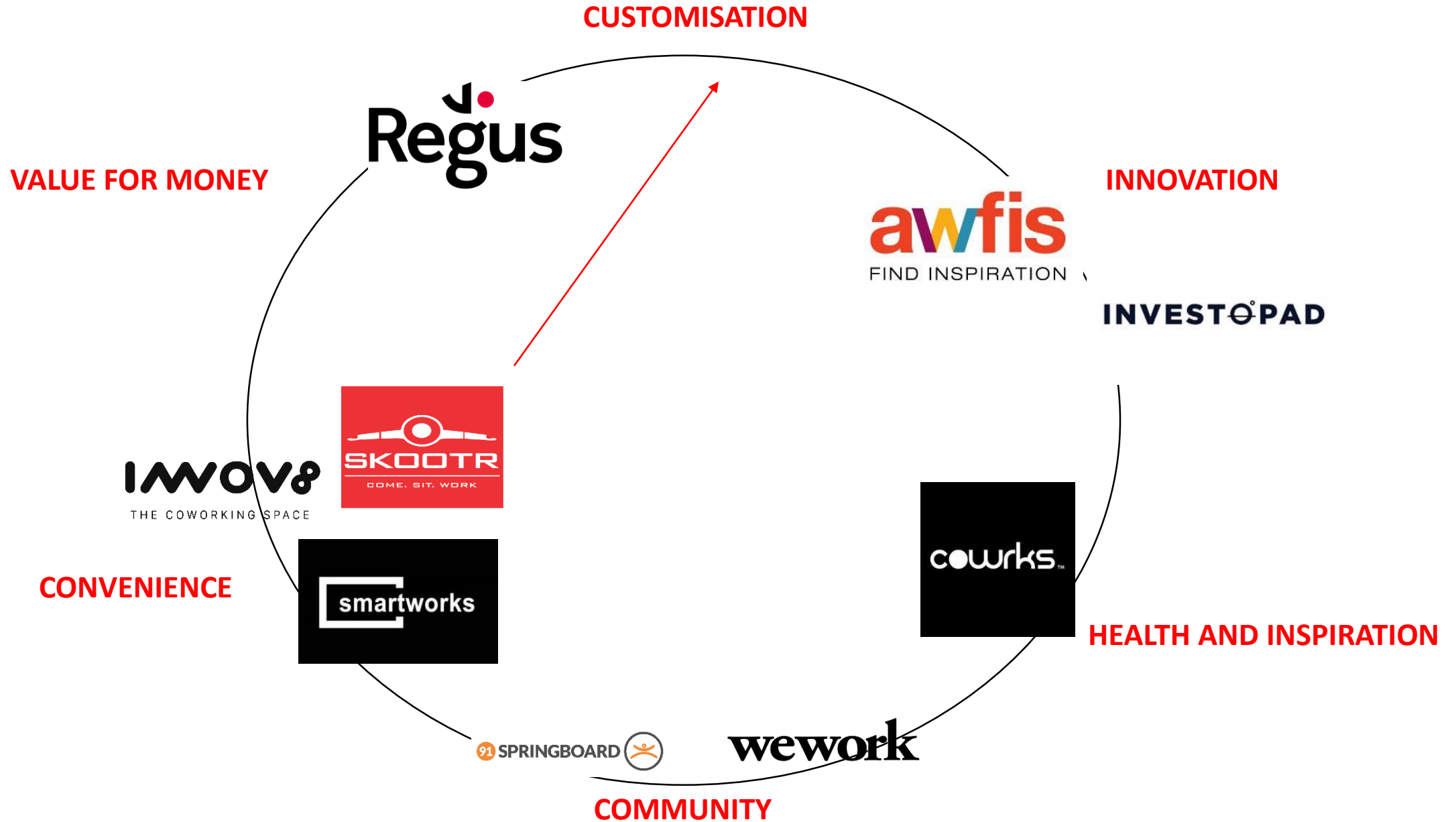
Customisation lies at the heart of
everything we do..



We create **PERSONALISED EXPERIENCES** for people



OUR NEED SPACE



UNDERSTANDING THE TG





LANDLORDS

ABOUT THE PERSON

Someone who wants the best returns from the real estate property.

AGE

35-50

NEED FOR ASSOCIATION

Should feel proud to associate with the brand. Not just for the right returns but also for a higher belief in the cause.

EMOTIONAL TRIGGERS



Pride

FUNCTIONAL TRIGGERS



Financial returns

BARRIERS

He does not believe that his property would be used in the best ways

KEY INFLUENCERS

Broker





DECISION MAKERS

ABOUT THE PERSON

Someone who is looking to constantly drive growth in his company. Is seeking the best for the business.

AGE

30 - 50

NEED FOR ASSOCIATION

The brand should promise growth and efficacy to the decision makers and CEO.

EMOTIONAL TRIGGERS



Complete dependability.

Nothing should come in the way of his company's success.

FUNCTIONAL TRIGGERS



Growth

BARRIERS

He is skeptical about the loss that his company might undergo

KEY INFLUENCERS

Other companies and CEOs



EMPLOYEES

ABOUT THE PERSON

Someone who plays games only for the sake of relaxation. He does not take his games seriously but is happy to play.

AGE

22-35

NEED FOR ASSOCIATION

They should feel proud to work out of the space.

EMOTIONAL TRIGGERS



Pride



Feeling of community

FUNCTIONAL TRIGGERS



Convenience

BARRIERS

He is not sure if the work space would be conducive to him

KEY INFLUENCERS

Friends and colleagues





INFLUENCERS

ABOUT THE PERSON

The influencer is trying to associate with the brand in order to draw more audience towards them.

AGE

18- 28

NEED FOR ASSOCIATION

Influencer's association with the brand is to ensure that the brand strikes a chord with the audience

EMOTIONAL TRIGGERS



True connect with the cause

FUNCTIONAL TRIGGERS



Viewership

BARRIERS

She is skeptical if her audience will connect with the brand

KEY INFLUENCERS

Other influencers





INVESTORS

ABOUT THE PERSON

Someone who is attempting to invest on something meaningful, reliable and credible.

AGE

40-60

NEED FOR ASSOCIATION

The work place should retain the employees with a conducive working environment and lead to growth of the company.

EMOTIONAL TRIGGERS



Work friendly conducive environment

FUNCTIONAL TRIGGERS



Growth

BARRIERS

He is not sure if the work place can lead to effective growth of the company

KEY INFLUENCERS

Decision makers, Co investors



EMBASSIES AND FOREIGN TRADE CHAMBERS



ABOUT THE PERSON

Someone who is looking to establish himself/herself in a new country and is always skeptical about his every move.

AGE

30-50

NEED FOR ASSOCIATION

Should feel at home with the brand and find familiarity in the space.

EMOTIONAL TRIGGERS



Familiarity

FUNCTIONAL TRIGGERS



Convenience

BARRIERS

He is skeptical about being cheated or about getting the right exposure.

KEY INFLUENCERS

Brand value



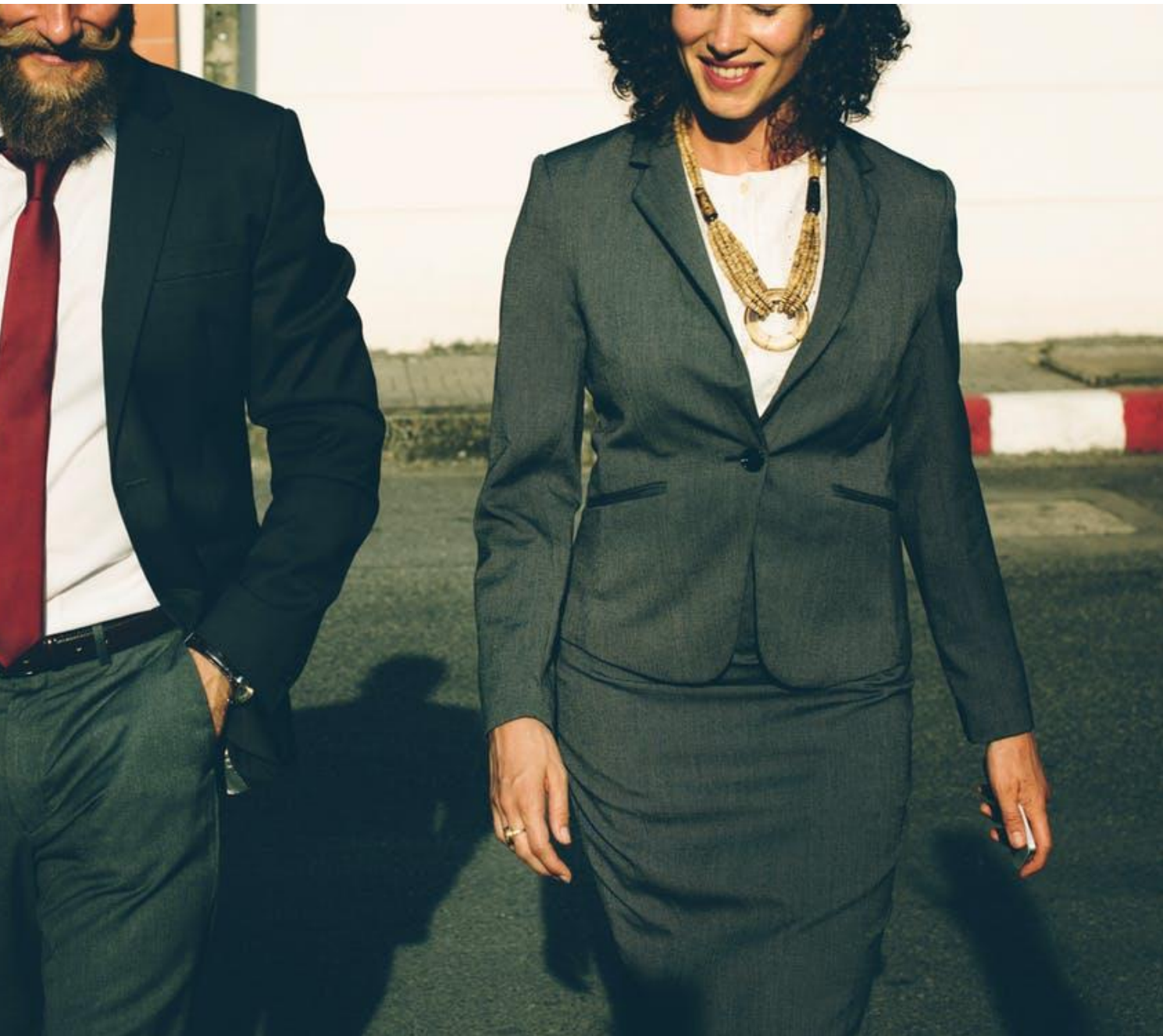


OUR TG IS DRIVEN

All our TG wants to make something out of their lives and they are eager to see a visible difference with our interaction.

They are driving towards better. They do not believe in status quo.





THEY CONSTANTLY WANT TO DO SOMETHING NEW

Our TG is extremely dynamic. They are always moving. The only way to satisfy them as a brand is by being dynamic yourself.





THEY ARE ACTIVELY LOOKING FOR OPPORTUNITIES

Always ready to engage, collaborate and co create. In whatever they do, they want to leave their own mark. Even in the middle of co creation, they want their POV to stand out. They look at their own gains in every partnership.



POSITIONING THE BRAND





We are catering to those who are constantly driven to do something innovative.

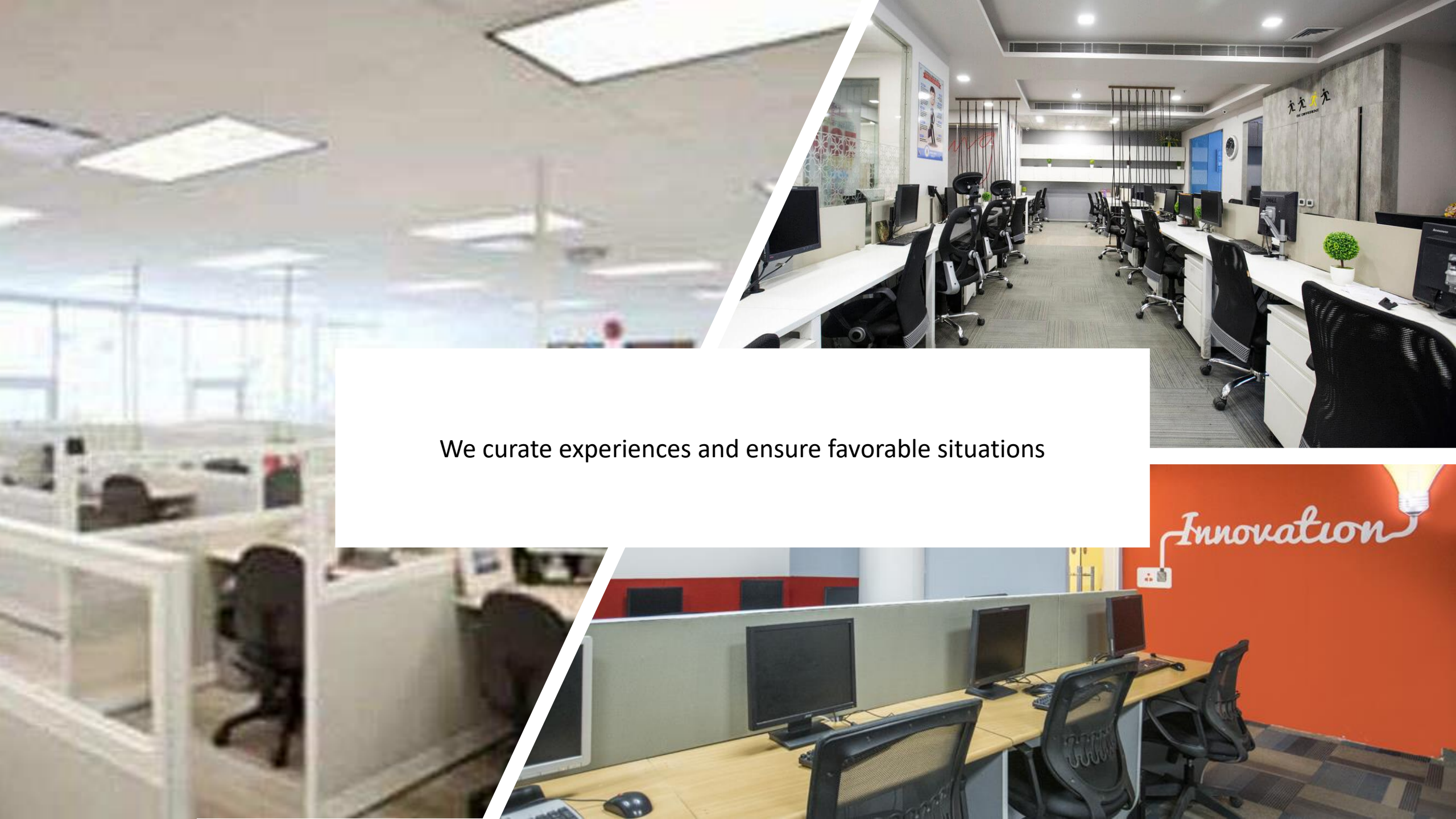
They are truly seeking for opportunities.

They are nuanced.

They choose carefully.

They are every ready to begin something new.





We curate experiences and ensure favorable situations

Innovation

We are flexible.

We customize everything so that our customers reach their goals.



We are addressing a shift

From conventional working



To a new age work space

From isolation



To collaboration

From determining what's
best for consumers



To accommodating what
consumers need



THE KEY INSIGHT

Your productivity at work
increases when the situation is
tailored to work in your favor



So the 2 pillars of our proposition



CUSTOMISATION

We customize and carefully curate every experience for our clientele

INCREASED PRODUCTIVITY

We customize with the only goal of enabling them to achieve more.



THE BIG IDEA



Highlighting curation and customization. Empowering the customer.



KICKSTART YOUR WAY

Always encouraging them to restart, to embrace everything that's new. Updated and progressive.

KICKSTART

does not just mean to begin

something new. It means to relook with a new perspective. To be a part of a new reality that works in your favor.

It is in our curated ecosystem, that an employee **kickstarts a new way of working** where his/her productivity reaches its peak.

It is in our customized spaces that the decision maker or the CEO of a company dares to **kickstart a new dream**.

It is because of our well thought out personalized relationships that a landlord is able to trust us completely and **kickstart a new ambition** for his real estate property.

It is our bespoke spaces that would enable foreign trade chambers to begin working in a way that is unique. A space that resonates with their cultural ethos and enables them to feel at home. For them, it is about **kickstarting a bespoke journey** in a new land.

KICKSTART is about relooking, rethinking,
re imagining and re crafting. It is about
breaking rigidity and re creating new. In a
set up that is truly curated for you.

1. Values

What do we believe in?

Flexibility, Movement, Openness



2. Antagonist

What do we push against?

Status quo, Authority, Orthodoxy, Rigidity



3. Lexicon

What words do we use?

The language of a true scooter rider honing
the spirit of the journey.

Friendly and energetic.



4. Rituals

What do we do?

We provide customised spaces which are conducive
for the growth of companies and individuals



5. Icons

What are your symbols?

Our logo and the colour red






BRANDING GUIDELINE





GUIDELINE ROADMAP

1. Brand purpose
 2. Brand story
 3. Brand proposition
 4. Brand enemies
 5. Brand personality
 5. Brand Tone of Voice
 6. Brand elements
 7. Brand key
- 
- 
- 

BRAND PURPOSE

To enable our stakeholders achieve exactly what they want by curating an experience for them.



BRAND STORY

We harness flexibility, openness and a dynamic thought process that can enable and empower everyone to do what they do best.

We curate environments, culture and facilities for our employees and enable them to achieve success.

We carefully choose ecosystems to drive growth of business for our decision makers.

We customize and personalize our relationships with landlords to help them get the best returns.

For our investors, we craft a sense of assurance and credibility.

For embassies and foreign chambers, we drive a sense of familiarity by providing tailormade experiences.

For influencers, we curate interesting content and a vibe that is instrumental in building a larger community.



BRAND PROPOSITION

KICKSTART YOUR WAY



BRAND ENEMIES

We are not friends with those who do not understand the value of culture.

We are averted by orthodoxy and closeness.

We do not encourage extreme authority. We are comfortable with flat hierarchies with ingrained empathy.

We are not inclined towards those who are not excited by innovation or by the thought of creating something new.

We are not fond of in the box thought processes. We encourage out of the box disruptions.



BRAND PERSONALITY

OPEN

Someone who accommodative to different perspectives and cultures.

FRIENDLY

Someone who is approachable and welcoming towards people in general.

SUPPORTIVE

Someone who is empathetic and helps people to get over challenges.



BRAND TONE OF VOICE

CONVERSATIONAL

Very approachable and conversational tonality but credible

YOUNG

A language that is understood by the millennial mindset and yet not frivolous.

DIRECT

Straightforward and honest and yet not over selling.



BRAND ELEMENTS

SCOOTER ELEMENTS

We would be creating a brand world around Scooter.

To bring the brand alive, we would create a scooter lingo. A language that is relatable with the whole philosophy and operation of scooters.



ALA-SKOOTR

A digital environment that analyses data of individuals and companies and provides customized space solutions to choose from

Maps health issues
For the right furniture



Analyses individual personalities, need for privacy

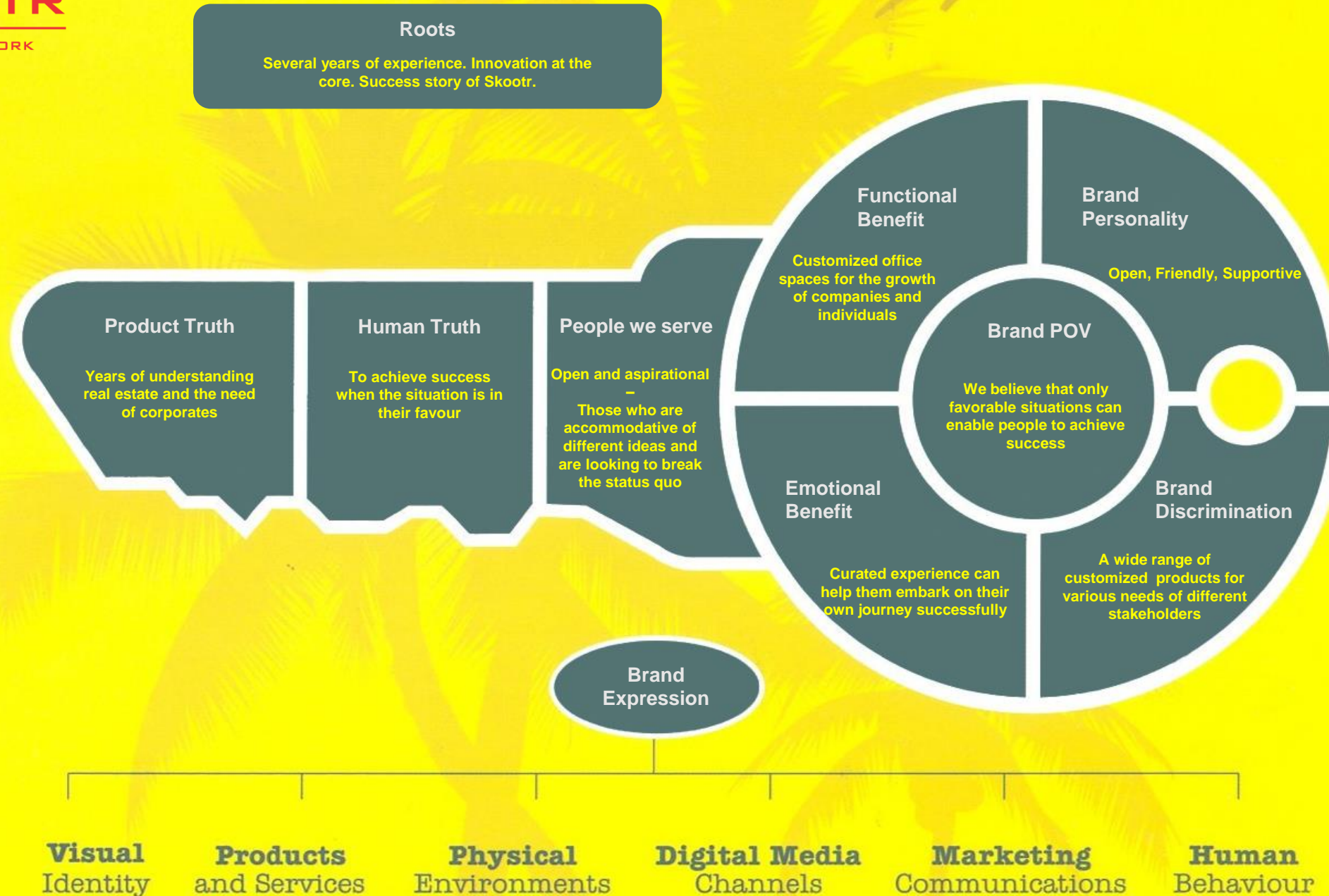


Understands the nature of lighting required



Recognizes the ideal color palette





THANK YOU

