

We Work, We Live, We Grow

GGFBM Consultants:

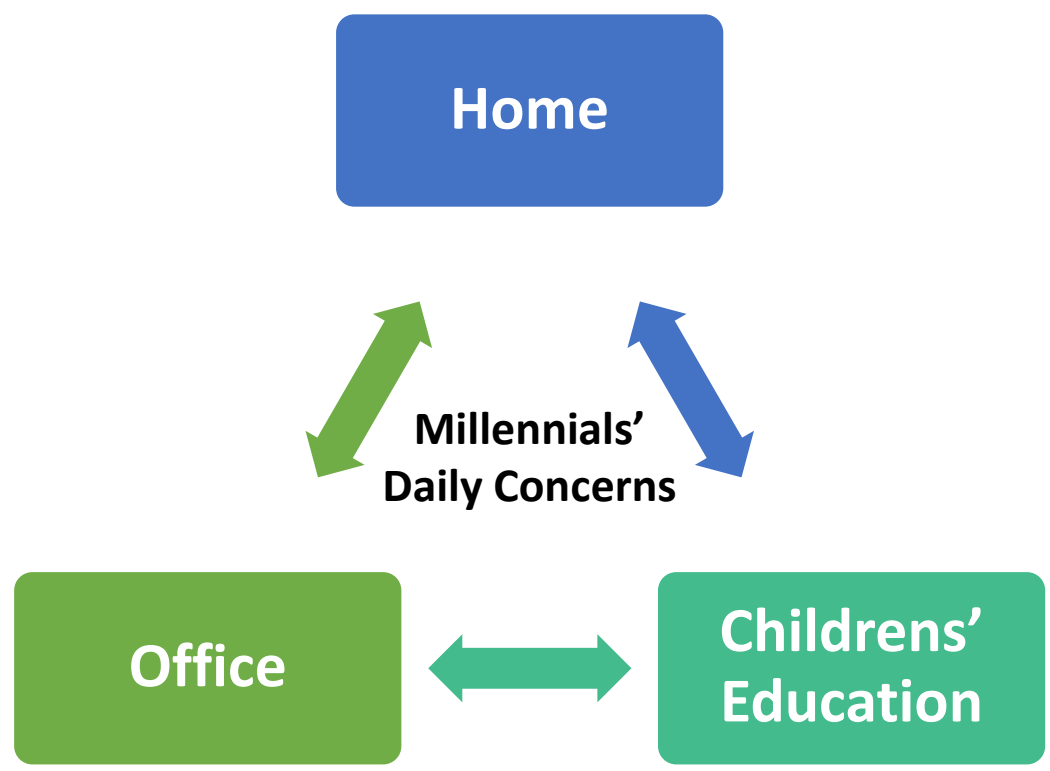
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Agenda

- Introduction
- Analysis
- WeWork
- WeLive
- New Product
- Implementation
- Financial Implications
- Risks
- Conclusion

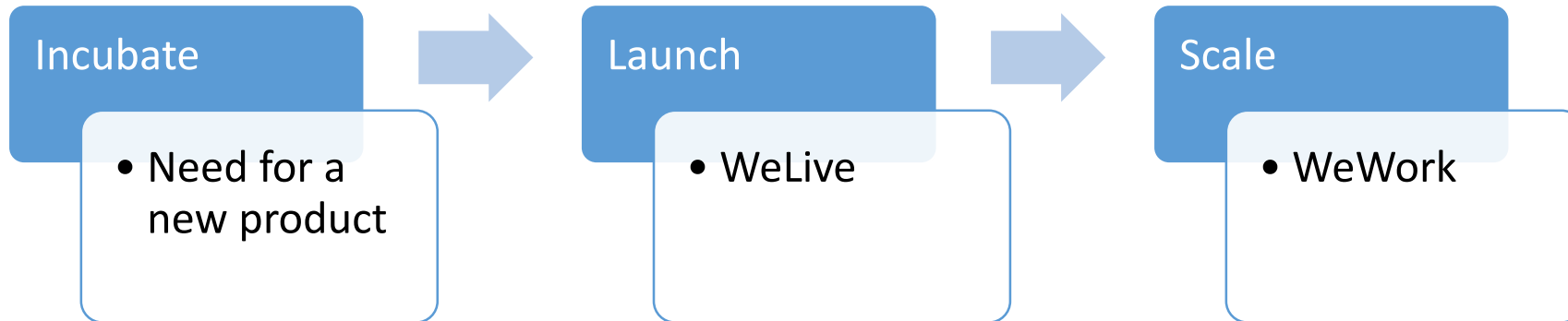
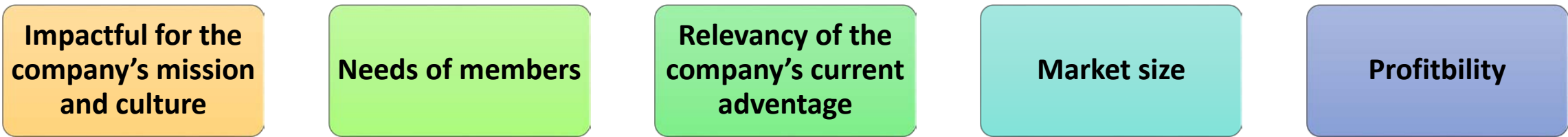
Introduction

The Whole Man Notion



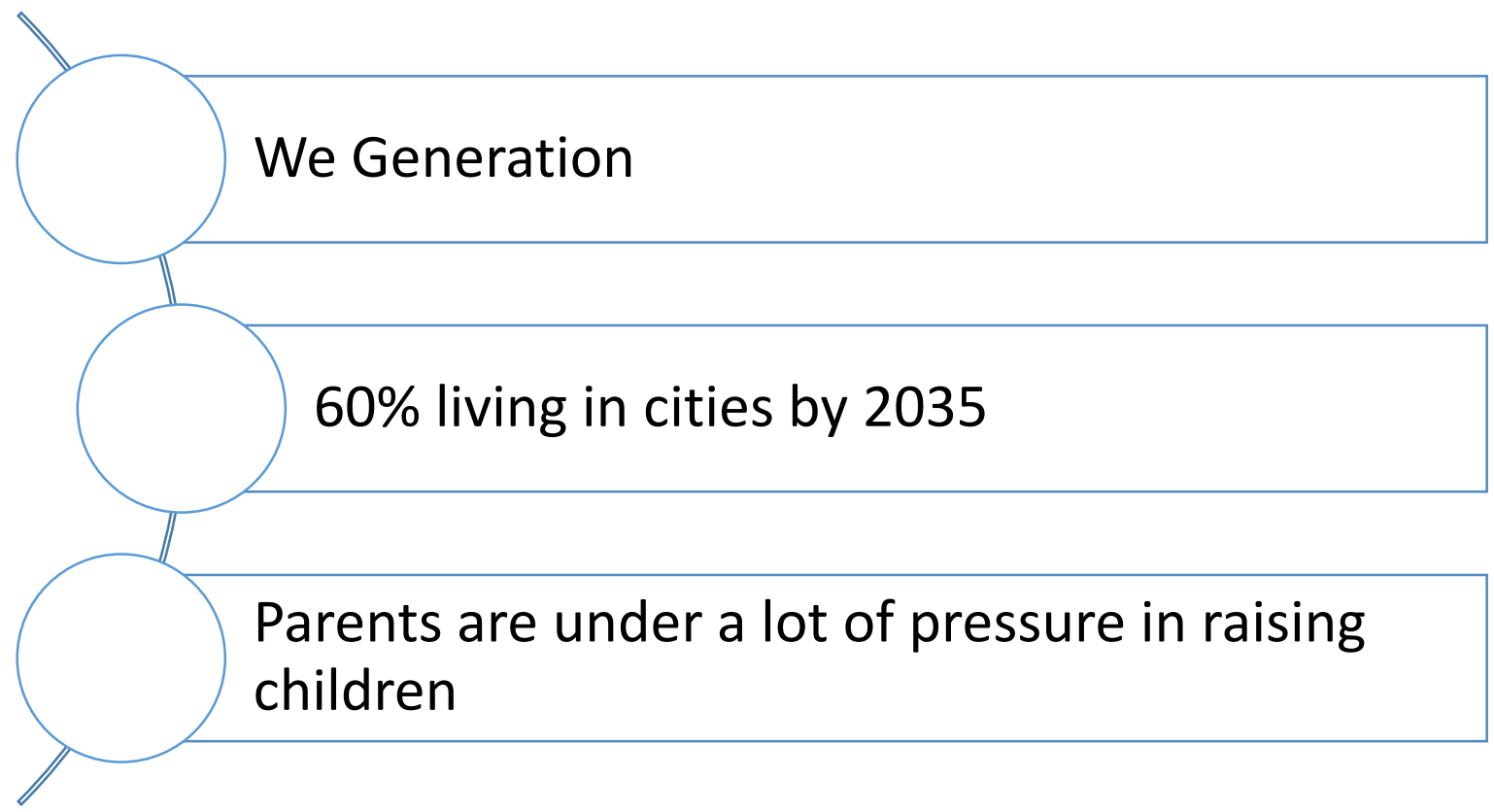
To create a world where people Work to **make a Life**

Key Issues



Analysis

Market Analysis

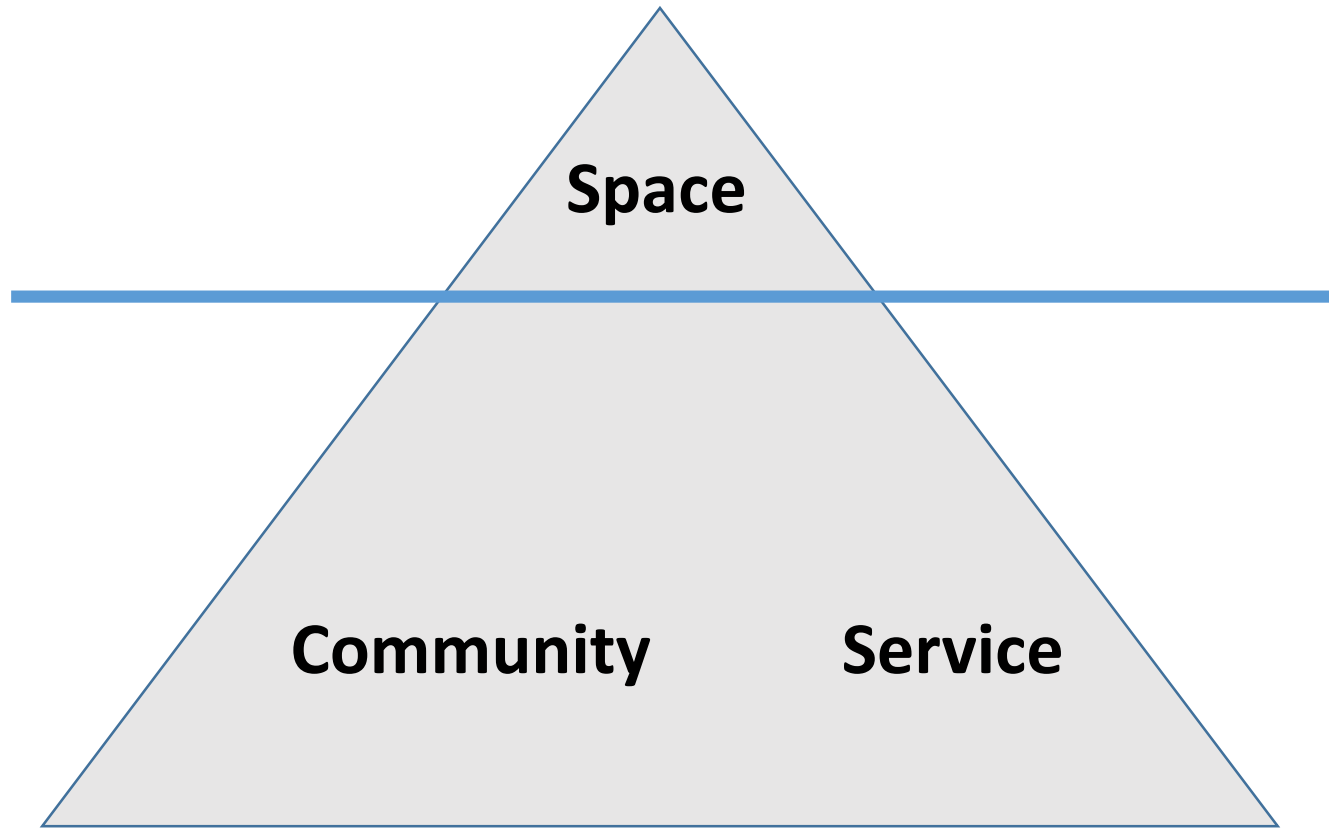


We Generation

60% living in cities by 2035

Parents are under a lot of pressure in raising children

Company Analysis

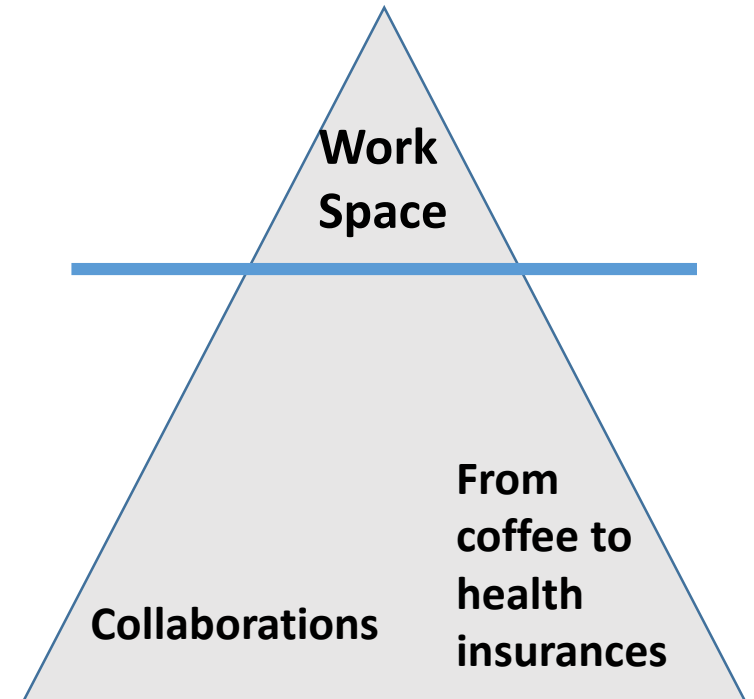
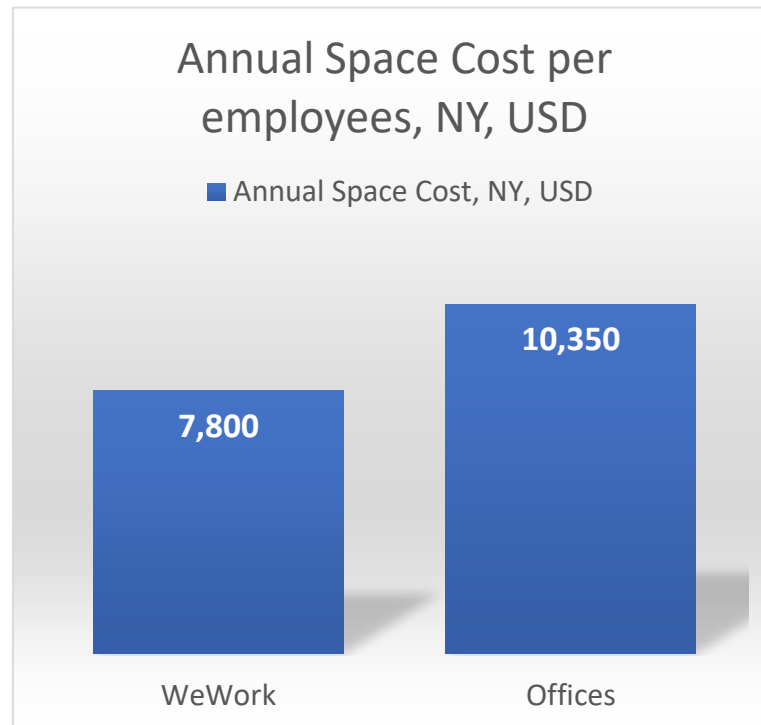


“You got to have the place to stand”

WeWork

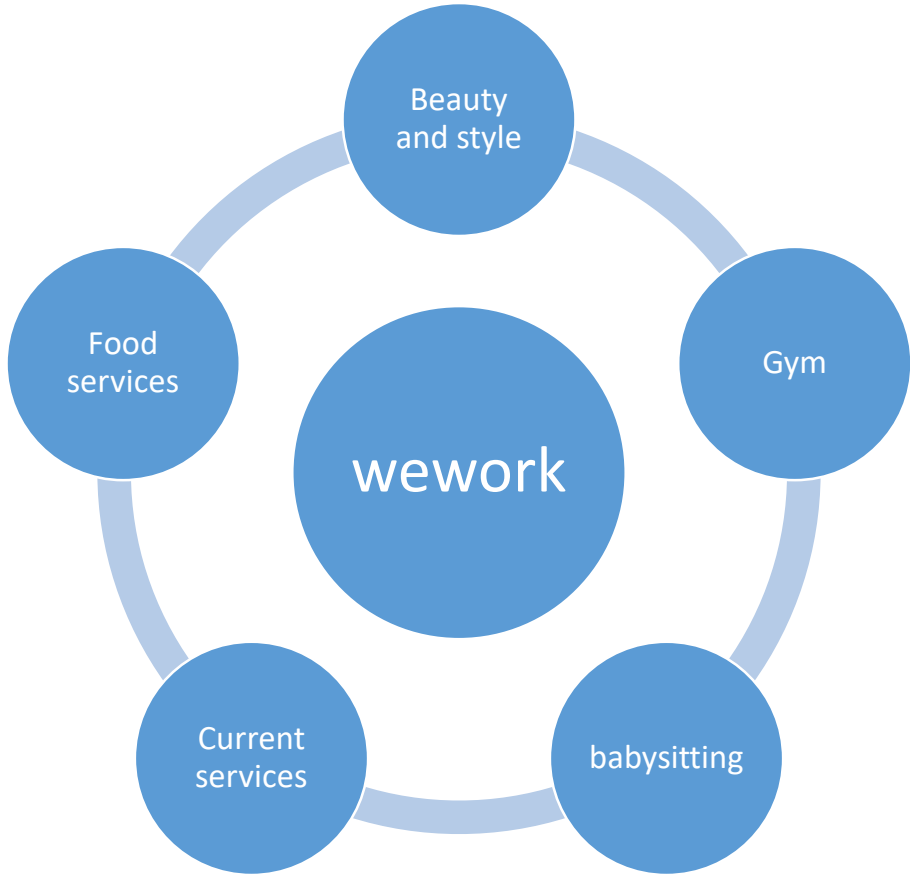
Product Analysis - WeWork

- Growing quickly
- 1 million members in 2022
- Gross margins of 60%
- Based on its ecosystem
- Millennials (startups) → Enterprises (highest margins)



WeWork is very strong but can create an even bigger ecosystem

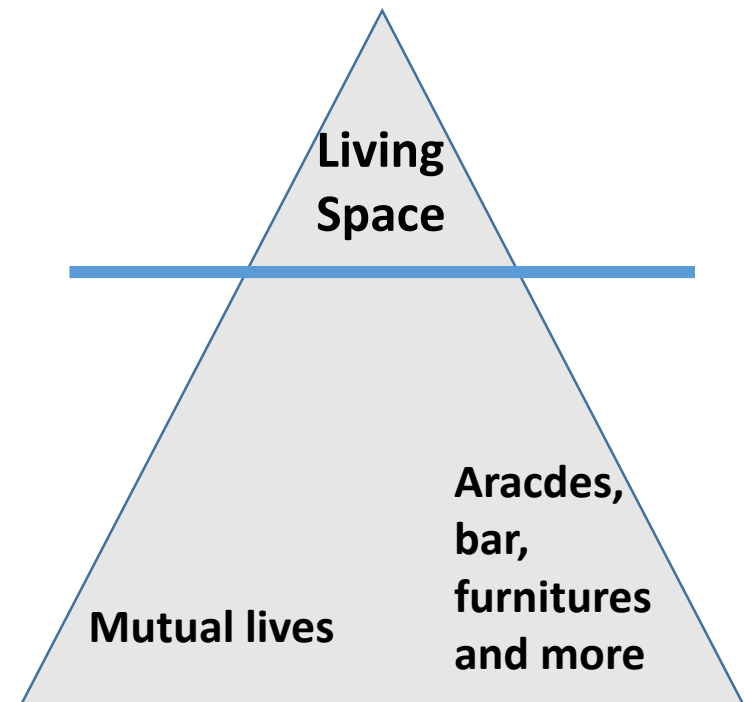
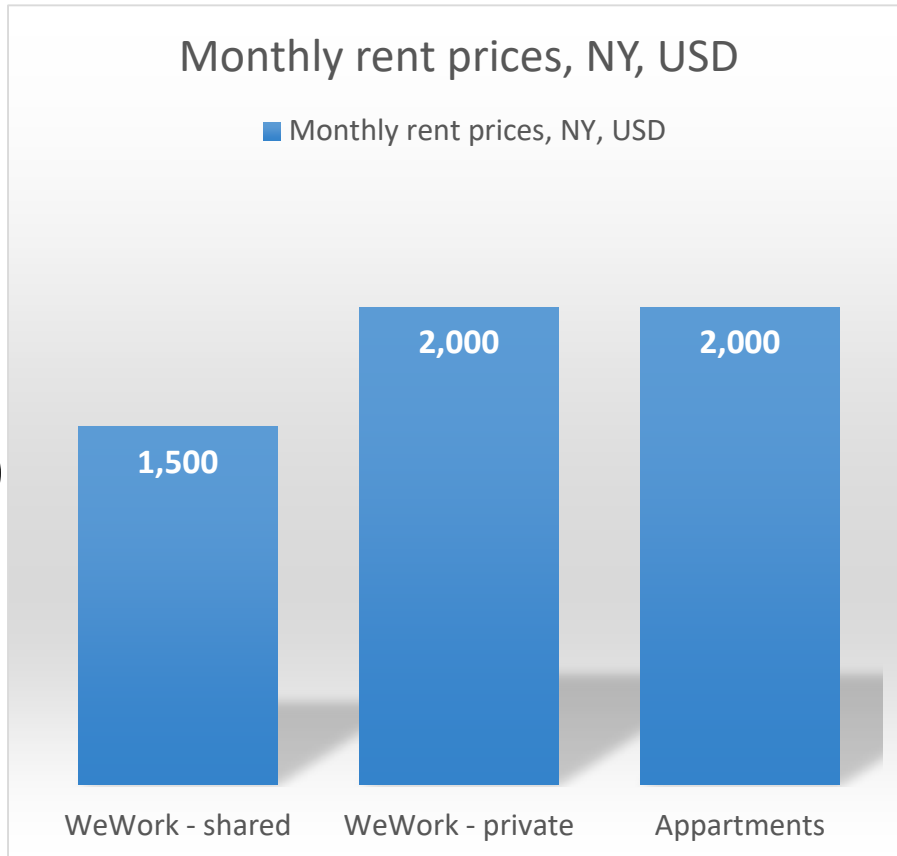
WeWork – making it even more efficient



WeLive

Product Analysis - WeLive

- Positive feedback
- New product – should attract new segments
- Millennials (price) → families (highest margins)



Need to strengthen the adoption of the WeWork model and attract more segments

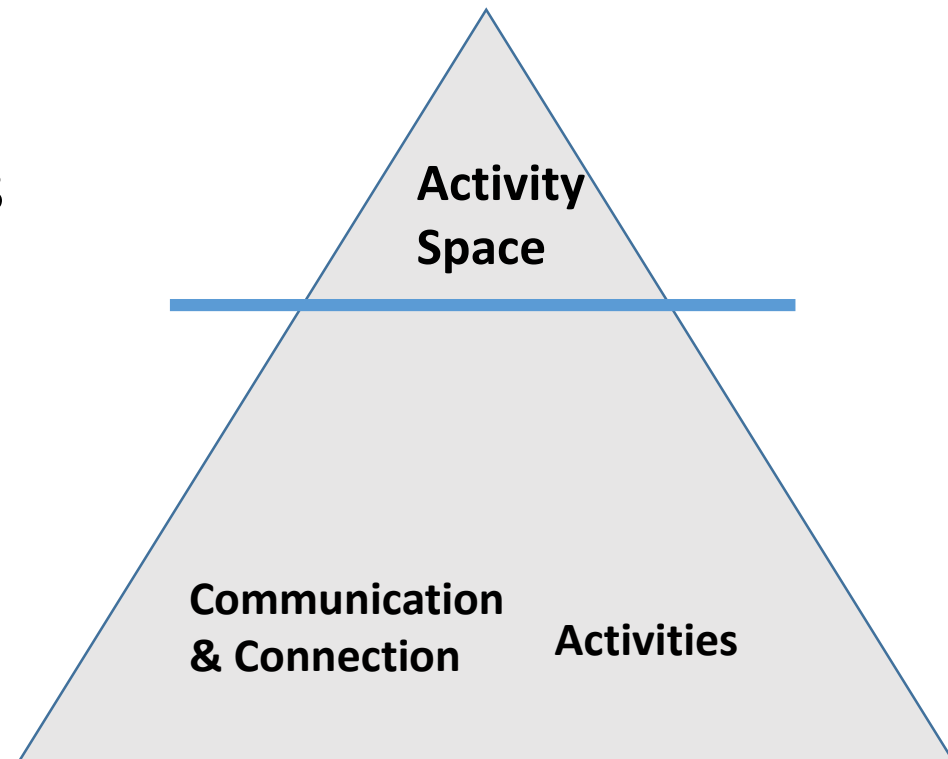
WeLive – making it even more efficient

- Targeting different segment and attracting specific communities:
 - Vegeterians/vegans
 - Religious authenticity
 - New Families
- Design and services according to the needs
- Adding services which will create a complete ecosystem

New Product

Product Analysis – New Product

- Large market
- Spends a lot of time and resources



New product will allow WeWork to innovate and grow according to its mission

3 New Product Options for WeWork

WeTravel

Hosting you when you travel

Private room, dormitories, open common spaces

WeGrow

Comprehensive space for afternoon activities

Open spaces, common activities, private activities

WeCreate

Comprehensive platform for artists and musicians

Open spaces, private spaces, common places

Choosing the WeWork Product

1 – Negative 5 - Positive	WeTravel	WeGrow	WeCreate
Fits company's mission	5	5	3
Market potential	3	5	1
Revenues	5	4	2
Advantages over competitors	2	4	5
	15	18	10

Choosing the WeWork Product

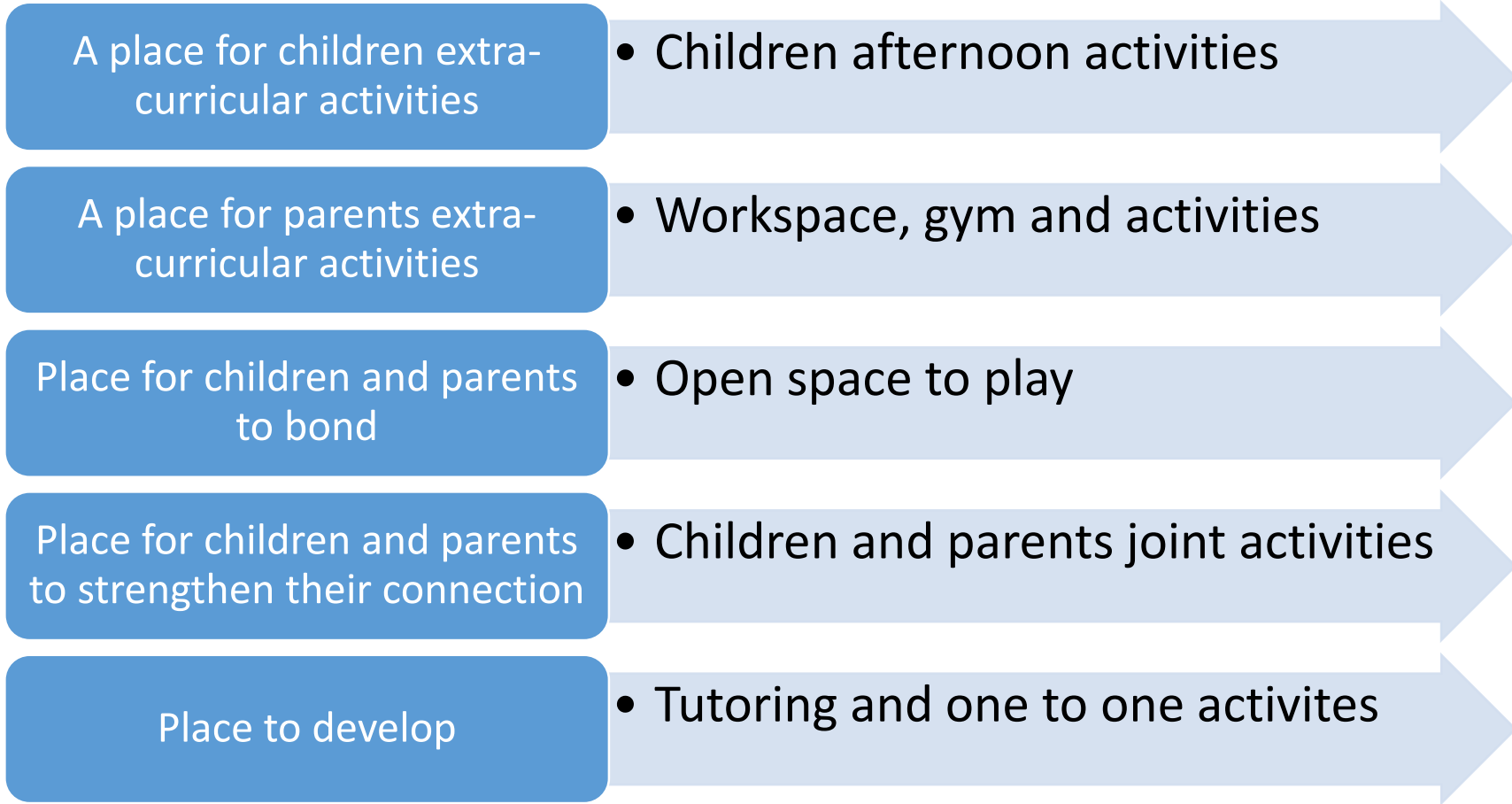
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WeGrow is the right product for WeWork

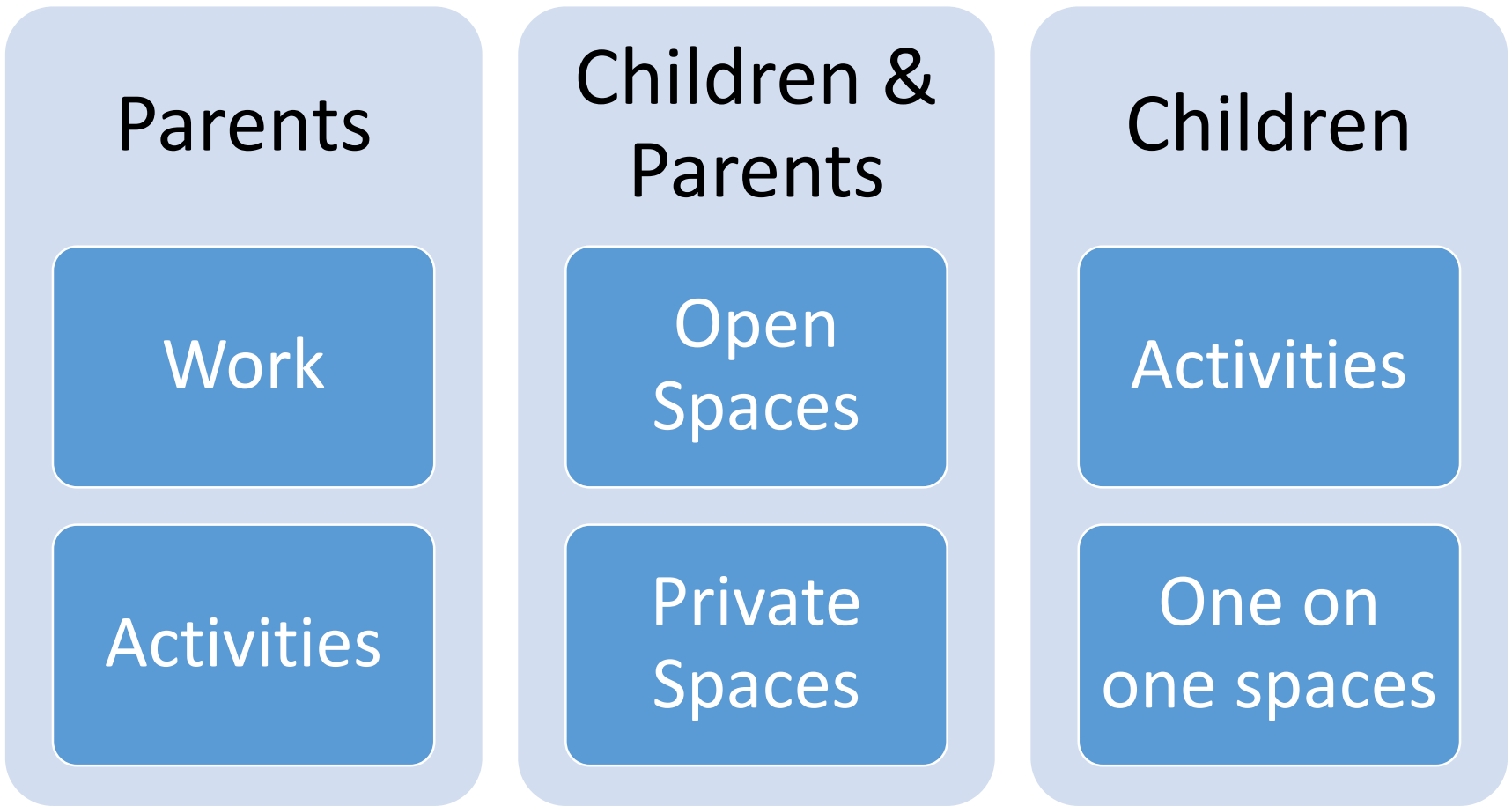
Families Needs and Wants

- A place for children extra-curricular activities
- A place for parents extra-curricular activities
- Place for children and parents to bond
- Place for children and parents to strengthen their connection
- Place to develop

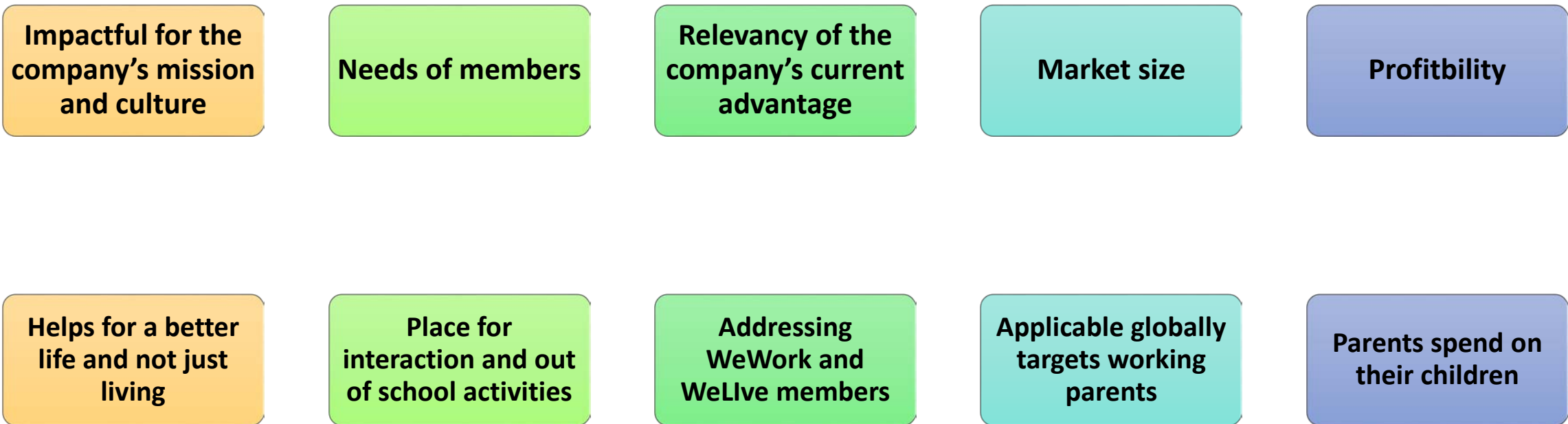
Families Needs and Wants



WeGrow Plan



WeGrow



Execution

Implementation

		2017		2018		2019	
		H1	H2	H1	H2	H1	H2
WeWork	Member's survey on services needed	█					
	Marketing and getting professionals in		█				
	Starting first locations in N.Y., D.C., L.A. and San Diego		█	█			
	Expanding to other locations			█	█	█	█
WeLive	Market research on current communities in WeLive	█					
	Research on situations of loneliness	█					
	Equipping the NY WeLive with needed amenities and services		█				
	Marketing to new communities		█	█	█	█	█
	Expanding to other locations				█	█	█

Bringing communities together by end of 2017

Implementation

		2017		2018		2019	
		H1	H2	H1	H2	H1	H2
WeGrow	Market research on out of school activities						
	Market research for parental activities						
	WeGrow app development						
	Looking for and buying property						
	Renovation and preparation of space						
	Hiring and training staff						
	Marketing WeGrow						
	1 st WeGrow opens in N.Y.						
	Starting to bundle WeLive and WeGrow						

Launching WeGrow by the end of 2018

WeGrow Pricing

**WE
MEMBERSHIP**
Starting at \$75/month

[Learn More](#)

**PLAY
SPACE**
Starting at \$300/month

[Learn More](#)

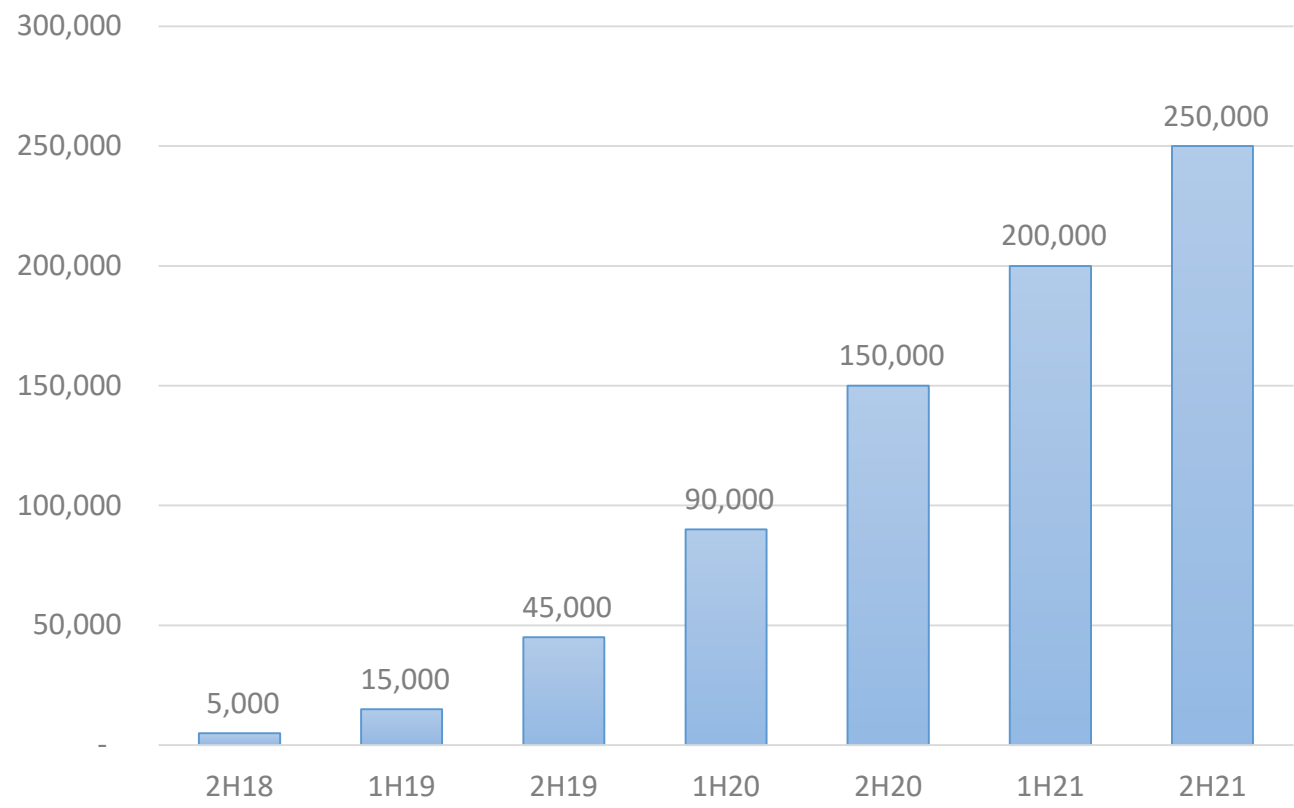
**JOINT
ACTIVITIES**
Starting at \$470/month

[Learn More](#)

**PRIVATE
PLAYROOM**
Starting at \$600/month

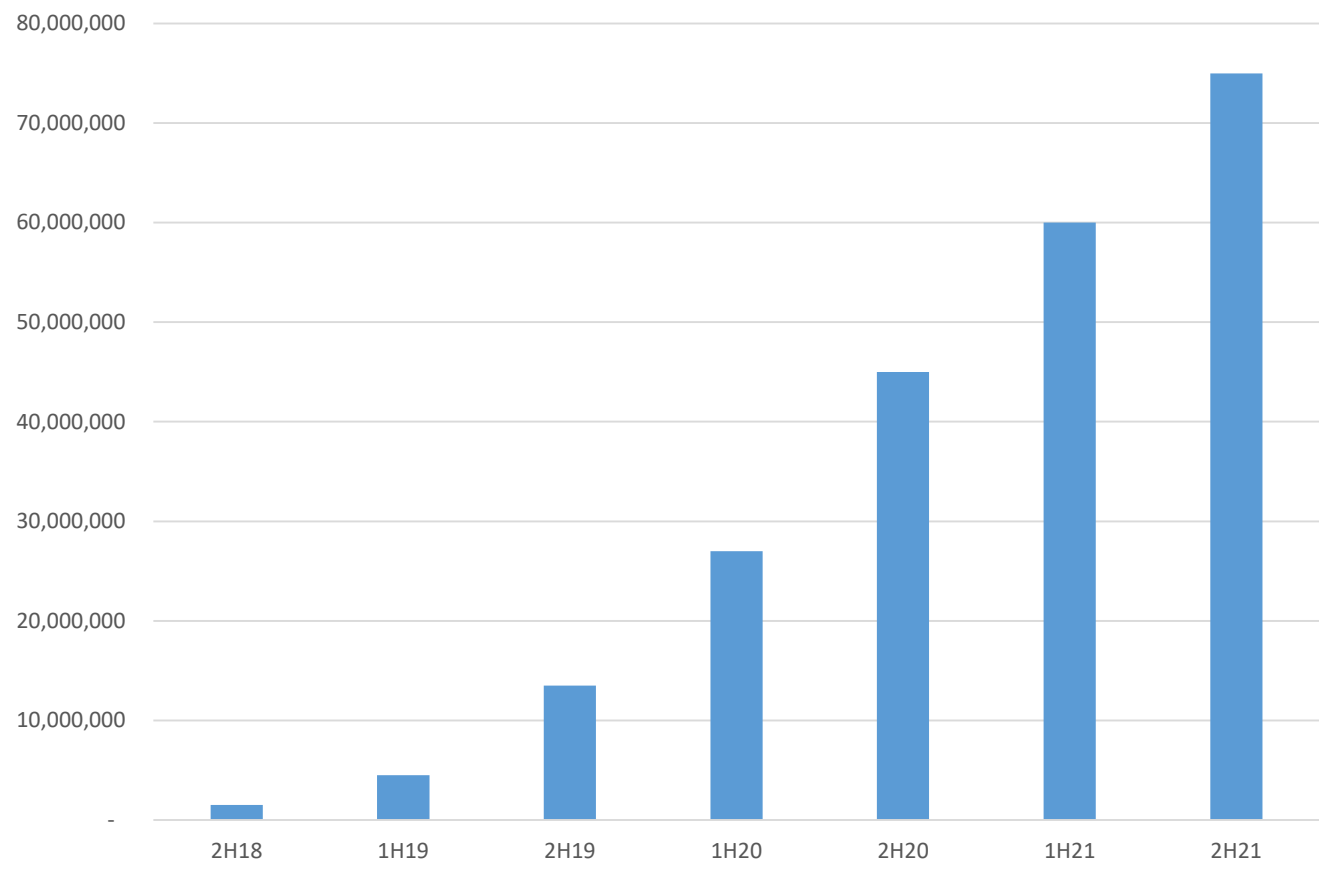
[Learn More](#)

WeGrow Members Growth



250,000 Members in 2021

WeGrow revenues



ROI US\$30 mil in 2021

Risks

Risk Mitigation

Risk	Action
Parents would prefer cheaper after school activities	Focusing on marketing to current members for creating a trend.
WeWork will have to raise fees in order to remain profitable	
Parents won't find WeLive as a decent way to raise children	

Conclusion

WeLife – WeWork is Everywhere

