Pop-In! is a startup incubator in germany, please find the website here:

[www.popinbiz.de](http://www.popinbiz.de/)

this will help you get an idea of the colors used, also the design brief contains the exact color codes which MUST be used in the design.

The following should be laid out in the following way, A4 size. Please be creative with the layout and including some graphics or pictures similar to those used in the website,

thanks

**­­Pop-In! Prospectus Content**

Front Cover (Page 1)

Slogan/ brief

Opening Letter (Page 2):

Who are we, what are we doing…

Why are we doing this, what are we trying to achieve?

Full Description of Services (Page 3)

Location (Page 4):

Incl. operational details (working hours etc.)­

Small Map, Big Map (Page 5)

Who are you (Page 6):

Types of businesses

Pre-requisites (Product)

Floorplan (Page 7)

Terms and Conditions (Page 8)

Conclusion (Page 9)

Back Cover (Page 10)

Contact Details

No receipt, full refund  anti-theft/fraud

**Opening Letter**

Starting your own business can be tough, there are challenges that are unforeseen, limitations that you may not have expected and difficulties that you may struggle to face alone. In this delicate and stressful time having the right partner can be crucial to your success, and at Pop-In! we strive to be that partner, helping start-ups through the toughest time of their lives and helping them mature into robust and successful businesses.

Three young entrepreneurs, much like yourself, realized that young businesses did not have the support or space which would otherwise have allowed them to succeed and be profitable. Ramzy El Husseiny and brothers Kevin & Maik Kempe decided to create a business with the aim of optimizing start-ups prospects of success, a space that would have been instrumental in helping them with their own businesses.

Ramzy, currently a business developer with Rheinmetall here in Dusseldorf, maintains a facility management business in the U.A.E, whilst Maik (our GM) co-founded M.I.C with his brother Kevin (himself a 3 year veteran of Immoinvest GmbH – a commercial and residential property development company in Dusseldorf), a company which focuses on property development in NRW.

Pop-In is an incubator (business development) service in Dusseldorf, combining free operating space and professional consultancy services specifically designed to nurture young businesses. Business Plans for retail companies generally require a cost designation of 20% of annual sales to be set aside for commercial rental costs, by removing this requirement and providing our numerous additional services we tangibly reduce your risk and give you a helping hand on your way to establishing a successful and sustainable business

Our vision is to promote innovative entrepreneurism in Dusseldorf by discovering interesting businesses and offering them services and space on a no rent/no deposit basis in return for remuneration directly based on sales, with no base fees or hidden costs. Our journey will develop a highly networked community of likeminded entrepreneurs operating in one space and offering advice and examples to each other in a safer and protected environment.

We believe that our business will become a strong asset for our partners in the growing entrepreneurial community in this city and we cannot wait to share our ideas with you!

Best Regards,

Ramzy, Kevin and Maik.

**Services**

Pop-In Dusseldorf is prepared to provide your business with solutions that will mitigate the majority of overhead costs and initial investment costs that would normally be required to establish a retail business.

Upon entering into an arrangement with us, we are committed to providing you with:

* Shop/Display/Operating Space in a super-central, fashionable, high footfall location
* No Utility Costs (incl. gas, water, electricity and WiFi)
* Professional Meeting Rooms and Well Equipped Workspaces for Backroom Administration
* A communal ERP System with individualized accounts and settings.
* Business Development Advice (in-house)
* Free Seminars/Tutoring for various business administration skills from qualified professional staff (outsourced)
* A communal location attracting a wide range of otherwise unexposed customers

Our goal is to help your business prove its concept, helping you to earn enough investment capital to establish your own stand-alone location, although if you want to stay for a while, we can certainly discuss it.

The challenges in proving your concept can be daunting, sleepless nights watching your lifesavings are sunk into an unproven business or worse, feeling the weight of the repayments on the investment/start-up loans.

The opportunity to determine whether your business is feasible in the marketplace with ZERO financial risk while at the same time earning the same margins and profits than you would in your very own store is an opportunity that sells itself.

Whenever you feel comfortable ‘leaving the nest’ you will be in a much more confident position with your endeavor, and THE BANKS WILL CERTAINLY APPRECIATE YOUR PROVEN CONCEPT WHEN IT COMES DETERMINING YOUR BUSINESS' CREDIT-WORTHINESS!

Our all-inclusive remuneration will ultimately depend on the revenue you can generate. Pop In will take a 15% service charge for the first $15,000 in sales per month. Should the business generate $15,000-$20,000 the service charge will drop to 10%, and any sales above $20,000 will only incur a 7.5% charge.

**Location: Immermanstrasse 7, 40210**

Our ideal facility is located in the heart of Dusseldorf on Immermanstr, close to the Konigsallee the most exclusive shopping street in Germany and within easy reach of Schadowstrasse, the highest grossing shopping street in Germany, in other words, we have prime retail space, and we’re offering it to you for free!

We are currently offering 800qm of space, and seeking to share this area out amongst a limited number companies once we are fully operational including 1-2 café/bar/restaurant area(s) which will help keep you and your customers energized throughout the day.

You can find a variety of transportation options within 100m of our front door including the U-bahn station, tram stops for the 707, and bus stations for providing your customers with easy access to your offerings.

**Working Hours**

Our working hours will be as follows for most businesses:

Mon-Wed, Fri: 10-9pm

Thursday: 10-10pm

Saturday: 11-5pm

Sunday: Closed

The facility will be open for staff from 9am-10:30pm daily excluding Sundays.

**Who Are You?**

There are many types of companies who can benefit from a partnership with Pop-In. Although we are specialized in focusing on start-up businesses and online businesses who are considering opening a sales location, we can also accommodate established businesses.

With regard to start-up businesses we are looking for individuals who have interesting or innovative ideas in almost any commercial industry and are being faced with the pitfalls of starting a business, whether these issues are financial, administrative or anything else, rest assured that we can help!

We also offer a cost-sensitive solution for online businesses to avoid the problems of anonymity on the web by establishing themselves in a physical location. In this manner, the online presence of the company will help to drive exposure for its store, and the store in turn will help drive the exposure of the online business.

Established businesses may wish to take advantage of our central location which is perfect for marketing boutiques (for product launches etc.) and exposure to a derisible, young and trendy demographic for commercial purposes.

We are open to discuss terms with any kind of business or operation, including but certainly not limited to:

* Fashion
* Gadgets
* Artists
* Cuisine
* Technology
* Furniture
* Services
* Or Many More!

**Conclusion**

If you made it this far we thank you for taking the time reading our prospectus.

We started this company, because we truly believe that we can provide a fundamental solution to the old age problem of reducing the financial risk and mental stress of establishing a new company or new location. We also believe that Duesseldorf needs a location such as ours to promote entrepreneurism and we are excited to see what kind of businesses will be able to succeed when they are only given the chance! Hopefully one day there will be many businesses in the world like ours, but until then we are glad to have come up with this idea, we hope it pleases you too.

We hope to welcome you into our organization in the near future. If you have liked what you have read so far or would like to find out more please do not hesitate to contact us or visit us on our website [www.popinbiz.de](http://www.popinbiz.de/). If not we still thank you for taking an interest in us and wish you success in the future.