



Business Plan

SEPTEMBER 2018

mojo co-working

Oak Park is home to thousands of professionals, many of whom are self-employed, telecommute, or freelance, and who are looking for high-energy places to work and connect.

- **mojo** offers premium, on-demand coworking office and meeting space, ideally located in downtown Oak Park.
- **mojo** members have access to 3000 square feet of amenity-rich workspace including café and casual social spaces with comfy furniture, small team collaboration rooms, conference and meeting space, desks, wireless and video conferencing, printing, a barista-quality coffee bar, beverages including craft soda, kombucha, beer and wine, snacks, and even a game area with pool tables, ping pong and a putting green. All without the hassle and expense of a long-term office lease.
- On top of great aesthetics, technology and plenty of functional niche space, the **mojo** community offers a valuable chance for professionals to engage with like-minded colleagues, collaborate, network, and escape the isolation that can come along with working solo.
- **mojo pro** presents a series of professional education opportunities, speaker series and events geared toward members and our local community.



mojo the third place

Vibrant and locally-owned ‘third places’ – social spaces outside of work and home – are invaluable to flourishing communities. The connections they foster, both personally and professionally, help to root us, give us an identity, restore us, and support us in a vital way. Adult social spaces that don’t primarily revolve around food are a rare find in the Oak Park area.

- After work and on weekends, **mojo** members can continue to make professional and community connections in a social atmosphere with an emphasis on interesting events and fun activities.
- On weekends and after 5pm on weekdays, **mojo** is open to members and the public as a place to connect, socialize and engage with each other through a variety of special events:
 - salon-style discussions on topics like current events, culture, movies, and other high-interest topics relevant to our community.
 - be inspired by arts events like open-mic nights, spoken word and music performances (at an appropriate volume so as to not disturb our neighbors).
 - participate in events such as trivia nights, wikipedia races, a pool league, Jenga tournament, a murder-mystery event, girls night out, or a book club.



mojo food and beverage

- **mojo** will offer an unparalleled food and beverage experience, offering locally roasted coffee, espresso, cold-brewed coffee, kombucha, craft sodas and a rotating lineup of premium and unique microbrews, wines and craft cocktails.
- **mojo** will also offer seasonally inspired and crave-worthy snacks like olive mix, chocolate covered nuts, mustard and pretzels, and other seasonal snacks and desserts.
- Since many cherished local restaurants are near **mojo** in downtown Oak Park, members and guests will be able to order and enjoy meals from neighboring restaurants -- a win-win for customers and local businesses.
- The experience: upon entering, each guest's ID is checked and guests receive a **mojo pass** with an option to run a tab by leaving a credit card with a staff member, or pre-loading a dollar amount onto a card. Once their unique RFID encoded card is activated, guests may scan their card against the reader, and pour their own drink, select their preferred food or check out a specific game.
- Safety: The amount of alcohol served per guest is closely monitored by a revolutionary and proprietary beverage dispensing system that monitors each drink's alcohol content and the number of drinks dispensed for each guest. The system is programmed to deactivate a guest's **mojo pass** after 2 drinks are dispensed in an hour. A BASSET and ServSafe employee is continuously positioned in close proximity to the beverage station any time alcohol is being served to offer assistance and monitor appropriate drinking behavior. **mojo passes** will be activated/deactivated at the sole discretion of a highly trained and certified employee.



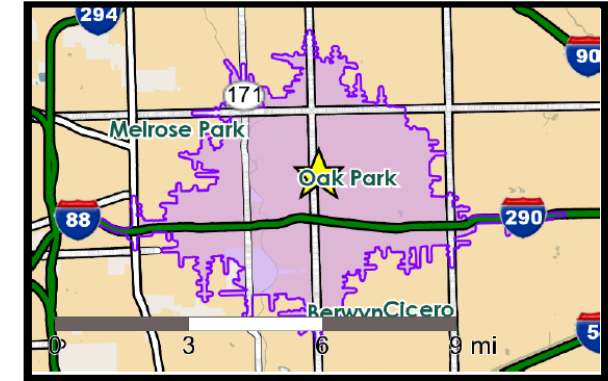
mojo market summary

Oak Park, River Forest and Forest Park represents a highly affluent, high home ownership and well-educated community. 40,000 employees work in the community with 20,000+ commuters

	OAK PARK	River Forest	Forest Park
Population	52,000	11,000	14,200
Household Income	\$82,875	\$111,000	\$52,000
Age	39	40	41
College Educated	75%	79%	50%
Single	33%	32%	51%
Home Owners	72%	90%	51%
Commute Public/Foot	26%	29%	22%
Employees	27,000	5,100	7,900

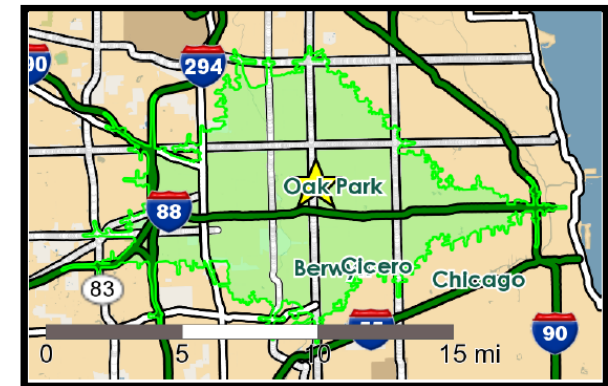
Over 225,000 people live within a 10 minute drive time from Lake & Marion Street and over 675,000 live within 15 minutes

10-Minute Drive-Time Overview



226,386: Population
\$79,819: Household Income

15-Minute Drive-Time Overview



678,408: Population
\$69,301: Household Income

mojo market summary

OAK PARK (LAKE+MARION) – FASTEST GROWING SEGMENT

Young City Solos - Urban Edge

Younger, up-and-coming singles living big city lifestyles located within top MSA markets. Urban Edge are unmarried single millennials living in the funky neighborhoods of the nation's big cities. Found in iconic neighborhoods like Greenwich Village in New York City and Haight-Ashbury in San Francisco, these city dwellers thrive in settings known for their cafes, nightclubs and arts. Most are college educated, in their 20s and living in apartments and condos. They can afford their lofts in gentrified buildings thanks to well paying jobs in business, sales, the arts and public policy. However, most care less about their residences than their locations near great ethnic restaurants, chic boutiques, hot music clubs and other unattached singles attracted to this urban scene.

Urban Edge like to be on the cutting edge of culture and enjoy the energy only city life can bring. They head out to plays, movies and concerts. They like to read books and take continuing education courses. To keep looking their best, they devote hours each week to keeping fit. They're not just denizens of local health clubs; they adopt and are the first to try the newest in health food trends. During the week, they'll show up for drinks or dinner toting a gym bag and briefcase.

Not surprisingly, Urban Edge are liberal in their outlook. They vote Democratic and proudly support a left-wing agenda. Many do not attend church services every week. Urban Edge are fashion-forward shoppers. They

shop local boutiques and national chains alike. They are likely to drive an hour to find a new style to adopt, especially if a brand engages them with an incentive. Despite living in some of the nation's most expensive cities, they still like to keep within a budget and don't expect to spend more on household essentials or big ticket items this coming year.

Many Urban Edge consumers are somewhat financially savvy and have some type of investment. Over three quarters have a credit card. Urban Edge consumers make great omni-channel audiences. They prefer learning about brands overwhelmingly while streaming or watching TV. Internet radio apps like Pandora and Spotify are another sure-fire way to successfully engage this attractive millennial audience. Mobile and Online display are also preferred means of engaging with brands, as well as trendy offers in their email inbox.

mojo market summary

OAK PARK (LAKE+MARION) – LARGEST SEGMENT

Thriving Boomers - Full Pockets, Empty Nests

Empty-nesting, upper middle-class households with discretionary income living sophisticated Lifestyles. Full Pockets, Empty Nests consist of upper-middle-class households on the cusp of retirement or already fully retired. They contain a wide range of family types: singles and couples as well as divorced and widowed individuals, all of whom have a comfortable lifestyle. What they don't have are children still living at home.

About seventy percent are homeowners and forty percent own condos. Most of these adults are in their 50s, 60s, and 70s, well – educated and earning good salaries at the peak of their white-collar careers. One in five households contains a retiree whose substantial nest egg provides plenty of disposable income to maintain upper middle-class status. With their children are leading lives of their own, the households in this segment lead busy social lives. They often go to cultural activities, and many enjoy nightlife and upscale restaurants. They like sports and frequently attend professional sporting events and keep themselves fit on their own at nearby health clubs. These educated households also like to travel, indulging their curiosity while traveling abroad by enjoying museums, concerts and musical performances.

Despite their healthy incomes, the members of Full Pockets, Empty Nests are not into flaunting their success. They may shop at the high-end stores like Nordstrom and Bloomingdales, as well as specialty shops such as Talbots, but they're also happy to pick up a bargain at a discount department store or

warehouse club. Somewhat late adopters, they're content to watch conventional TVs that don't dominate the room. Full Pockets, Empty Nests like to read newspapers and magazines that cover news, business, entertainment and fashion, and they enjoy learning about brands while tuning in to their favorite radio (or Pandora) stations. Another advertising preference is in TV. As long as it's addressable, targeting them with something that resonates, this consumer market is on board. The same advertising receptivity holds true for messaging across direct mail as well.

They have above-average Internet use, going online for utilitarian purposes like sending email, getting the latest headlines, tracking their stocks and comparing prices before shopping. With their child-rearing days behind them, members of Full Pockets, Empty Nests have now turned their attention to bettering their communities through civic action. They tend to be liberal in their outlook and donate money to religious causes while also supporting green issues from varied angles—whether it's driving a hybrid or buying organic food. As the senior managers in their workplaces, they regard their work as important to their identity. More than anything else, they believe that they can control their destiny through hard work and an independent spirit. These are the kind of people who manage their own money, have succeeded in building a substantial nest egg and are happy to give some away to a variety of causes: arts, environmental, health and public broadcasting.

mojo market summary

OAK PARK (LAKE+MARION) – 2nd LARGEST SEGMENT

Booming with Confidence - Silver Sophisticates

Mature, upscale couples and singles in suburban homes Silver Sophisticates are a mix of older and retired couples and singles living in suburban comfort. All but a small percentage of households are empty nests. Members of Silver Sophisticates live in upscale neighborhoods located near big cities and are highly educated. Typically, there is at least one retiree in the household, but those who are still in the workforce have well-paying technical and professional service jobs. They can afford to buy older, stylish homes worth upwards of half a million dollars.

With the luxury of both time and money, these households pursue leisure-intensive lifestyles. They like to dine out, go to plays and concerts and shop for decorative antiques. They travel often, both on cruises and flights abroad to experience other cultures. These are fitness-minded households whose members typically belong to health clubs where they can be found walking, using cardio machines and pedaling stationary bicycles. Relaxation at home typically involves a book or Kindle.

Silver Sophisticates describe themselves as brand loyal in the marketplace. They like to buy clothes and housewares in high-end stores as well as through catalogs and online. Acknowledging their technological anxiety, they rarely buy trendy consumer electronics. They do, however, like to buy premium cars, typically new imported models. Self described “smart greens”, they also look for products that are made or packaged using

recycled materials. This is a segment where traditional media still reigns supreme. Silver Sophisticates are into news; they are avid newspaper readers and tune in to radio newscasts. They subscribe to specialty magazines that cover cooking or cars. They have an above-average interest in TV and are particularly fond of news broadcasts, history programs, movies and political commentary. The Internet is their first place they turn for practical activities like travel planning, researching stocks and doing medical research. Just don’t ask them to send a tweet, update their status or play a video game.

Unlike other older segments, Silver Sophisticates are relatively liberal in their views, although they have a fairly equal split in support for the Republican, Democrat and Independent parties. Silver Sophisticates support environmental causes, equal rights for women and other progressive social issues. They also are active in the community and see themselves as members of the global village. They worry about international issues and volunteer for community groups. They also donate to a variety of charities involved with health, social services, education, politics, the environment, the arts and public broadcasting.

Silver Sophisticates can afford to be philanthropic. These folks have amassed large nest eggs from diversified portfolios. They have high rates for owning retirement accounts like IRAs and Keoghs. They carry a number of credit cards, in part to take advantage of the rewards programs. After all, they never know when they might come across the perfect offer for a cool restaurant or a hot ticket to a Broadway show.



the mojo behind mojo

Long-time Oak Park residents and local business owners, Ron and Kristen Halverson are 100% owners of **mojo**. They are committed to making a lasting positive contribution to the quality of life and sense of community in Oak Park.

- Ron Halverson has 25+ years of deep experience in management and operations in the beverage and food industry. He currently is the CEO of a strategic research agency he founded in 1997 which is headquartered in Oak Park and has a specialties in the food and beverage industry. Ron obtained his Ph.D. in Organizational Psychology in 1992 and served as an active duty U.S. Army officer for five years.
- Kristen Halverson has 20+ years' experience as a creative officer in design studios in Washington DC and Chicago and has been a co-owner of the Halverson Group for 20+ years, serving as Executive Vice President and Communications Director.

Ron and Kristen have 2 sons, Jack (18) and Sam (13) who are life-long Oak Parkers.



game plan

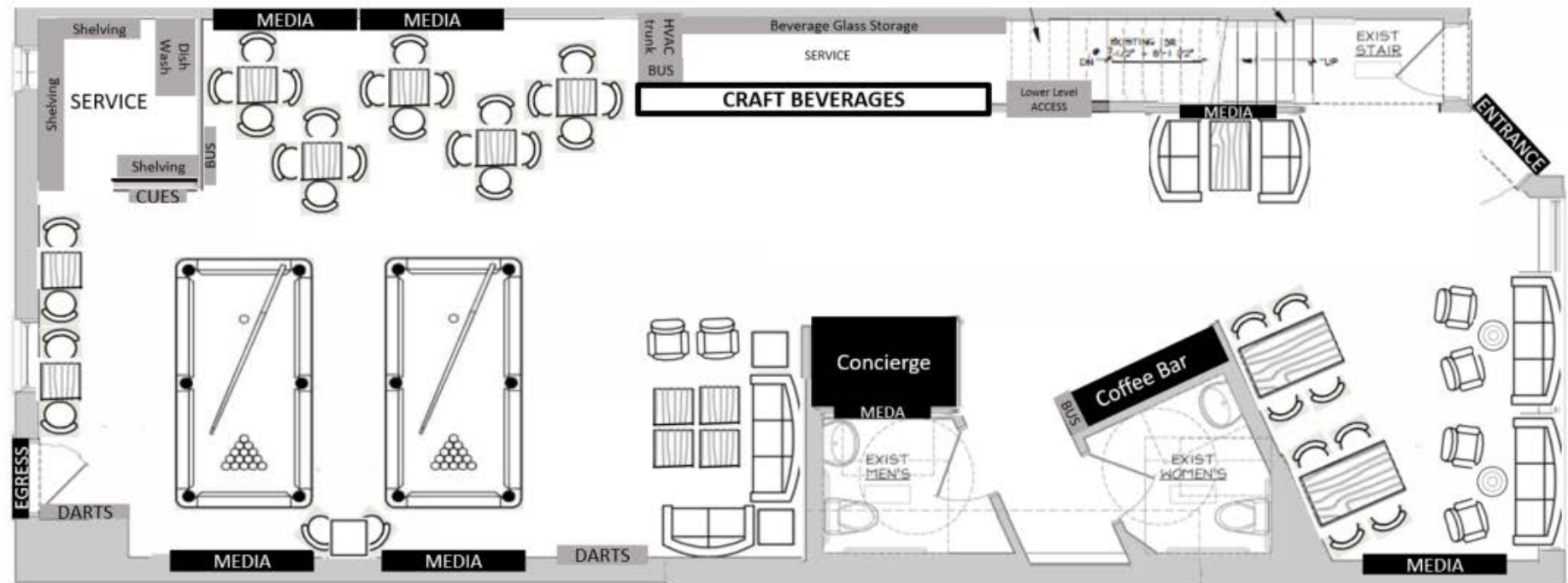
The key to a successful opening will be getting the word out about this new and exciting place. First we will market amongst the local restaurants, stores and businesses in Oak Park and River Forest. Flyers and opening-night specials will help attract our audience, and we will also use Facebook, Twitter, Snapchat, and Instagram to spread the word.

We'll network with local newspapers and magazines to highlight our concept, write reviews, and increase anticipation for our grand opening. Wherever possible we will buy print advertising space. Lastly, we will market **mojo** as an ideal place for birthday parties, holiday parties, anniversary parties, corporate off-site meetings, etc.

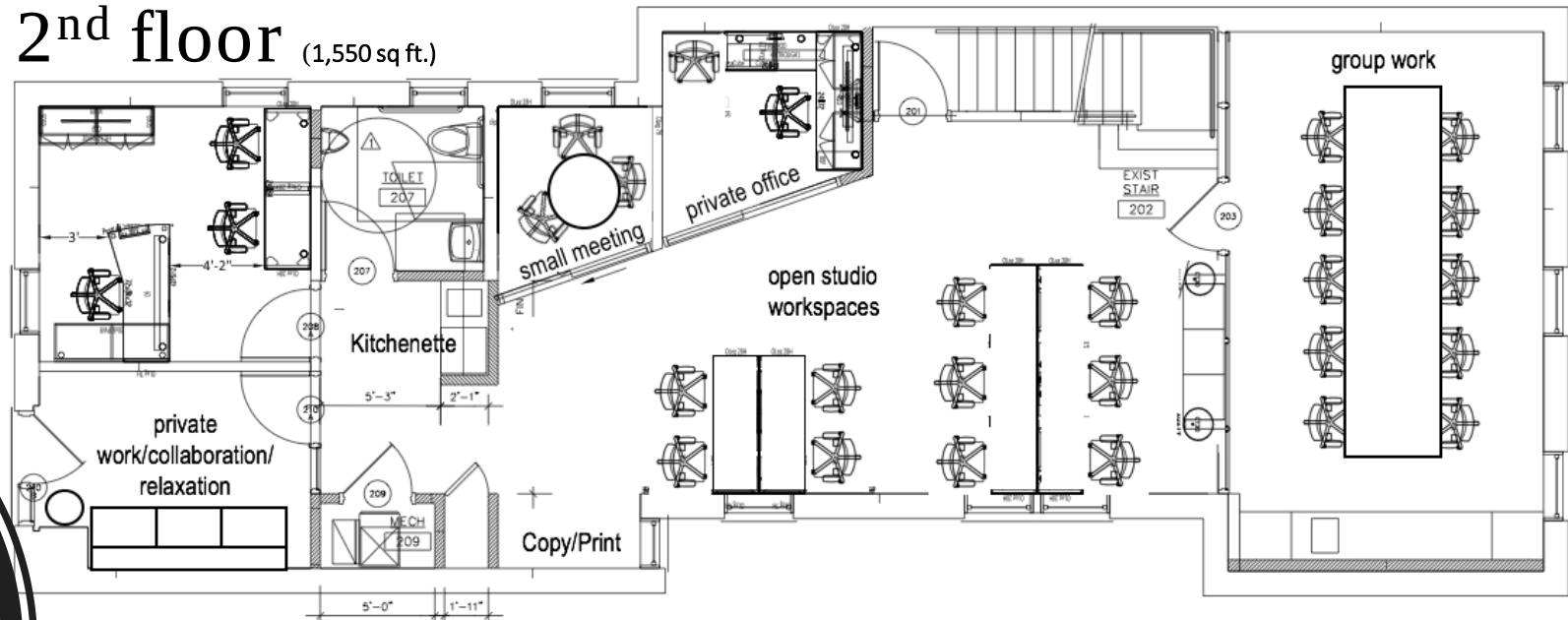
1st floor cafe & activity space (1,500 sq ft.)

mojo | LAYOUT
1ST FLOOR

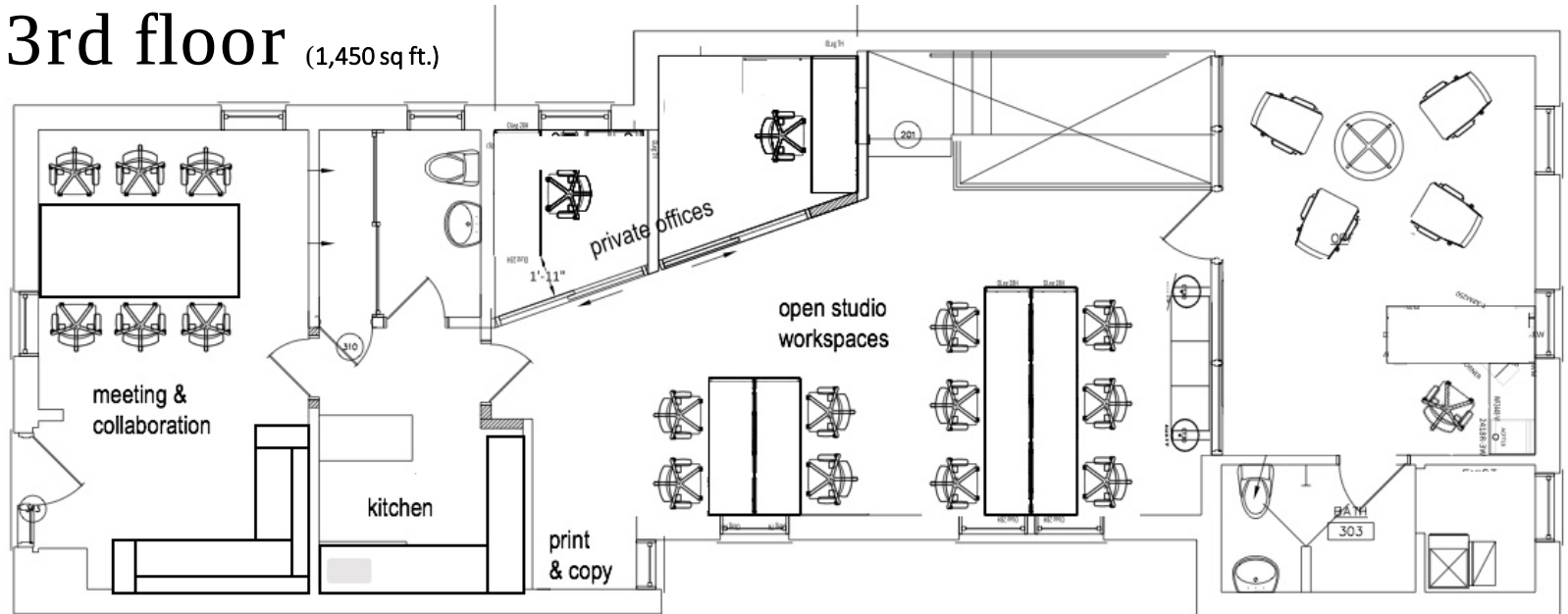
193 N Marion



2nd floor (1,550 sq ft.)



3rd floor (1,450 sq ft.)



mojo | LAYOUT
2 + 3

193 N Marion

mojo experience map

	LIFE SITUATION	SELECT	ORIENT		EXPERIENCE				DEPART	EXTEND	
	Occasion What am I trying to accomplish today?	Destination Where should I/we work or Play today?	Check-In How does this place work?	Seating Where should I/we hang out?	Work How can I be most productive today?	Eat + Drink What is there to eat and drink here?	Play Do I/we want to play a bit today?	Mingle Can I meet other members + guests?	Pay How do I/we pay?	Rate That place was so cool!	Join You have to check out this amazing place!
ACTIVITY	- Work Solo - Collaborate - Teleconference - Brain food - Happy Hour - Date Night - Girl's Night - Boy's Night - Game Night - Game Day	- Explore options - Pick destinations - Build itinerary - Reserve table/room/game/event - Inform group - Plan travel and parking	- Enter MOJO - Orient to space - Locate staff - ID check - Member join offer - Payment Info presented - MOJO Card received	- Explore options - Gauge Fit (tech, music, activity, energy) - Reserve area for work or play - Select from open seating options - Tap into secure Wifi	- Solo zone - Small team collaboration - Large team Conferences - Video+ audio Conference 10-50 person Seminar - White Board + Printing + Monitors	- Explore food + bev options - Ask advice - MOJO App to Order food - Receive Text to pick up food - Self pour beverage	- Explore options (Events, games) - Select activity - Reserve space/equipment - Provide ID until return - Control Media (station)	- Networking Events - Seminars and Scholarly talks - Group leagues and activities - Explore space - Interact with members + guests	- Review individualized bill - Add gratuity - Process Payment - Receipt print/email received - Member expedited checkout - Member join offer	- Rate Experience - Add comment - Post to Social Media (Twitter, Instagram, Facebook)	- Review benefits - Create profile - Set preferences - Set security - Receive promotions and promotions - Refer friends and Family
TOUCHPOINT	- Word of Mouth - Local Newspaper news/promotions - Review Sites - Social Media	- Word of Mouth - Local Newspaper news/promotions - Review Sites - Social Media - MOJO Site - Competitor Sites - Ride Share - Parking	- External Signage - A-Frame Sign - Concierge Station - Team member Check-in - Member Skip Line	- Check atmosphere (seating, sound, lighting, smell, etc.) - Reserve Desk, office, room	- Check-in for guests - Tech Support	- Printed Menu - Texted Menu - Staff Reccos - Menu Monitor	- Activity List - Select/Join activity - Select games - Return games	- Event, activity, league sign up - Review member roster - Mingle with other guests	- Check-out w/ MOJO team - Member Kiosk check out	- Rating and tip offer email/text - Social Media Posting Option (rating, images, comments)	- Member Portal - Member Page - Referral Page
TECHNOLOGY	- Web Site SEO - Social Media	- Web Site SEO - Menu - Events - Reservations - Directions - Group MMS - Order Rideshare	- ID Scan - Credit Card Scan - MOJO Card initiated - Member Kiosk - POS Record - Mobile Check-in	- Zoned sound and lighting] - Reserved desk, section/room signage - USB charging - secure Wifi sign-in	- Guest Check in - WIFI Access - Printers - White Boards - Audio + Video Conference - Double Monitor - Mic for Seminars	- MOJO Menu - Partner Menu - Order App - Text code to get Menu text - MOJO Bev Pour System	- Activity Text - Reservation kiosk - Scan equipment - Mic for Trivia/Comedy - Add to bill - Time Reminder	- Event, activity league schedule and sign up - Zoned Sound and lighting - Member Portal sign-up IPAD	- POS - Receipt Printer - Recommended Tip Prompt - Member Portal sign-up	- Receipt Email - Rating/Tip Portal - Social Media Response Portal	- Member Portal - Auto-tip 2-factor authentication - Notifications - Promotions - Referral bonus