



Pitch Deck
2021

othership



The Mission

Inspire the world to adopt a
better way of working



Everyone is buying flexible working

There was **159%** increase in people working remotely in the US **before COVID-19 even started** - *Forbes*



“The plan is to create a flexible workforce with a mix of remote, office and hybrid workers...”

Admiral Group



“Raised \$2.5 million, in the US, to turn hotels & restaurants into on-demand flexible workspaces in 2021”

Techstars



“Complacent office workers don't realise their jobs can now be done by anyone anywhere in the world.”

Alistair Heath

Size of the prize



**Serviceable
market**

1.5Bn

professionals who
could work flexibly

If each person's
work•life
cost just £2 a day

**This is
a huge**

£666 Bn

value pool

... and now everyone needs a solution.



Employers

Providing the workforce with a hybrid office & remote solution, in an affordable way whilst fostering connectivity.



Workers

Lack of affordable workspace, painful commutes, distractions at home, and loneliness.



Hospitality & real estate

Under-utilised space.



Luckily there is Othership!



A membership for individuals & teams

to connect, work and grow

online & in real life



Make Connections



Access Perks



Book Workspace



Join Weekly Events

Who we work with

Some of our partners

MAYOR OF LONDON

LONDON ASSEMBLY

zipcar.

GA



Angel
Investment
Network

fsb⁸⁸

STARTUPS
MAGAZINE

230+ member spaces



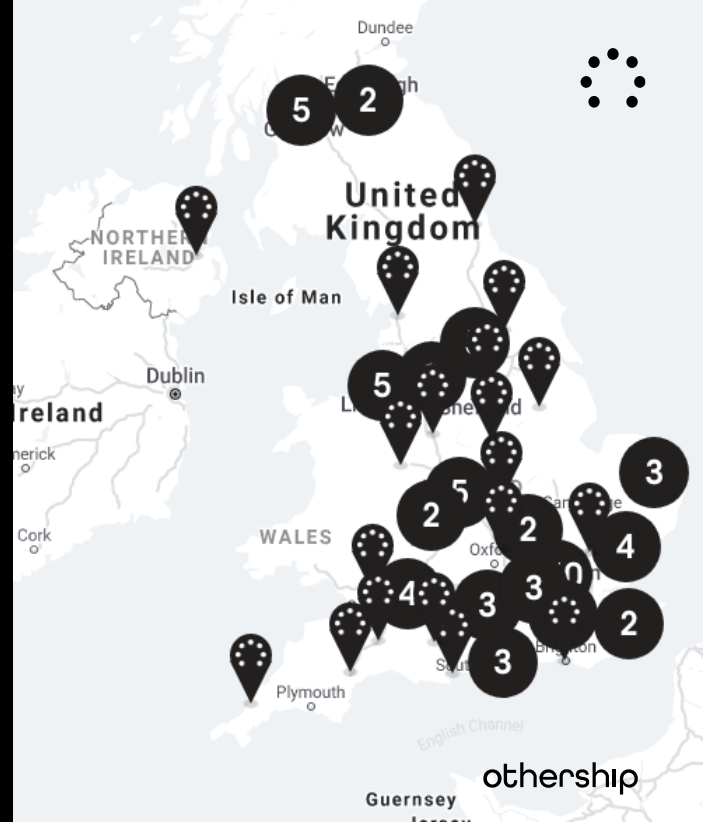
Holiday Inn



RUNWAYEAST

THE
BOUTIQUE
WORKPLACE COMPANY

investment deck



Why us?



Active members make partnerships & contracts in the **1st** weeks

Booking Site

- Least quality if user generated
- Low transparency if credit based
- Low value if subscription
- Least community

I think not

Othership

- Most flexible
- Most accessible
- Most transparent
- Most community
- Most support to grow
- **More membership!**

Yes please!

Members Club / Coworking Space

- Least flexibility
- Highest cost
- Low transparency
- Risky business model

I think not

Engagement/ Collaboration Tools

- No physical interaction
- Low customization to your company culture
- No human input
- Lack of data transparency

I think not

More bookings than our close competitors in London



it from
 Hear it from others
 Hear it from others
 Hear it from others



“ Been to one of their workspaces and it was genuinely one of the best places I've been to for working. ”

Ira Li -



“ ... Othership is our best performing external platform, so thank you ”

Boutique Workplace



“ Honestly one of the best entrepreneur + start-up + freelancer communities in London. ”

Bendesign555 -



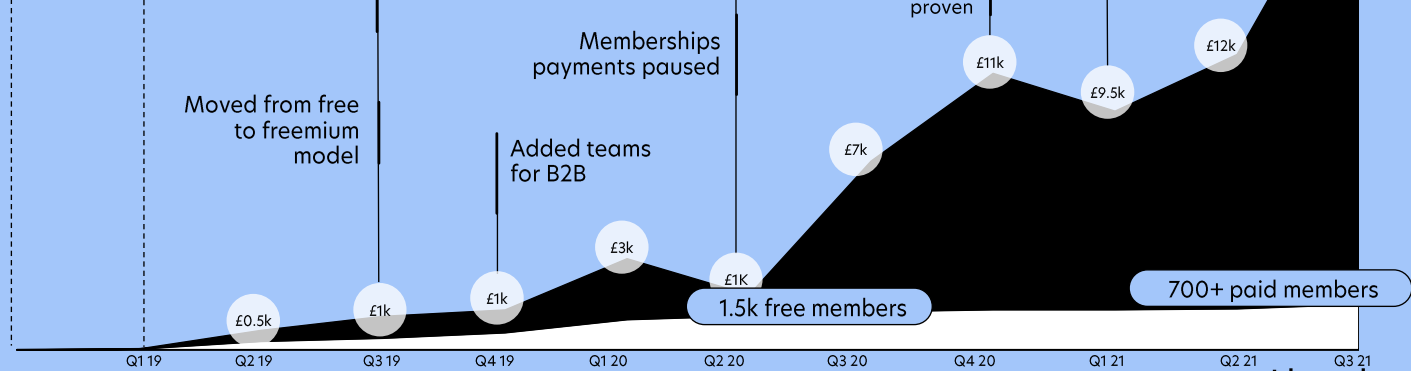
“ Great and fast customer service . Very professional ”

Noor Kadhim -



@10k monthly Revenue

Development



1st UK lockdown

Enhanced online membership & reactivated payments
Removed free tier
Increased prices

2nd UK lockdown

Increased resistance proven

Rapid growth

Increased coverage outside of London
Launched new social features



investment deck

othership

Our forecasts

CAC

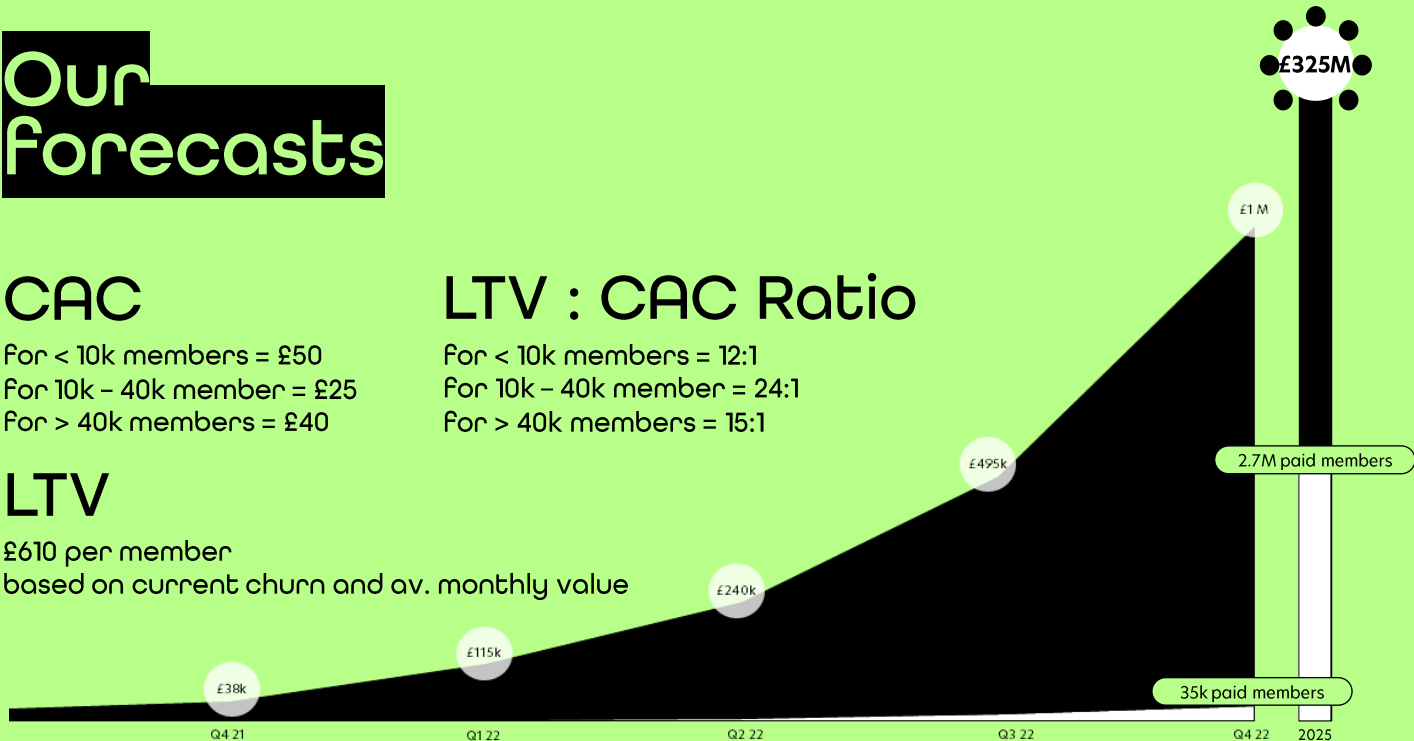
For < 10k members = £50
For 10k – 40k member = £25
For > 40k members = £40

LTV

£610 per member
based on current churn and av. monthly value

LTV : CAC Ratio

For < 10k members = 12:1
For 10k – 40k member = 24:1
For > 40k members = 15:1



Revenue streams



Memberships

Essential

£30 /yr

to join a community

Most Popular

Premium

£10 /mo

billed yearly, just for you

Premium for Teams

£10 /mo per member

billed yearly, add your team

Other revenue streams



Events



Partnership
commissions



Booking
commissions



Featured
venues



Enterprise
SaaS

Valuation



Usage

Most used service of its type
(referenceable)

100k site visits, <5% bounce rate,
>5% conversion rate



Comparables

WorkChew - raised \$2.5 Million

Desana - raised €4 Million
(@ £12Million valuation)

Hubble - raised £2 Million for Hubble Pass
investment deck (@£11.6 Million for Hubble HQ)

£5m pre-money



Growth

>£300 Million in forecast
revenues based of moderate assumptions
and 3 years' learnings

£10K monthly revenues
2x quarterly growth

Investment round & spending plan



EIS AVAILABLE

£500k to £1m would unlock

25,000 paid members
1000 locations
1 country (UK)
£310k monthly revenue

£2.5m would unlock

35,000 paid members
1500 new locations
3 countries (UK, USA, and 1 EU)
£430k monthly revenue

Meet the team



ARNAUD MARDEGAN

CO-FOUNDER - Finance & B2B

- o Senior Consultant
- o 4 years' experience in strategy consulting for digital innovation in mobility



BENJAMIN CAREW

CO-FOUNDER - Tech & Marketing

- o Digital Programme Lead at BP
- o 8 years' in automotive engineering,
- o 4 years' consulting in digital.



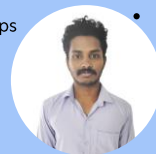
LAURA ELVIN

Brand Strategy & Partnerships
Joined 01/2020



GIEDRE JASIULIONYTE

Venue Relations Manager
Joined 05/2021



SARATH PRAKASH

Operations and Community Manager
Joined 08/2021

Key investors



ANDREW DAVIDSON

B2B Partnership Advisor

Serial Investor and ex-Goldman Sachs

investment deck



SALONI BHOJWANI

Investment Advisor

Founders Factory - Investor



JORDAN FINK

B2B Advisor

Wise Analytics Group
Hay Hill Wealth Management



LYNN NATHAN

Investment Advisor

Kelvin Capital - Core Investment
Team plus other Director roles



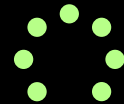
LAURENT LIEUTAUD

Growth Advisor

ITAB - CEO
Glory Global Solutions - Sales director

othership

Contact



Arnaud Mardegan
arnaud@othership.com
+44 7923 883713

Benjamin Carew
benjamin@othership.com
+44 7878 455955



othership

