



ROCKETDESK

GUILDFORD RIVERSIDE

Overview

WHO WE ARE

Rocketdesk is a co-working studio for creative technology professionals. Grown from humble beginnings to a major 50-person studio in just two years, Rocketdesk has hosted over 220 professionals and has fuelled rapid economic growth for creative technologies in Guildford.

Our first studio is situated on Surrey Research Park, founded by passionate entrepreneurs Ben Ward and Neil Johnston. This studio has enabled start ups to grow with our member companies raising £6m in investment capital over the last 18 months alone.

THE OPPORTUNITY

We are seeking to grow and expand Rocketdesk's service to creative technology companies in Guildford through a town centre facility. We believe this will foster more growth and encourage entrepreneurship in Guildford.

We require specialist funds of £85k to support with the implementation and capital expenditure of a new facility in order to make this vision a reality in the near future.



WHAT IS COWORKING?



- Co-working allows multiple companies/freelancers to share a single open-plan office environment.
 - *This minimises costs and also allows collaboration with like-minded professionals*
- Everybody works on their own business, but the shared environment encourages partnership and mutual collaboration
- Particularly suitable for remote workers, such as technology professionals
 - *Ideal for people who don't rely on a fixed location to work from; popular with startups, entrepreneurs and freelancers*
- Many leading tech companies built their success in coworking studios; *Uber, Spotify and HootSuite* to name a few...



THE CULTURE OF WORK



- The **culture of work** is changing, technology is a strong enabler for location independent work
- However, remote workers frequently find themselves working from home or in isolated environments.
- *Coworking is the solution* to this problem. Creative technology freelancers are seeking like minded individuals to share their environment, gain inspiration and even source collaborative professional relationships.
- Rocketdesk has identified that community is the key ingredient our members are looking for.
- Coworking is growing and becoming more popular in many tech industries. Importantly, physical location is not a limiting factor, **providing opportunity** for **forward-thinking** towns and cities



A SUCCESSFUL INITIATIVE IN BUSINESS



- **Revenue** - *Fair pricing* for all members since launch has led to *consistent profitability*.
- **Engagement** - Huge support from local government, higher education, video games industry and wider private technology sectors
 - *Rocketdesk is a key member of the G3 group, encouraging further collaboration between the University of Surrey, UKIE and the world-leading Guildford Game Development Cluster.*
- **Retention** - strong community focus gives us great member retention and stability. Our *members love Rocketdesk* and *stay for several years*; much better statistics than WeWork or comparable, non-focused coworking studios.



SUCCESS IN THE WIDER COMMUNITY



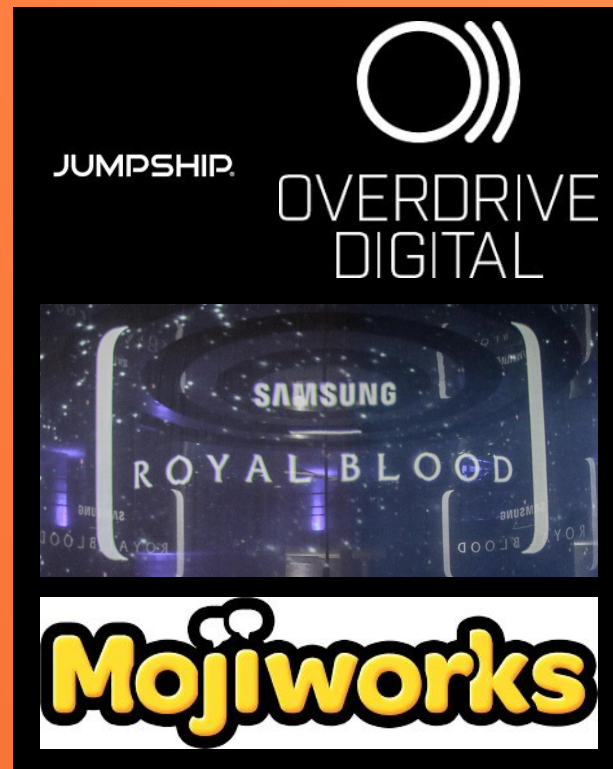
- Rocketdesk enjoys support from:
 - Guildford Borough Council, Local MP Anne Milton, Enterprise M3 LEP partnership, University of Surrey, Surrey County Council
- Our members have played host to major worldwide technology companies:
 - Microsoft, Sony, SEGA, Electronic Arts, Oculus, Facebook, McLaren Automotive, Jaguar Land Rover, Tata
- The studio has enjoyed great publicity from:
 - BBC South 6 O'Clock News, Sky News SWIPE, BBC Radio 4, Surrey Advertiser, BBC Surrey, Bisnow



SUCCESS FOR OUR MEMBERS



- Many of our members start their businesses within Rocketdesk, **grow large and successful** and then “graduate” to their own dedicated office spaces
- Notable Rocketdesk member companies:
 - **Jumpship** - Netease has acquired a minority stake in Jumpship
 - **Mojiworks** - raised £2.6m whilst at Rocketdesk and successfully expanded from 2 people to 30+ in town centre office location
 - **No More Marking** - rolled out national big data platform to study exam results in schools
 - **Overdrive Digital** - successful expansion to larger town-centre office in just 1 year
 - **Focal Point VR** - world-leading VR streaming technology employed by major clients such as TVR, Royal Blood + Samsung, Justin Bieber and the Esports League (ESL)
 - **Vector Suite** - Successfully raised £2.4m within 18 months since forming at Rocketdesk. Global clients in automotive, architecture and aerospace.
 - **NOAH** - A team of freelancers formed from within Rocketdesk community, now serving global clients with end to end digital communications



Key Digital Sectors in Guildford

A vibrant, colorful scene from a video game, featuring a large, multi-colored dragon-like creature in a lush, tropical environment with palm trees and a bright sky.

Video Games

Electronic Arts, Ubisoft, Media Molecule (Sony), Hello Games, Supermassive, "Hollywood of Video Games"

A modern, dark-themed conference or event space with a large white geometric logo on the wall and the word "CONFERENCE" visible below it.

Web Development

Numerous successful digital agencies, hosts Web Expo Guildford (WXG) conference operated by Kyan

A person wearing a VR headset and holding a controller, standing in a dark room with a large screen in the background.

Virtual Reality

Many immersive technology businesses thriving here due to games industry links. Vector Suite, Figment Productions, Focal Point

A person wearing a VR headset and holding a controller, standing in a dark room with a large screen in the background.

Aerospace

A high growth sector in the region, M3 corridor home to approx 1 in 5 of all aerospace businesses in South East

A large, modern building with a glass facade and a prominent satellite dish on the roof.

5G Telecommunications

Surrey University 5G Innovation Centre partners with Rocketdesk for fast-tracking development of practical industry applications for 5G

A large, circular graphic featuring the Bitcoin symbol (a 'B' with two vertical lines) in the center, surrounded by a complex, circuit-like pattern.

Cryptocurrency & Cyber Security

Coinmode bitcoin API for developers, BAE Systems Applied Intelligence, Royal Holloway University cyber security research



WHY EXPAND TO CENTRAL GUILDFORD?



- The **potential coworking market** around Guildford is **much larger** than what we are currently addressing
- Expansion to town centre appeals to more people, i.e. non-drivers, train commuters. Local population has high density of tech workers.
- More opportunity for members to *collaborate with* **existing large tech companies** already present in town centre
- Higher profile location and increased foot fall will lead to increased visibility for the business as a whole
- Guildford is *expensive for commercial lettings*. There's an opportunity to offer *low cost space* for **startups, freelancers and small businesses** - this isn't currently being addressed
- Town centre location will allow us to **improve gender diversity** in the local tech sector, continuing to build on existing local successful initiatives such as *We Make Games*



PROPOSED RIVERSIDE STUDIO



- A **brand new specialist co-working studio** located on the banks of the River Wey; very close to Guildford railway station
- **50 desks** offered on either full-time or hotdesk basis, each with dedicated power/networking built-in
- **3000 sq ft facility** with meeting rooms, lounge, communal kitchen area
- The **building is shared** with successful creative tech company *Figment Productions* - great synergy and ample opportunity for new members to collaborate
- Uses *existing Rocketdesk automation* for billing, membership, collaboration
- Both studios (Research Park and Riverside) will become part of a single large, **collaborative tech community**



Allocation of funds required



INITIAL CONSTRUCTION/SETUP

Construction **50k** Remove interior walls, install new flooring, partitions, kitchen

Desk installation **12k** Desk, chair, drawer unit, pallet, networking/power x50

Interior outfit **10k** Desks/chairs, decor, furniture, kitchen furnishings, networking equipment

Security **8k** Alarm systems, key fobs, access control, CCTV

MONTH-BY-MONTH OPERATIONS

Rent **6k/month** Includes rent, rates, water, gas, alarm maintenance, fire alarm/smoke detectors, window cleaning, boiler maintenance, commercial waste collection

Internet & Electricity **£800/Month** Estimation on internet and electricity usage whilst at capacity

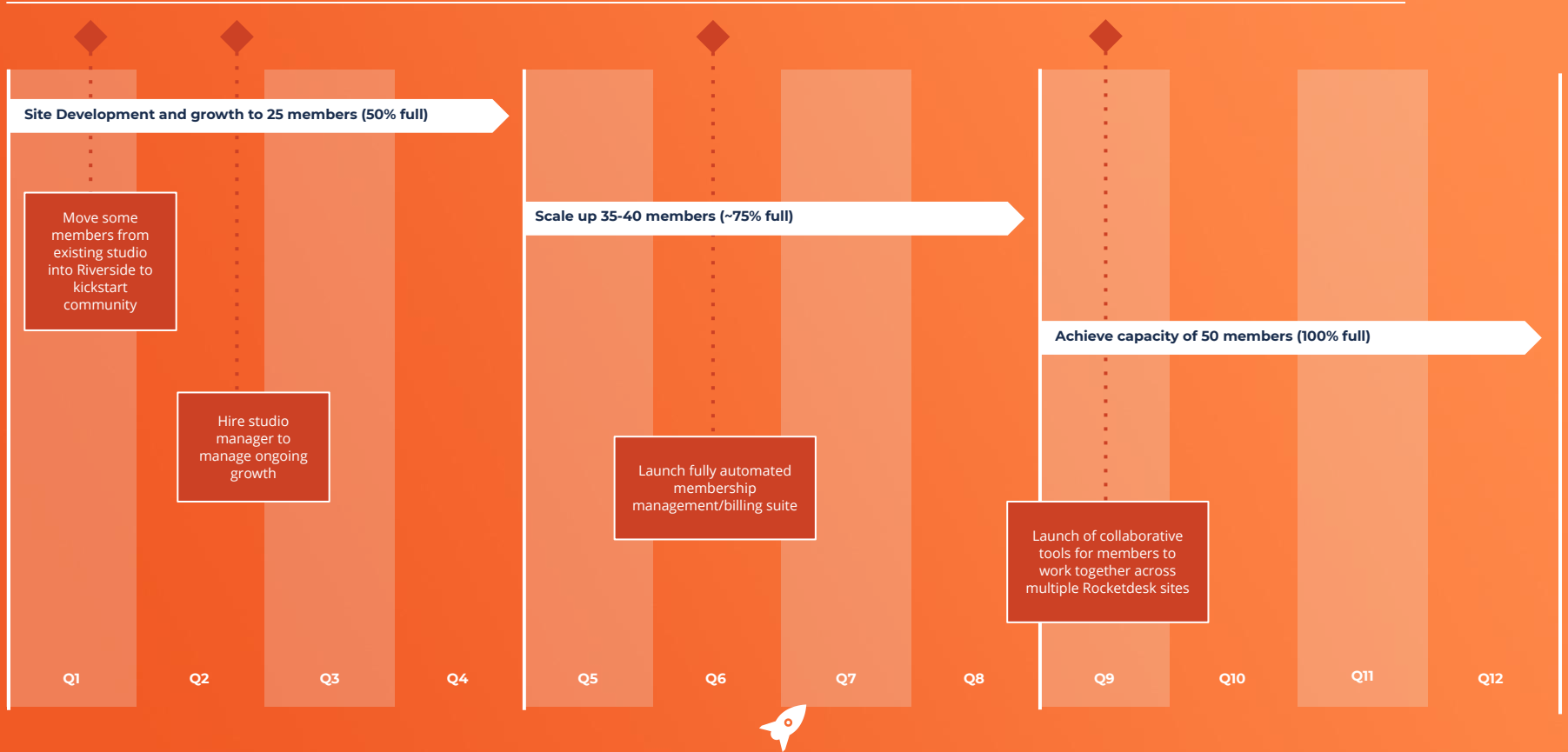
Staffing **£1,250/month** Assuming a 25-30k salary split evenly between both sites

Cleaning **£800/month** Based on existing cleaning company contract at Surrey Research Park, with additional redundancy for town centre

Supplies/other provisions **£300/month** Toilet roll, hand towels, coffee & tea, milk etc.



Studio growth



Revenue Generation

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
MEMBERS	15	18	22	25	27	30	33	37	40	42	47	50
TURNOVER	£14,040	£16,848	£20,592	£23,400	£25,272	£28,080	£30,888	£34,632	£37,440	£39,312	£43,992	£46,800
COSTS	£23,460	£23,802	£24,258	£24,600	£24,828	£25,170	£25,512	£25,968	£26,310	£26,538	£27,108	£27,450
PROFIT	-£9,420	-£6,954	-£3,666	-£1,200	£444	£2,910	£5,376	£8,664	£11,130	£12,774	£16,884	£19,350

DETAILS

- Based on a dedicated desk price of £312/desk/month
- Forecast starts at 15 occupied desks as we will move several members from our existing studio to kickstart the community
- Breaks even at end of year 1, profit well established by end of year 3





Our ambition is to build a vibrant community of creative tech professionals, self sufficient entrepreneurs and startup teams who flourish in a supportive and collaborative environment

We've done it once at the Surrey Research Park, let's do the same at Guildford Riverside...

We have the expertise, experience and contacts to get started immediately...

Let's work together to make this a reality!

