

CLUBICLES

CONNECT — COLLABRATE — CREATE



IPNOTECH



MISSION



- **Repurposing** vacant co-working spaces into collaboration hubs
- Foster human interaction (HI)
- Utilize existing infrastructure to reduce implementation costs
- Minimal investment
- Maximize mutual benefits
- Drive innovation

VISION



- Create a brand that fosters collaboration between real estate and creatives
- Scalable, affordable model for global reach
- Secure user base for events and retail services
- Unified phone/watch app with IoT for homes, hostels and hubs.

GOALS



- Decentralize spaces with satellite offices to reduce traffic and carbon footprints.
- Create jamming areas, meeting rooms, and arcades under one brand.
- Revolutionize spaces for work-life integration.
- Franchise model with timely delivery and instant support.



01

Benefits for Property Owner

- Boost property value
- Enhance member experience
- Improve energy efficiency
- Streamline operations
- Leverage data for optimization

02

Our Innovative Approach Combines

- Smart room management
- Automated check-ins/check-outs
- Smart locks and access control
- Energy-efficient systems
- High-speed internet and entertainment
- Community platforms
- Vendor partnerships

03

Revenue Streams

- Membership and subscriptions
- Rent co-working spaces
- Host events and workshops
- Partner with startups and incubators
- Offer sponsored ads and content



01

BHARATH BHOLEY

FOUNDER/CEO/MD

Strategic vision, overall leadership, stakeholder engagement and business growth.

With a degree in Engineering in Information Science and over 20 years of experience working with leading global organizations such as Ericsson, Goldman Sachs, and Mphasis brings a wealth of expertise in technology and business innovation. Beyond professional achievements, Bharath is deeply committed to philanthropy, leveraging his experience and resources to make meaningful contributions to society and community building.



02

CO-FOUNDER/CTO

JOIN US

03

CO-FOUNDER/CFO

JOIN US

Sustainability: Chief Architect - Overseeing architectural design, sustainability strategies & affordable construction costs.

Data Analyst: CMO – Strategy & Marketing, Targeting GTM for Launch.



TEAM

IPNOTECH

- Teamwork and trust
- Inspire and lead
- Address social impact
- Foster innovation
- Stay positive
- Adapt to change
- Overcome challenges

01 Personality Traits



02 Skill Set

- Tech: IoT, UI/UX, Data, Security, QA, DevOps
- Product: Project delivery, growth
- Marketing: Content, leads, CLM
- Sustainability: Net-zero, creative spaces
- HR: Training, policies
- Sales: Lead conversion
- Legal & Finance: Compliance, contracts



- Leaders: CEO, COO, CMO, CHRO
- Tech: Engineers, developers, analysts
- Ops: Logistics, supply chain, facilities
- Legal: Contracts and compliance
- Finance: Budgeting and planning
- Marketing: Sales and customer service

03 Human Capital



04 Social Capital

- Investors: Venture, angel, real estate
- Networking: Industry partnerships
- Influencers: Enhance visibility
- Bureaucrats: Navigate regulations



| | WeWork | Clayworks | Urban Vault | Clubicles |
|---------------------------|--------|-----------|-------------|----------------------------|
| Location Advantage | | | | De-Centralization |
| Affordable Premium Spaces | | | ✓ | |
| Community Engagement | | | | Custom Communicator App |
| Repurposing | | | | To-Let |
| Boutique Experience | ✓ | | | |
| Design Excellence | | ✓ | | |
| Sustainability | | | | |
| Brand Recognition | ✓ | | | |
| Scale of Operations | ✓ | | | |
| Flexible Offerings | | ✓ | | |
| Technology | | | | IoT + Application + Retail |
| | | | | |



MOAT

01

Sustainability Focus

Transform underused spaces into eco-friendly hubs, reducing waste and real estate inefficiencies.

02

Smart Technology

IoT workspaces enable real-time monitoring, seamless bookings and efficient energy use.

03

Community-Centric Design

Promote creativity and networking through interactive spaces and events, building loyalty.

04

Data Optimization

Analytics improve space utilization and user experience.

07

Green Infrastructure

Use natural lighting, renewable materials and energy-efficient tech for cost savings and eco-compliance.

06

Decentralized Work Support

Adapt to hybrid work with flexible spaces, reducing CO2 via less travel.

05

Affordable Innovation

Use sustainable materials and smart design to stay cost-effective.



MOAT

IPNOTECH

CUSTOMER SEGMENTATION

...

01

Primary Segments

- Freelancers and remote workers seeking affordable workspaces
- Startups and small businesses needing flexible office solutions
- Corporations requiring decentralized collaboration hubs










02

Secondary Segments

- Eco-conscious businesses focused on sustainability
- Creative professionals needing collaborative spaces



The Business Model Canvas

| | | | | |
|---|---|---|--|--|
| <div>Key Partnerships</div> <div>VCs and Angel Networks: For funding collaborations and deal flow.</div> <div>Corporates and Sponsors: For event funding and branding.</div> <div>Accelerators and Incubators: To support startups and attract members.</div> <div>Tech Platforms: Partnerships with SaaS providers to offer discounts to members.</div> | <div>Key Activities</div> <div>Blueprints Branding & Marketing IP Management Community Building Member Acquisition Event Hosting Partnership Development</div> <div>Key Resources</div> <div>Human Resources Core team, SME, Technical Technology and Digital Platforms. Physical and Virtual Spaces Financial Resources Legal and Administrative Data and Insights</div> | <div>Value Propositions</div> <div>Networking Opportunities: Exclusive events and a curated community of like-minded entrepreneurs, investors, and mentors.</div> <div>Knowledge Sharing: Access to resources, workshops, and expert mentorship to support business growth.</div> <div>Funding Opportunities: Connections with angel investors, VCs, and funding institutions.</div> <div>Branding and Visibility: Helping startups gain exposure through events, digital platforms, and partnerships.</div> | <div>Customer Relationships</div> <div>Personalized Engagement. Community Building Loyalty Programs Feedback Mechanisms Recognition</div> <div>Channels</div> <div>Digital Channels Mobile App / Website memberships, event registrations, and resource access</div> <div>Offline Channels Events, conferences, and partnerships with co-working spaces or accelerators</div> <div>Referrals and Partnerships</div> | <div>Customer Segments</div> <div>ARTISTS ENTREPRENEURS FREELANCERS CORPORATE TEAMS INVESTORS/MENTORS INTREPRENEURS INFLUENCERS</div> |
| <div>Cost Structure</div> <div>Fixed Costs: Office space, team salaries and platform maintenance.</div> <div>Variable Costs: Event expenses, marketing and tech upgrades.</div> <div>Partnership Incentives: Profit-sharing with partners and mentors.</div> | | <div>Revenue Streams</div> <div>Franchise Hosting Membership Event Revenue Sponsorships and Partnerships Digital Platform Subscription Merchandise and Ancillary Services</div> | | |



01



Value Proposition

- Sustainable, eco-friendly workspaces with IoT systems.
- Customizable layouts for hybrid work models.
- Community events fostering collaboration and networking.

02



Customer Relationships

- Seamless tech for hassle-free experiences.
- Dedicated premium client support and loyalty programs.
- Events to build community and boost retention.

03



Revenue Streams

- Flexible memberships for individuals and corporates.
- Event hosting and vendor partnerships.
- Franchise opportunities and retail sales.

04



Channels

- Website and app for bookings and updates.
- Social media and marketing campaigns.
- Unique networking app for members.

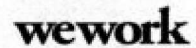


MARKET SCENARIO

MAJOR COWORKING PLAYERS & THEIR PRESENCE



108
centers



108
centers

91SPRINGBOARD

108
centers



108
centers



108
centers



108
centers

SMARTWORKS

108
centers



108
centers

Table Space

108
centers



108
centers



MARKET SCENARIO

CAGR 13.47%

| | | | | |
|---------------|-------|--------|----------|-------|
| NEW DELHI | 🕒 10% | 📈 1.2% | ₹ 11,800 | 📈 10% |
| GURGAON | 🕒 11% | 📈 9.5% | ₹ 10,100 | 📈 12% |
| NOIDA | 🕒 6% | 📈 1.6% | ₹ 7,400 | 📈 8% |
| MUMBAI | 🕒 13% | 📈 5.2% | ₹ 15,900 | 📈 12% |
| PUNE | 🕒 9% | 📈 6.2% | ₹ 7,800 | 📈 14% |
| HYDERABAD | 🕒 6% | 📈 9.2% | ₹ 9,000 | 📈 8% |
| BENGALURU | 🕒 25% | 📈 6.4% | ₹ 9,000 | 📈 10% |
| REST OF INDIA | 🕒 20% | | | |

**FY 2031
USD 1.53 bn**

**FY 2023
USD 0.63 bn**



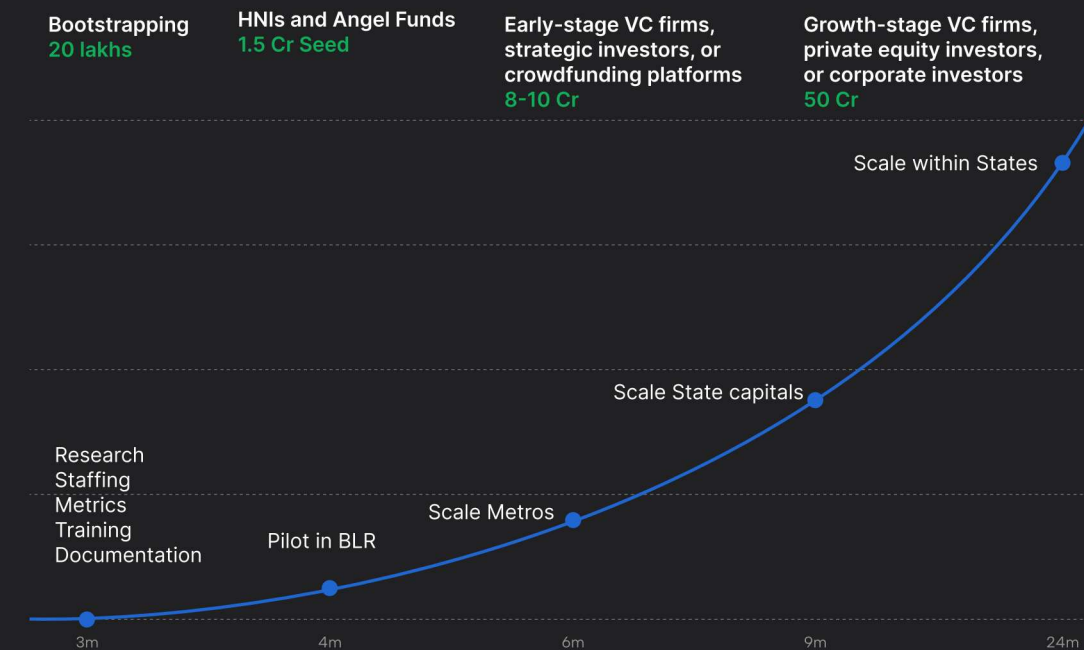
| Phase | Estimated Cost | Stages | Details |
|---------------------------------|----------------|---------------------------------|--|
| Phase-0 (0-3 months) | 20,00,000.00 | Foundation | Founder's Fee/ IP/LOGO Legal and Registration Office Space/ Address ORG Structure |
| Phase-1 (3-11 months) | 60,00,000.00 | Organization | On Board CFO & CTO Vendor-Partner Business Model Branding and Design Website/Social Media Mobile App - Beta Testing |
| Phase-3 (1-2 years) | 60,00,000.00 | Implementation (4 clubicles) | Technology Upgrades Create + Deliver + Capture - VALUE Mobile App - PROD Operations - BAU Talent Acquisition |
| Phase-4 (2-3 years) | 10,00,000.00 | Sustainability Expansion | Employee Onboarding Scaling Operations International Partnerships Continuous Marketing and Engagement Technology Maintenance |



FUND UTILIZATION

Glidepath

Identify the basic infrastructural inputs to start



- Research
- Staffing
- Blueprint
- Branding
- SOPs
- App Development
- Training
- Documentation
- Leasing and Renting of Properties
- Market Access
- Operational and Maintenance Cost



INVESTMENT OPPORTUNITY



Who

CLUBICLES, founded in 2024 by Bharath Bholey, offers sustainable, AI-powered Space as a Service.



What

SmartFlow app uses AI and IoT for efficient partnerships and memberships.



Why

Eco-friendly design, advanced tech, and community focus set it apart.



Where

BLR, HYD, GUR, Tier 1 & 2 cities, retail markets.



When

Raising ₹1.5 Cr to scale and expand in South India by 2025.

