



Graphene Campus

Executive summary, Summer 2012



Photo credit: Zonaspace

Graphene Campus

Creating the best place to teach and learn.

Problem

Cheap, fully equipped space for education programs that increases student sales and sponsorships.

Target audience

Education programs and events in entrepreneurship, tech, creative industries, and lifestyle.

Product

Former factory turned into an urban campus (5 000 - 20 000 square meters).

Physical space: event spaces, workspaces, long stay hostel, food & coffee, sports, retail.

Distribution

Subleasing: free sampling for schools, direct calls for sublease partners.

Visitors: big festivals, social and email.

Market

School Hosting (Cluster for next gen education programs)

Fast growing market, 20-40 areas of learning. In every area - 3-50 schools, 10 in average. SPb in total: 200-300 next gen schools. Graphene Campus: 15-20 schools.

Competition

Partner locations, standalone locations.

Our advantages: cluster effect, marketing, infrastructure, loft atmosphere, price.

Similar projects

General Assembly, Google Campus in London, Qatar Education City, The Factory in Berlin, Kazanskaya 7, Skolkovo, Ctrl + Space.

Timing

Redevelopment of industrial zones. Growth of new schools. Shift to online content + offline community. Social selling in education.

Event Space Rentals (Space + Marketing)

Retail Space (High foot traffic with low cost rent)

Team

Yury Lifshits

Math Olympiad champion, PhD at 23, University lecturer in 4 countries, CalTech, Yahoo Labs (2x Y! hackday winner), Hackday Russia founder.

Marketing

Visitor marketing: brand, site, email, social, media relations.

Sales: sublease partners, corporate partners.

Alena Gilevskaya

Tutoring since 16, managing since 17, drop out ITMO, 3 000 km in hitchhiking travel, 1.5 years of managing software projects for local governments with state-wide adoption.

Operations

Design & architecture, construction management, facility management, sublease management, event production, education coordination, legal, finance, HR.

We start with Zonaspace team and top level contractors and move to full time killer team within half a year.

Revenue/Costs

Costs

| | |
|--------------------|-----------|
| Capital investment | 1 000 K\$ |
| Rent | 2 000 K\$ |
| Operations | 700 K\$ |

Revenue at full capacity

| | |
|-------------------------|-----------|
| Events and sponsorships | 800 K\$ |
| School sublease | 700 K\$ |
| Retail sublease | 1 800 K\$ |

Traction

Prototype: Zonaspace Mini Campus

700 square meters, **100 K\$** investment
10 000 visitors in the first three months
200K\$ annualized revenue
5 hosted edu programs

Partner network: food, edu, anchor startup residents, big events

Recognition: People of the year / Startup of the year: Sobaka, TimeOut, Akzia, DurovMilner Foundation.
TV coverage: Perviy, NTV, TV100, Saint Petersburg.

Milestones and Next Steps

Before funding

Team scouting, market research and customer development, software and brand.

Before signing the lease

Legal setup, sublease tenders, active team hiring.

First months

Sign sublease contracts, design and reconstruction, first events, PR campaign, start sponsor sales.

First regular season

Reach half capacity in school hosting, event and retail sublease, fully formed team.

Second regular season

Reach full capacity, raising money for global expansion.

Risks

Partnership locations offer cheaper school hosting and better commute options

Number of new schools is going up dramatically.
Graphene Campus is offering strong value at education marketing.

Team risks

Creative clusters one of the strongest talent magnets in the job market.

Business model does not add up

Zonaspace has reached operational profitability in half of a year.

Longterm Vision

Global real estate platform for education.

Retail network for next gen higher education, IKEA/Whole Foods of education.

Horizontal growth: from one to 300 campuses across the world.

Vertical growth: transition to own education programs and events, advanced LMS solutions, payments.

The Ask

1-5 M\$ in convertible notes to launch the first campus
(we need at least 2M, but hope to raise the rest of the round, once there is a leading 1 M\$ investor)

Contacts

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| Yury Lifshits | yury@yury.name | http://yury.name | +7 904 331-05-63 |
| Alena Gilevskaya | alena@gilevskaya.com | http://gilevskaya.com | +7 906 242-02-51 |