

CloudSpace Introduction

CloudSpace is redefining how the most innovative, high growth companies of 1-20 persons will choose to work---and house themselves--- in the future.

CloudSpace offers entrepreneurs the opportunity to locate their business in a shared office environment that can support (and significantly contribute) to their business growth without the need to make inflexible real estate commitments that

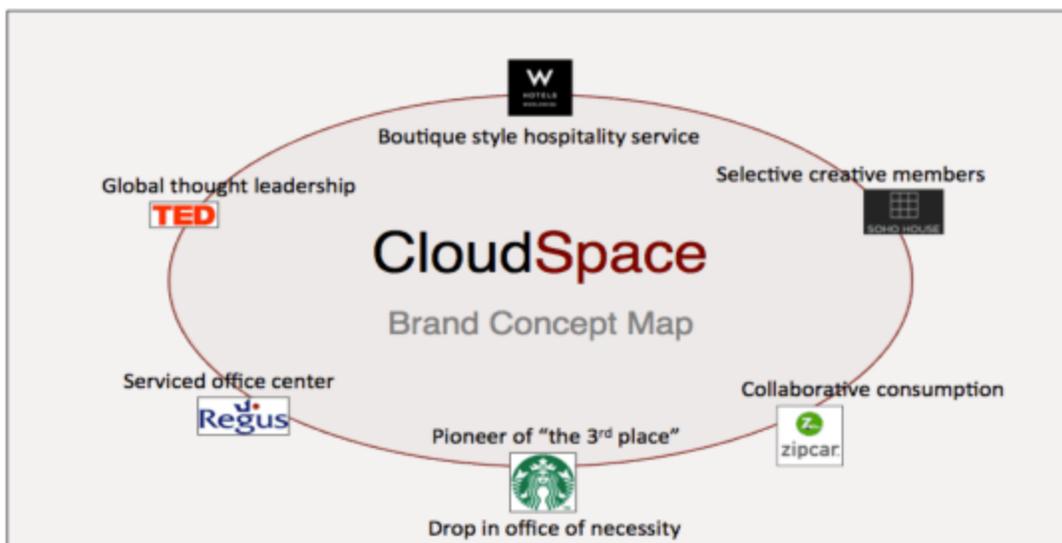
"Nothing is more exciting than to think about how to reinvent and re-imagine the workplace. Design will play a critical role in driving productivity and innovation in the future."

—David Rockwell, Founder and CEO of Rockwell Group

distract from the core mission of their enterprise. CloudSpace is the smarter, better and more educated alternative to depleting one's valuable resources of time, money and intellectual capital in dealing with securing an aesthetic, appropriately cool work environment, negotiating a lease,

engaging legal counsel, furnishing the space and equipping it with technology. The CloudSpace approach is rapidly becoming the standard for the way enterprises act.

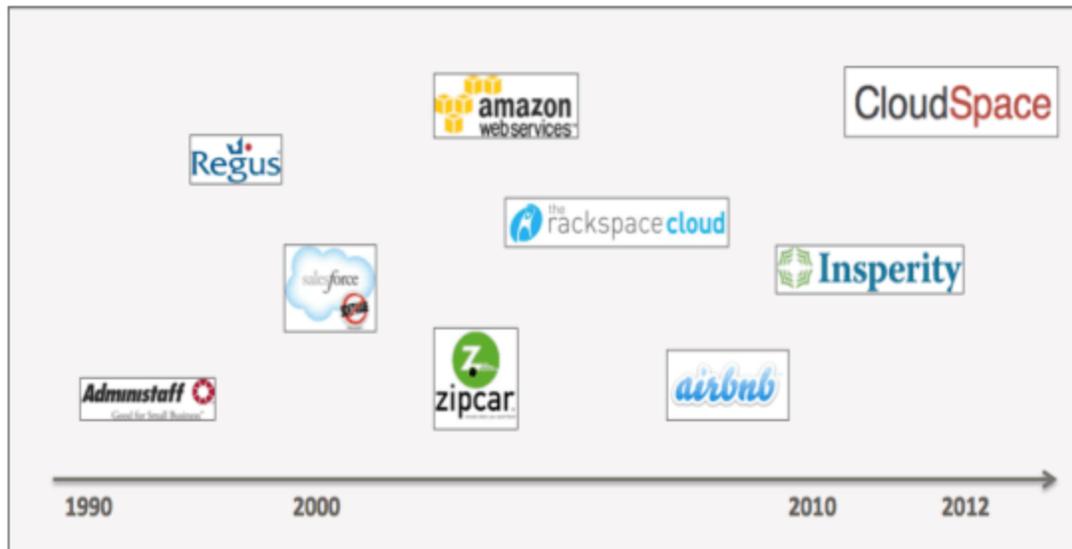
Unlike the shared offices of the past, CloudSpace will not be viewed as a compromise--or an inferior temporary alternative to leasing one's "own" office. CloudSpace is designing environments that provide innovative productivity and hospitality services while fostering a culture attractive to thought leaders, radical tastemakers and business innovators alike.



CloudSpace Collaborative Consumption

CloudSpace builds on the revolutionary and irreversible trend towards “collaborative consumption”. At its core, collaborative consumption is driven by the idea that certain “complex-to-own” goods and services can be better secured and experienced through a new business model in which you use what you need only when you need it. The success of ZipCar is one example of this model’s powerful appeal to CloudSpace’s affluent, tech-savvy demographic.

The Ascendancy of “Collaborative Consumption” Among Creative Businesses:



CloudSpace Features Include

Members

A membership structure, which provides for monthly fees that grant access to CloudSpace’s services (including a communal day-to-day workspace) with the option of easily accessing month-to-month dedicated, private office space for the exclusive use of growing teams consisting of 2-20 people. Membership in one facility provides access to all CloudSpace locations.

Not Tenants

Extraordinary Design

Architectural design & hospitality services typically seen in the best boutique hotels explicitly conceived and created to support the businesses of CloudSpace members, such as a “genius bar” like experience to offer help with IT issues.

Flexibility

Easily configurable workspaces, including offices with custom demountable acoustical divisions that are specifically designed to meet the changing space needs of fast growth companies

accommodating changes in their employee headcount.

High Tech The most advanced Internet and telecom technology including state-of -the-art streaming videoconference facilities.

Learning Unique thought-leaders will host informative discussions and workshops covering a broad range of subjects relevant to the CloudSpace user base.

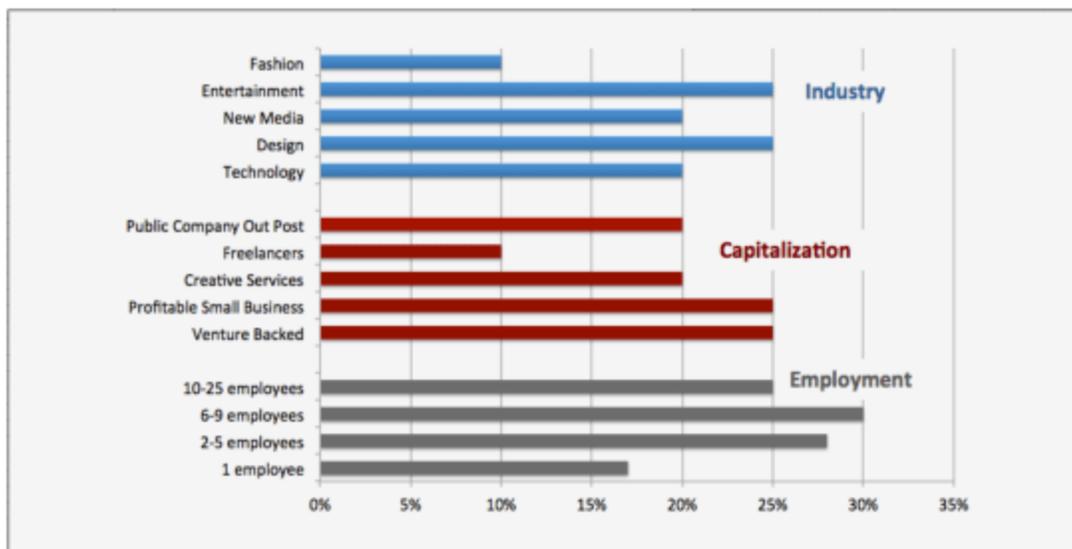
Caffeine A casual meeting lounge fueled by onsite baristas and catering.

Theater Private screening room/theater space for presentations and meetings involving up to 50 people.

Recording Facilities for audio-visual recording and broadcasting.

CloudSpace Customers

CloudSpace customers are the most productive members of the new economy. They're the entrepreneurs who habitually and successfully start companies ---and the small teams that these innovators rely on to get the job done. They are the leading practitioners in the "creative industries" --tech, design, new media, film production and entertainment, mixing in an environment with space also set aside for groundbreaking social entrepreneurs, artists and academics. Our customers turn to CloudSpace to provide the carefully curated mix of office space, hospitality, business services and unexpected intangibles that fuel and sustain the growth of their enterprises.



CloudSpace Environment and price comparison:

Regus ¹	CloudSpace ²	5 Year Direct Lease ³
\$1,200/Month/Employee	\$800/Month/Employee	\$740/Month/Employee
2.5 Months Advance	1 Month Advance	4 Months Security (upfront \$25,000)
w/ Furniture	w/ Furniture	w/o Furniture (upfront \$12,000)
Detrimental Environment	Superlative Environment	Adequate Environment
Immediate Occupancy	Immediate Occupancy	3 - 6 Months before occupancy

¹Based on Regus pricing 2012 NYC
²Based on 6 employee company CloudSpace membership rates
³Typical 1,800SF lease in NYC, 5 year commitment inclusive of: security deposit, build out and furniture, utilities, insurance, trash, legal fees

CloudSpace 2017 Location Plan

CloudSpace will become the preferred place for select entrepreneurs working in global commercial capitals to launch and grow their businesses enabling members to work and grow seamlessly across major markets.



CloudSpace Equity Partners

CloudSpace is owned by entrepreneurs with a proven track record in creating and building fast growth companies in New York; a successful real estate and private equity principal; one of the world's best known designers/architects and a globally recognized brand steward who has guided the marketing strategies of some of the most recognized and fastest growing consumer brands of the past 25 years.



Coriolis Ventures---Consistently recognized as one of the most successful creators of advertising technology companies, since 2007 Coriolis has founded, incubated or provided Angel-stage funding to firms that have created over 400 high-tech jobs in New York City with combined 2012 revenues of several hundred million dollars. The firm's return on capital since 2007 has exceeded 40X. Representative companies associated with Coriolis include such incubated firms as Media6Degrees, AdSafe Media, EveryScreen Media and Angel funded companies like Appnexus. The firm's principals are Joshua Abram and Alan Murray, with James O'Reilly, an Entrepreneur-In-Residence at Coriolis, participating in the development of CloudSpace.

MITCHELL HOLDINGS LLC

Mitchell Holdings--- Mitchell Holdings LLC, a New York-based merchant banking company founded in 1991 which with its affiliates has completed over \$3.7 billion in transactions. Since June 2004, the firm's principal, David Mitchell, has served as Managing Partner of Las Vegas Land Partners LLC, a real estate development firm, which together with Forest City Enterprises is building the 1,500,000 square foot City of Las Vegas Civic Center. Mitchell is additionally involved in building over 1,000 units of rental apartments in Las Vegas. Mr. Mitchell has long been known as an innovator in hospitality real estate and in 2006 teamed up with Soho House Group PLC, the British private membership club to help them expand into the United States. Among the several projects they worked on together was the conversion of the Sovereign Hotel in Miami Beach Florida to the Soho Beach House. Since 2005, he has been the Managing Principal of Ryder Properties LLC, a hotel development company. In addition Mr. Mitchell through his holding company owned the Queen of Hearts Hotel and Casino in Las Vegas NV. From 1996 until the business was sold to American Express in 1998, Mr. Mitchell was the Founder and Co-Chief Executive Officer of Americash LLC. Mitchell has served as an officer and/or

director of more than half a dozen public companies.

**NUE
STUDIO
GROUP.**

Nue Studio Group--- Before founding the Nue Studio, Richard Kirshenbaum and partner Jonathan Bond founded the advertising group Kirshenbaum Bond+Partners (KBS+Partners.) KBS+Partners was one of the first integrated advertising communication company models, which propelled the agency to become the largest independently held agency in the US (with billings in excess of \$800M), until it's sale to MDC Partners in 2009. Kirshenbaum remains Chairman at Emeritus. In 2011, Mr. Kirshenbaum created and launched his latest venture, Nue Studio Group/SWAT, the new model for creative services and product development. Kirshenbaum is widely known for his provocative, engaging and news worthy approach to advertising for ambitious, global brands particularly in hospitality and luxury consumer product industries. Kirshenbaum has sat on the board of directors of the One Club for Copy and Art and The Whitney Museum's Photography board. His books include Under the Radar, co-written with Bond and Closing the Deal, which has been translated into 16 languages. His latest book, a memoir titled "Madboy, my journey from adboy to adman."

rockwellgroup

Rockwell Group—Often described as one of the most influential architectural and design practices in the world today, the firm, founded and led by David Rockwell, has distinguished itself in architectural, interior, industrial and product design, while also being repeatedly recognized for its contributions to theater and television design. Rockwell and his firm have won numerous awards, including the Presidential Design Award for the renovation of Grand Central Terminal in 2001 and the Smithsonian Institution's National Design Award for outstanding achievement in Interior Design in 2009, and an Emmy Award for the art direction of the 2010 Academy Awards experienced by a global TV audience numbering over half a billion people. Rockwell has been extensively involved in the hospitality industry, designing numerous high profile hotels including W hotels in New York and Paris, the Yotel in New York and The Cosmopolitan of Las Vegas.

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