

Catalyst*

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Welcome to Catalyst

A curated network
of the best independent
operators of flexible
workspace✱

As a successful, independent operator of flexible workspace, by becoming a member of the Catalyst platform you have chosen to join a network of leading operators who share the same vision and passion in providing the very best flexible workspace solutions for forward thinking companies.



The way we work, how we work and where we work has changed forever*^{*}

As businesses adopt a blended, hybrid approach to work, now more than ever the workplace is considered not just as an office, but as a productivity solution for companies to attract, recruit and retain the best talent, and to innovate, collaborate and grow.

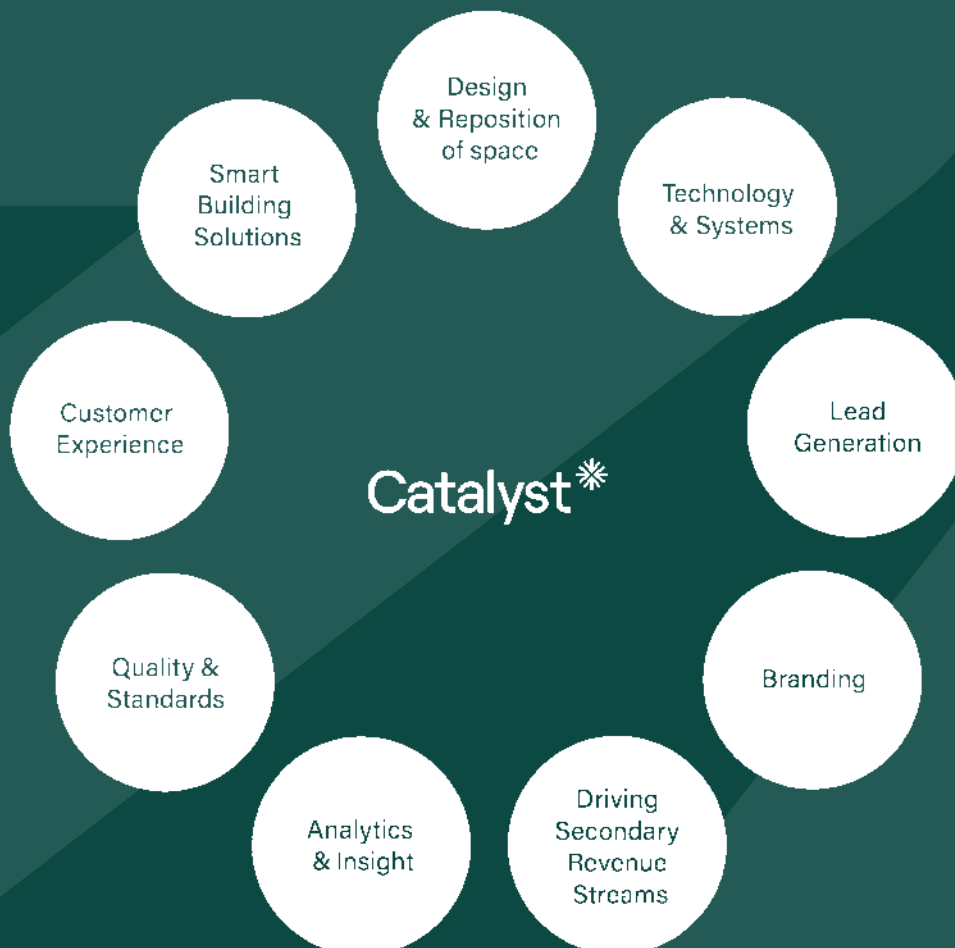
Increasingly companies will occupy space on demand and on a 'hub-and-spoke' basis as they adopt a multi-channel approach to work. What may formerly have been a HQ, this office will become a central hub for collaboration, interaction and knowledge exchange and an impressive client facing environment. Increasingly supported by technology, companies will have a growing need for a network of satellite spaces providing high quality and readily available solutions to suit decentralised and remote teams who need on demand, flexible solutions nearer home.

There are over 6,000 flexible workspaces in the UK, 53% of which is made up of smaller independent operators. In an increasingly fragmented market with an abundance of choice, the Catalyst platform offers instant scale allowing you to compete alongside the largest operators in the sector.



The Catalyst platform has been built by operators for operators ✨

Emphasising the individuality of each brand and location, Catalyst enhances your profile and visibility by bringing together leading operators to offer a dependable solution underpinned by the same level of standards, quality and technology but still allowing operators to do what they do best in providing the highest levels of service and experience, tailored to their client base.





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Benefits of joining the Catalyst platform✱

- › A very cost-effective marketing channel
- › A recognisable mark of quality
- › Generate increased awareness of your business
- › Enhance your product offering
- › Attract a larger corporate client base
- › Boost occupancy
- › Enhance retention
- › Increase revenues
- › Stand out in an increasingly competitive environment
- › Proactively adapt to to the market with readily available data and insight
- › Be part of a unique community
- › Dedicated support for your business
- › Be at the forefront of a dynamic, vibrant sector
- › Better management of third-party listings via automated links to leading portals *
- › Updates and guidance on best practice and regulatory changes

Additional services available:

Only with a holistic value proposition where every touch point across both the digital and physical worlds has been considered will strong innovation and value creation result, driving occupancy and retention. From design, branding and marketing of your space, to refining your customer journey and aligning processes, operations and technology, we ensure that your space meets the evolving needs of today's agile workforce and provides the best possible member experience. We can help to drive secondary revenue streams such as membership, meeting room revenue, and virtual office solutions and through innovative data solutions, we can ensure that how your space is used is fully understood, by transforming data analytics into meaningful, actionable data insights.

Furthermore, we can also work with you to implement affordable smart building solutions using wireless occupancy and environmental IoT sensors to make buildings more responsive, sustainable and productive for their users.



Become a member of the Catalyst network✱

Joining Catalyst:

The strength and long-term success of Catalyst is dependent on its membership base and therefore the quality of the individual operators. As such, we ensure that only the very best operators with the highest standards are accepted, and where operators commit to the same level of standards and member experience.

Maintaining this quality is paramount as we are only as strong as our weakest link and therefore quality and standards will be judged relative to the quality of others, meaning that together we can also raise the bar for our sector.

Whether you are an established operator or have recently launched, we can work with you or introduce you to a trusted partner to help improve, evolve or innovate any area of your business.



We help improve, evolve or innovate any area of your business✱

Criteria:

Reputation & Quality:

- › You must be one of the best operators in your local area.
- › A seamless online and offline member experience must be available.
- › Service should be personal, professional and friendly – as you would expect from the best hotels
- › Design, furniture, fittings and equipment (FF&E) must be of very good quality and maintained with attention to detail
- › All Food and beverage provision must be of the highest quality

Technology:

- › AV and IT infrastructure must be secure and reliable.
- › You must offer an easily navigable website with online booking functionality

Commitment:

- › The minimum joining period is two years
- › You must ensure 'A member of the Catalyst platform logo' is visible on your website and in other marketing material, and that this meets with our brand guidelines. Should you decide not to renew after 2 years, all references to Catalyst must be removed from your marketing material
- › You and your employees should uphold the ambitions of Catalyst and help to promote the platform accordingly for mutual benefit
- › You commit to continued improvement in what you do and how you do it, complying with all necessary legal and regulatory requirements as applicable, with adequate insurance policies in place
- › You must regularly check and update the member portal and directory to check all information and pricing is current.



How to join:

For all operators who wish to join the Catalyst platform, we will arrange an introductory call and desktop review, following which we will come and visit you to understand your market positioning, business aspirations, answer any questions and discuss the wider benefits of joining the Catalyst platform.

Once you have applied to join Catalyst and your application is successful, a one-off registration fee of £1,950 (+VAT) will be payable to cover the costs of assessment and set up. Membership will not be published nor will you be able to be able to use any marketing materials until payment has been received.

Once live on the platform, a monthly subscription fee of £450 per month will be payable in advance by direct debit to cover continued access to the platform and all the benefits above, plus:

- › Inclusion in Catalyst marketing and PR
- › Regular sector updates which will include analytics, benchmarks, industry news,
- › Providing direct links to lead generation portals and platforms as available.

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