

CLIQUE

#MarketingMornings

New Geographies

Will Flanagan

Elan Mosbacher

Eduardo Molina

AMERICAN **INNO**

SPOT
HERO

wework®
CLIQUE

A man and a woman are in a modern office. The man, on the left, is sitting on a wooden stool, wearing a dark blue shirt and dark pants, looking at a large document on the floor. The woman, on the right, is sitting on a black office chair, wearing a light green dress, smiling and looking at the same document. The office has a wooden desk, a potted plant, and a desk lamp.

WeWork

New Geographies at Marketing Mornings

Eduardo Molina
General Manager Mexico & Colombia



EXPANSION
—

Valves
Software

Tourism
Coworking



WeWork Expansion by Eduardo

London

Launch WeWork's 2nd building in the city. First building opening at 100% occupancy.

Seattle

Consolidate growth in the first location and prepare for future growth. Strongest month in 1 year of growth.

Chicago

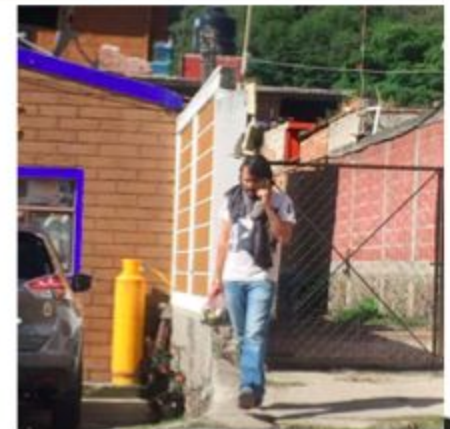
Launch WeWork's first location in the city. First market to open at 85% occupancy.

London

Open 3rd and 4th locations and prepare city for fastest company growth.

Mexico City, Buenos Aires, Sao Paulo

Set up WeWork in a new region. First new international markets openings at 100%.



WHAT MATTERS MOST —

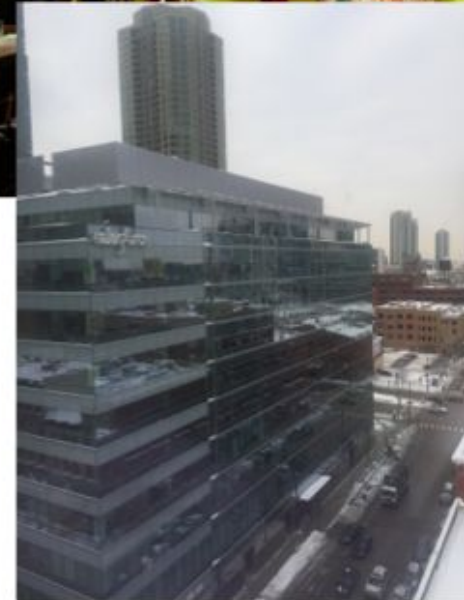


MAKE YOUR JOB SIMPLER

- Where will you sleep?
- Where will you eat?
- Where will you work from?
- How are you moving around the city?



Frontera Grill, 445 North
Clark Street, Chicago



WeWork River North

FOCUS ON THE PRIORITIES

- Meet the correct people.
- Be a resource for everyone.
- Hire the correct team
- Open all channels, you never know which ones will work best.



CONTACT

A person wearing a grey turtleneck sweater is shown from the chest up, looking down at a smartphone held in both hands. The background is a blurred office or workspace with a white table and some equipment. The lighting is soft and natural, coming from a window on the right.

Eduardo Molina

General Manager, Mexico and Colombia
em@wework.com



SPOT HERO

Elan Mosbacher

SpotHero Is The Leading Parking Reservation Marketplace

- ✓ AIR TRAVEL
- ✓ HOSPITALITY
- ✓ DINNER RESERVATIONS
- ✓ FOOD DELIVERY
- ✓ PROFESSIONAL SERVICES
- ✓ ENTERTAINMENT
- ✓ TRANSPORTATION
- ✓ PARKING



OpenTable®



ticketmaster®

CLASSPASS



POSTMATES



priceline.com®

NETFLIX



Humble beginnings . . .

"Just a Fad"

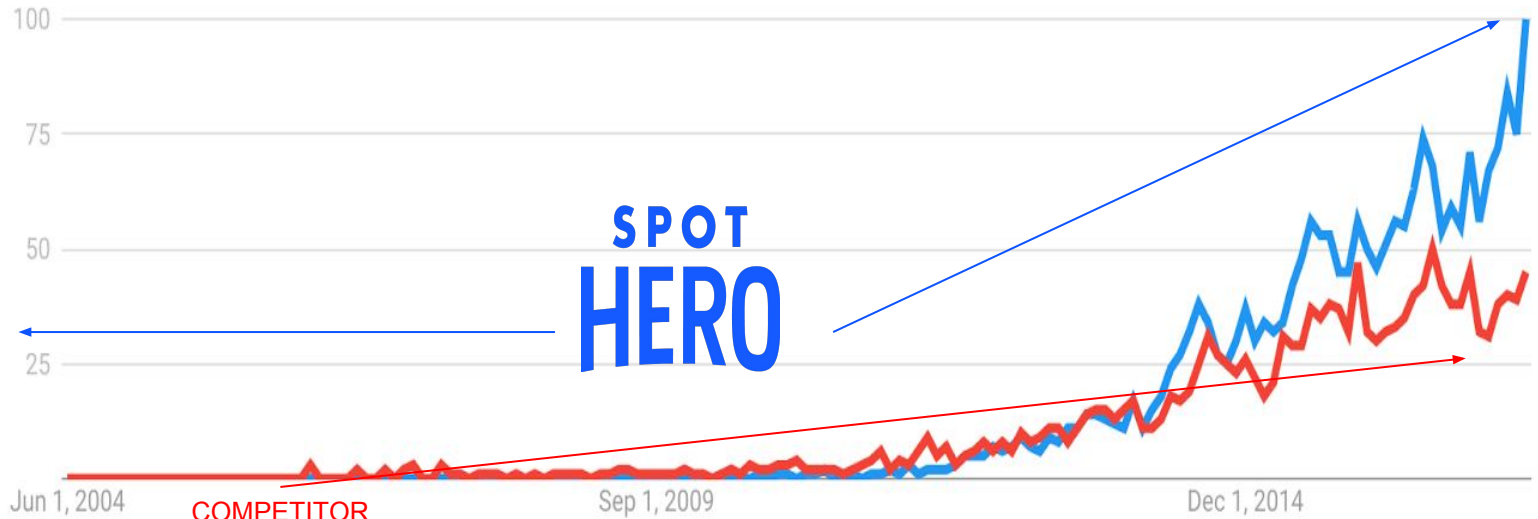
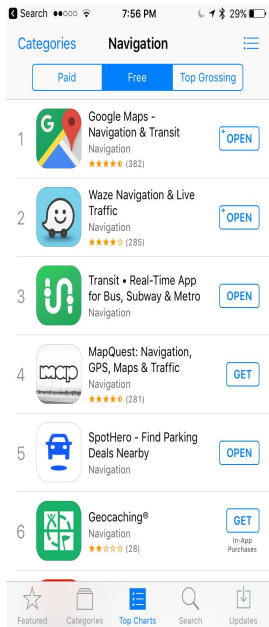
"Is SpotHero Legit?"

"You towed my car!"

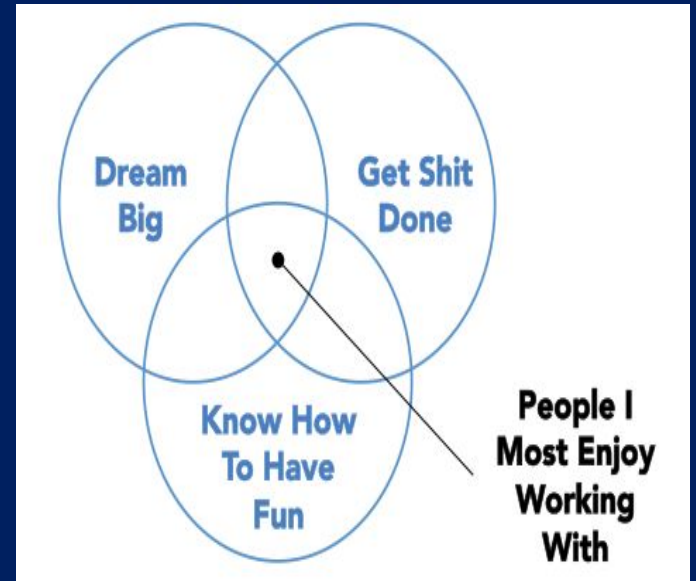


Despite less time, money & markets, we're winning. How?

Interest over time ?



CULTURE STRATEGY EXECUTION



SPOT
HERO

LIQUIDITY OVER GEOGRAPHY

SPOT
HERO

**CHICKEN
BEFORE
EGG**

**SPOT
HERO**

**SUPER USER
NOT
ANY USER**

**SPOT
HERO**

DEFEND YOUR MOAT

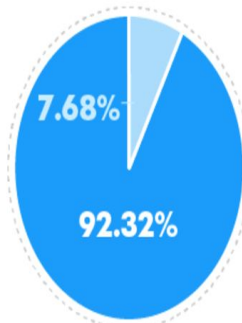
CHOOSE THE RIGHT TACTICS FOR YOU
AT EACH STAGE IN EACH GEO

UBER'S SHARE OF THE MARKET

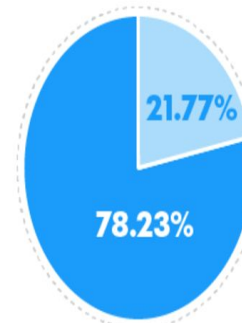
How the company has performed versus
Lyft over the past 24 months:

Share of spending

● UBER ● LYFT

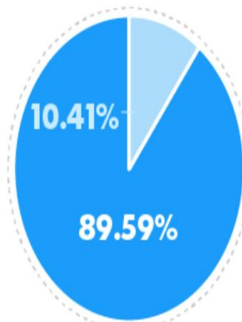


June 15, 2015

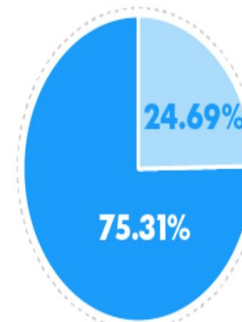


June 5, 2017

Share of transactions (rides)



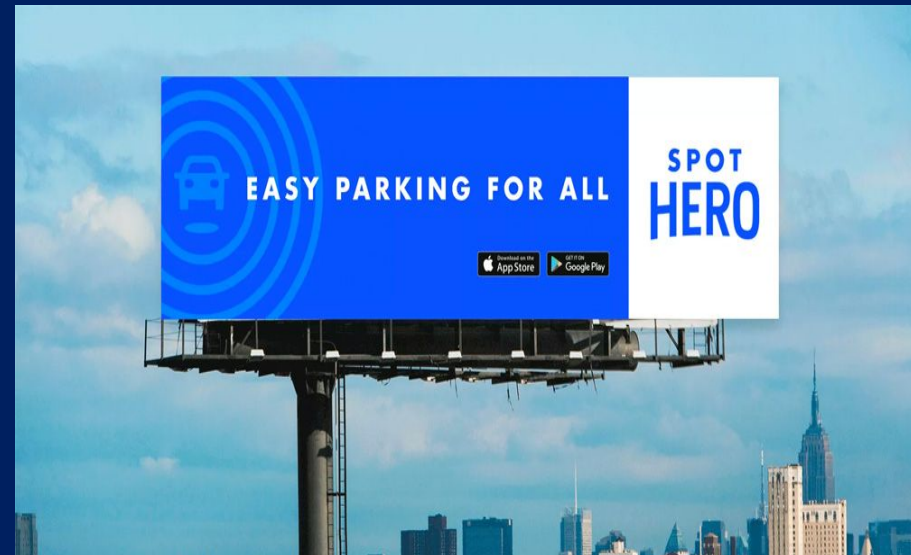
June 15, 2015



June 5, 2017

SPOT HERO

Examples of Non-Digital Tactics We've Used In Various Geos & Nationally To Support Specific Strategy



Pinned Tweet



Elan Mosbacher 🚗 🏠 @mosbacher · 15s

My 5 Favorite Resources on Building An Industry Leading Marketplace Business:

LIQUIDITY OVER GEOGRAPHY

My 5 Favorite Resources For Building An Industry Leading Marketpla...

I'm preparing a presentation for a group of startup marketing executives. The topic is building an industry leading geo/local marketplace business, [linkedin.com](https://www.linkedin.com)

MORE TIPS ^^

@MOSBACHER

ELAN@SPOTHERO.COM

SLACK GROUP → CHICAGO STARTUP MARKETERS



A scenic view of the Miami skyline across a body of water, with a bridge in the foreground and a clear blue sky with scattered clouds. The text is overlaid on the center of the image.

MIAMI INNO

Your Source for Local Innovation

Coming Fall, 2017

WHO WE ARE

AmericanInno is a digital media and events company, strengthening local ecosystems through authoritative storytelling and engaging events.

We are *the* source for local innovation...

...And we are coming to Miami

INNO MARKETS



BOSTINNO

- Launched 2009
- 500k Monthly Unique Views
- 135k Social Followers
- 5.5k Event Attendees Annually

DCINNO

- Launched 2012
- 110k Monthly Unique Views
- 40k Social Followers
- 4k Event Attendees Annually

CHICAGOINNO

- Launched 2014
- 120k Monthly Unique Views
- 30k Social Followers
- 4k Event Attendees Annually

AUSTININNO

- Launched 2015
- 50k Monthly Unique Views
- 8k Social Followers
- 2.5k Event Attendees Annually

MINNEINNO

- Launched June, 2017
- 1,500 subscribers in 48 hours

THE INNO AUDIENCE

The Business Leaders of Tomorrow



Diverse
48% / 52%
Women/Men



Young
64% / 70%
Millennials/Under 40



Educated
94%
Educated



Working
90%
Full-time



Affluent
\$161K+
Annual Household
Income



Influential
68%
Make purchase
decisions at their
company



Plan to Hire
74%
Work at companies
planning to hire full-time

Ambitious
57%
Hold Top &
Middle
Management
Positions



Thompson Aderinkomi's New Startup Will Save Your Relationships, One Text at a Time



Meet the Duolingo for Music

THE BEAT

YOUR DAILY SOURCE FOR LOCAL INNOVATION

Welcome to Minne Inno

Stay Connected

f Facebook

Twitter

Instagram

Newsletter

[See all Newsletters](#) [See Today's Beat](#)

The MinneInno Beat

The Beat is a daily 2-minute conversation in your inbox, with a front row seat to the people, organizations, ideas and news driving your city's innovation economy forward.

[Subscribe to The Beat](#)

LATEST STORIES



The Organizations That Are Helping Strengthen the Twin Cities Innovation Economy

Maddy Kennedy - June 5, 2017

It's no secret that the Twin Cities tech ecosystem is growing, and has been for nearly a decade. Much of this growth can, and should,...



Gener8tor Minneapolis is Ready to Take Off

June 4, 2017



Thompson Aderinkomi's New Startup Will Save Your Relationships, One Text at...

June 4, 2017



Two St. Paul Music Professors Just Launched the Duolingo for Music

June 4, 2017



How a Macalester Alum Is Encouraging Student to Become Entrepreneurs

June 4, 2017

[TWEET THIS](#)
[SHARE THIS](#)

Deloitte.

MAKE your MOVE

EXPLORE YOUR CAREER WITH DELOITTE.

Sharing is Caring. [Pass The Beat along.](#)

Minny Inno's inaugural 50 on Fire is Thursday! It's our end of year event celebrating the city's innovators. [Come join us.](#) Here's [everything you need to know](#) about the big event.

THE BIG ONE

Will: The success of a startup ecosystem can be measured by its exits. But, when it comes to its long-term health, acquisitions and IPOs are just optically beneficial if the company and the people involved aren't committed to supporting the local innovation economy. That's why, five months later, **SportsEngine's** sale to NBC Sports, is already shaping up to be one of the most important deals in Minne tech history.



Not only is SportsEngine sticking around and growing in Minneapolis, they're setting the groundwork for the Twin Cities to be a hub of sports tech nationwide through [The Pitch](#), a sports tech coworking space run directly next door to SportsEngine's headquarters in Northeast Minneapolis.

Launched this July, it's the only sports-focused coworking space in the country, and could help make Minneapolis, thus far a strong, though still second tier, tech community, into a destination for startups nationwide. Huge win for the ecosystem; [more here.](#)

OTHER NEWS

- [Office Envy: Check out COCO, a Growing Coworking Space in an Old Grain Exchange](#) - Minne Inno

MIAMIINNO

Year one expectations

Digital

- Daily newsletter
- 100+ authoritative original stories
- Total reach of 1M+ impressions

Events

- 50 on Fire event
- 4 meetups
- 1000 event attendees

FOUNDING PARTNER OPPORTUNITY

Align with the Miami Inno Audience from Day One, Online & Offline

- Backed by ACBJ and American Inno
- Featured logo as “Founding Partner” across MiamilInno.com
- Guaranteed share of voice across all digital assets, IAB units, newsletter etc. (25% Run of Site)
- Presenting Sponsorship of first pillar event, 50 on Fire occurring six months post launch. (Includes title sponsorship and ownership of VIP lounge; attendees - 300)
- Alignment with all events, including tickets, table space etc. (4 Meetups)
- Sponsorship of the newsletter once a week every month for first year
- 4 native posts a month
- Introduction to key members of the Innovation community
- Promotion across all social channels
- Perpetuity discount; Founding Partner rate on all digital and event products for 3 years
- Opportunity to be a judge at our annual awards show, 50 on Fire
- Term: 12 months |
- Term: 6 months |

A background image of the Miami skyline, featuring several tall skyscrapers and a body of water in the foreground. The sky is blue with scattered white clouds. The text is overlaid on this image.

MIAMI INNO

Your Source for Local Innovation

Coming Fall, 2017

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