

INSTAA OFFICE

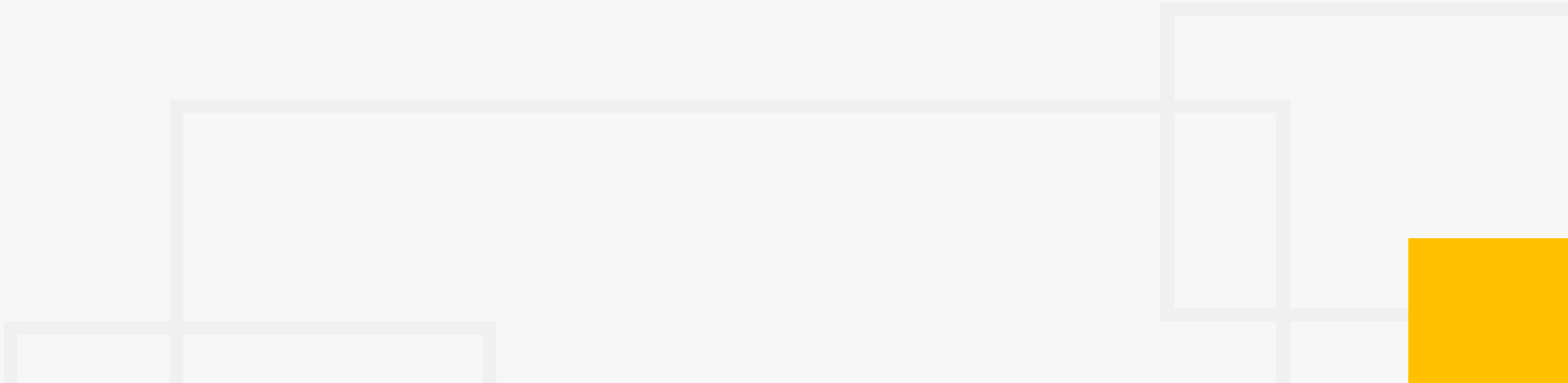
# FRANCHISING OPPORTUNITY WITH INSTAA OFFICE

Join The Leading Coworking  
Solution in 3-Tier Cities





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## INTRODUCTION TO INSTAA OFFICE

Instaa Office was founded in 2020 with a vision to create dynamic, flexible coworking spaces that cater to the evolving needs of modern professionals in smaller cities of India. Over the past four years, we've grown from a single location to multiple thriving spaces, each offering a unique blend of community, creativity, and productivity.





## OUR VISION

To be the leading coworking solution for small businesses in Tier 3 cities across India, fostering growth and innovation in underserved regions. Our vision is to unlock the potential of idle real estate, creating thriving business ecosystems that contribute to the economic revitalization of smaller cities while delivering sustainable returns for our investors.

## OUR MISSION

To empower small businesses in India's smaller cities by providing them with world-class, flexible coworking spaces that cater to their unique needs. We are dedicated to transforming underutilized and dormant commercial properties into vibrant, productive workspaces, delivering value to both our clients and investors.



# GROWTH MILESTONES

**2020**

INSTAA OFFICE Opened its first flagship Cowork in meerut city which was Meerut's first coworking space. with a seating capacity of 20 members and 2 pvt cabins only.

**2022**

Consolidated for the year focussing on filling all seats. Achieved 100% capacity utilisation with all seats and space fully filled.

**2024**

Opened flagship Cowork Branch in meerut with seat capacity 350 seats and 11000 Sqft Carpet area. Achieved 100% capacity utimiation within months.

**2021**

Expanded within the same branch to more than 150 seats at mulptie floors in the same building

**2023**

Expanded on multiple locations with different cities making leading industry giants like Zomato, Byjus, AmarUjala, & Topprz as premium clients

**2024**

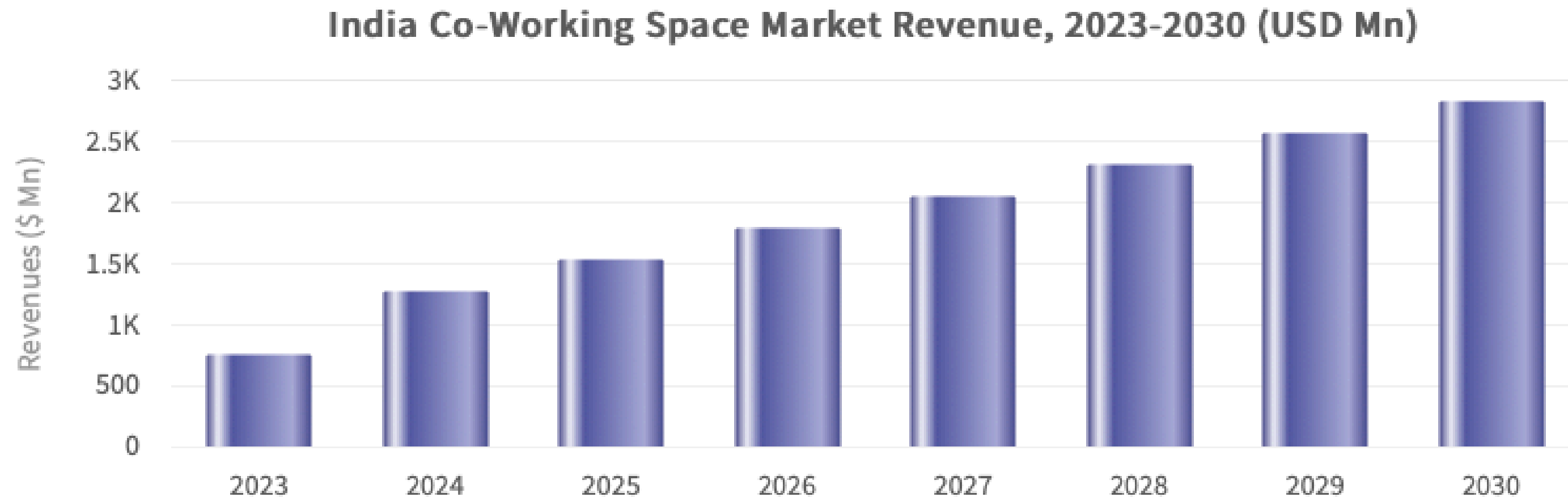
Opening its first franchise outlet in Modipuram region of meerut city with a capacity of 300 seats and sqft area Of 15,000 Sqft. Instaa Office is now managing more than 40,000 Sqft Area in smaller cities.





# The Co-working Industry Boom

The Indian co-working space market size was estimated at USD 0.63 billion in FY2023 and is projected to reach USD 1.53 Billion in FY2031, growing at a CAGR of 13.47% from during the forecast period FY2024-FY2031. The trend towards coworking spaces is being driven by the growth of the economy and remote work, which has led to an increasing number of professionals and freelancers looking for flexible and affordable workspaces. As a result, coworking spaces are becoming increasingly popular in major Indian cities such as Bangalore, Mumbai, and Delhi, and are expected to continue to grow in popularity in the coming years.

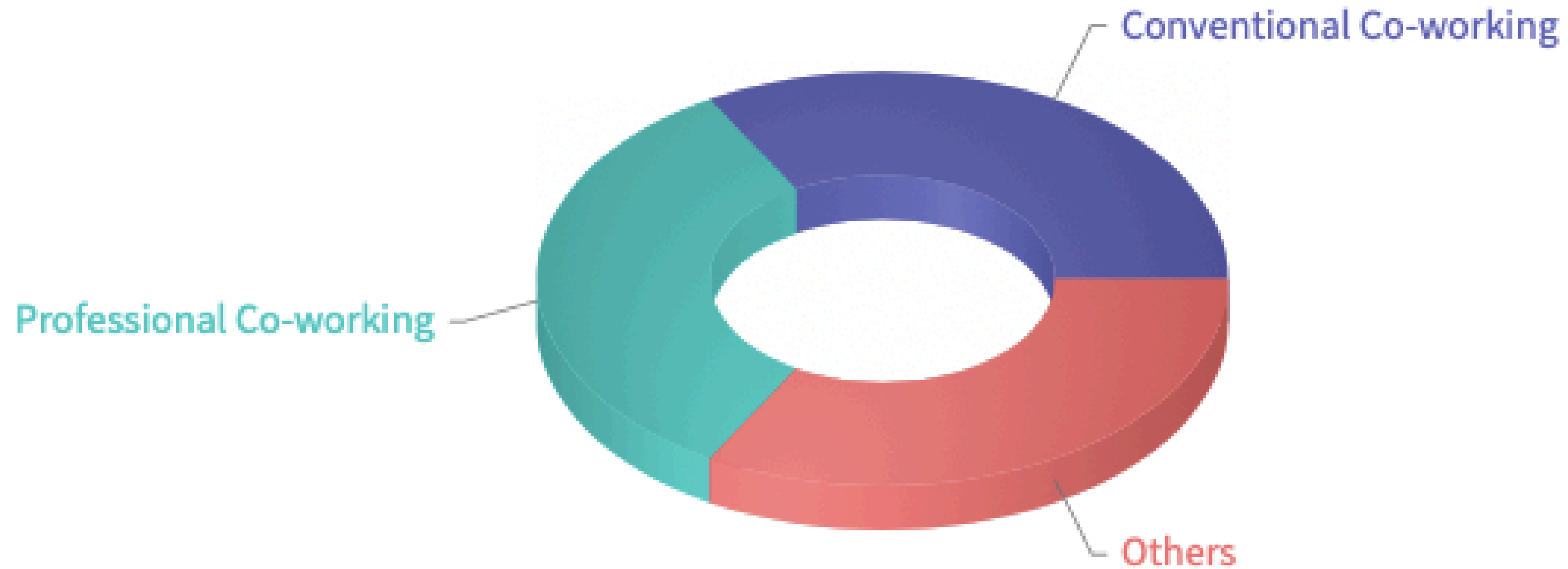


Source : Next Move Strategy Consulting



# India Co-Working Space Market Segments

Source : Next Move Strategy Consulting





## Why Partner with Us ?

- Comprehensive pre-opening and operational support by INSTAA OFFICE.
- Moderate investment and attractive return.
- Multiple revenue sources owing to diversified services.
- We are tech enabled giving our clients ease of convenience from billing to booking just from a single app.
- Strong demand for well-maintained work space in urban areas.
- Proven business model in 3-Tier Cities with multiple operational center





# Completely Tech Enabled Cowork Space Solution

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Accounts

R

Ripun Bansal

HOLIDAY FIESTA

Meeting Credits-0.0

Visits-0

Invoices

Company Profile

DayPass Bookings

My Bookings

Directory

Messages

My Visitors

Notifications

Home

Engage

Packages

Helpdesk

Accounts

11:55

Meeting Room

Meeting Rooms

Day Pass

All

Garh Road

Facilities

Galleria Meeting Room MR1

Garh Road

8 people

Book

10/hr or 1.0 credits/hr

Facilities

Galleria Square Meeting Room MR2

Garh Road

8 people

Book

1.0 credits/hr

Home

Engage

Packages

Helpdesk

Accounts

Occupancy

8

of 23

Dedicated desk

(34%)

2

of 8

Hotdesks

(25%)

31

of 37

Private Cabins

(83%)

Invoices

₹ 517740

Total

₹ 145142

Overdue

₹ 372598

Paid

₹ 0

Under-review

oices

Paid/Partially

Due/Overdue

Under Review

Add Invoice

CSV

Download

arch

Category Filter

Filter type

ling period

Start month

2024-10

End Month

2024-11

38

Total Count

S No.	To	Status	Due Date	Issue Date	Amount	Action
<div>Virtual Office</div> <div>NS040</div> <div>Garh Road</div>	Abhishek CA	<div>Paid</div> <div>Not send</div>	Oct 13, 2024	Oct 13, 2024	₹ 15000	<div></div>
<div>Membership</div> <div>NS039</div> <div>Garh Road</div>	Harshwardhan	<div>Paid</div> <div>Not send</div>	Oct 11, 2024	Oct 11, 2024	₹ 1677	<div></div>
<div>Membership</div> <div>NS038</div> <div>Garh Road</div>	Harshwardhan	<div>Paid</div> <div>Not send</div>	Oct 11, 2024	Oct 11, 2024	₹ 2323	<div></div>
<div>Membership</div> <div>NS037</div> <div>Garh Road</div>	IDP Education India Private Limited's	<div>Overdue</div> <div>Not send</div>	Oct 1, 2024	Oct 10, 2024	₹ 25960	<div></div>
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# Our Latest Franchise at Modipuram









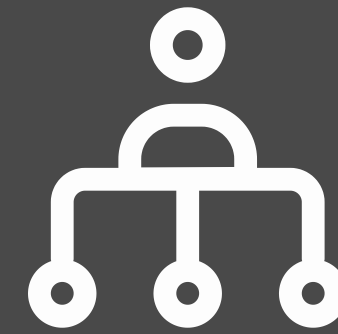
# Franchise Model Overview

There are basically two types of franchises



FOFO

FRANCHISE OWNED FRANCHISE OPERATED



FOCO

FRANCHISE OWNED COMPANY OPERATED



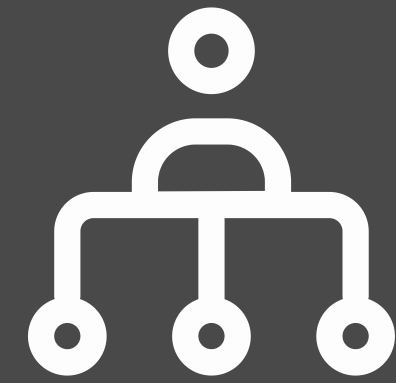
## FOFO



This is Franchise Owned and Franchise Operated business model where franchise will be paying for the continuing services, or “royalty fee,” which is 20% of your gross sales and is paid monthly for FOFO (Franchise owned and franchise operated ) model. This fee entitles you to use the INSTAA OFFICE service mark, use of distinctive system, marketing assistance, ongoing business development and counseling, and other benefits that come with being InstaaOffice franchisee.



## FOCO



This is Franchise Owned and Company Operated business model where we will where INSTAA OFFICE will be paying the franchise for using the infrastructure and bulding premises,” which will be 50% of gross sales and is paid monthly for FOCO (Franchise owned and Company operated ) model. All expenses here will be borne by INSTAA OFFICE.



## IDEAL FRANCHISE PROFILE IS THIS OPPORTUNITY RIGHT FOR YOU ??

- Entrepreneurs with 2000 SQFT self owned commercial space and investment MIN investment of 30L.
- Self Owned Underutilized land at prime location.
- Real Estate developers looking to offer coworking space.





## INVESTMENT & FINANCIALS

- MIN. 1800 SQFT Carpet Area at Prime Location with ample Car Parking Space.
- Franchise fees of 3,80,000 + GST for a period of 5 years which includes our consultancy and full training and support during the entire 5 years of operations.
- Initial Investment of 25L for build-out, infra, accessories etc for every 2000 Sqft.





## INVESTMENT & FINANCIALS

- Royalty Fees of 20% for FOFO Model & 50% for FOCO Model on total gross revenue earned per month which includes digital marketing expense by the corporate.
- ROI OF Min. 1-Lakh INR per month for every 2000 sqft of carpet area.
- Pay Back Period of 2-2.5 years for complete initial investment.
- Operational Breakeven at first month only.





# REVENUE STREAMS

- Coworking Memberships from

1. Dedicated Desks - 4500/- To 7500/-
2. Semi Pvt Desk - 6500/- 9500/-
3. Small Pvt Cabins - 12,000/- 20,000/-
4. Bigger Complex Work Cabins - 25,000/- 1,00,000/-

- Revenue from renting out spaces for meetings, events, and workshops. (Variable)
- Income from offering additional services such as virtual offices, printing, and mail handling.

# Training & Support

- Comprehensive onboarding and training program to ensure franchisees have the knowledge and skills to run their coworking space successfully.
- Continuous support in areas such as marketing, operations, technology, and staff training.
- Ability to collaborate with other Aggregators and access shared resources and best practices.
- Lead Generation & Help in Sales using best technology & digital mediums possible.







# FRANCHISE PROCESS OVERVIEW

- **Step 1: Inquiry and Initial Meeting**

- Potential franchisees express interest and meet with Instaa Office representatives to discuss the opportunity.

- **Step 2: Territory and Location Analysis**

- Instaa Office does feasibility analysis and checks out with location will suit the requirement of successful cowork.

- **Step 3: Franchise Agreement Signing**

- Legal agreement is finalized, and the franchisee pays the initial franchise fee.

- **Step 4: Infra Build In & Training and Setup**

- Franchisee undergoes training, and the office space is built out and equipped.

- **Step 5: Grand Opening**

- Instaa Office supports the franchisee in launching the business, including marketing and promotional efforts.





# **QUESTIONS TO ASK WHEN GOING IN FOR A FRANCHISE**

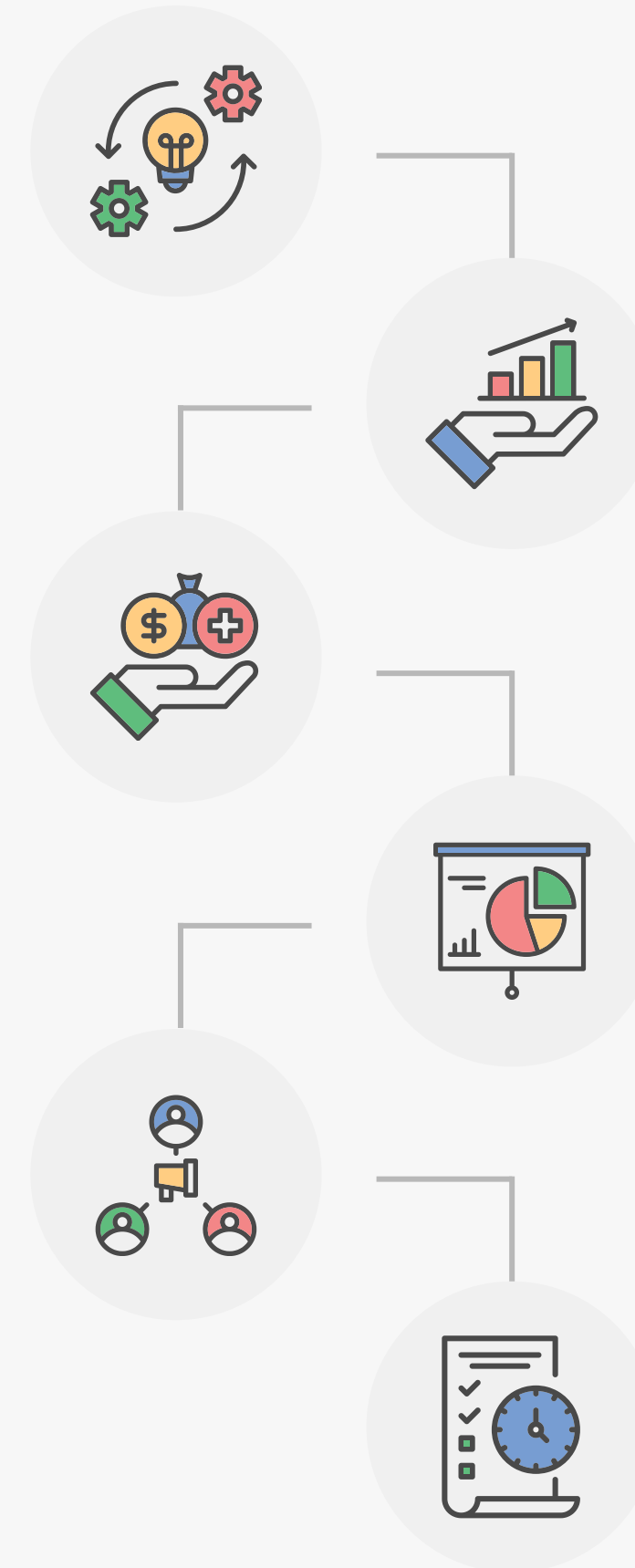


## 1. Why should I buy into a franchise rather than starting my own business?

When you consider a franchise, you are buying into a proven business model. The trial and error associated with “learning as you go” has been eliminated. As a franchisee you’ll also receive training and ongoing support from industry experts. You won’t have any of that if you’re starting from scratch.

## 2. How much should I invest in my Instaa Office Location?

The total investment varies, as you can imagine. Location costs, fit-outs, equipment, legal requirements, staffing, and other factors all play a role. There is a standard franchising fee requirement, and the rest is variable.





## What about advertising?

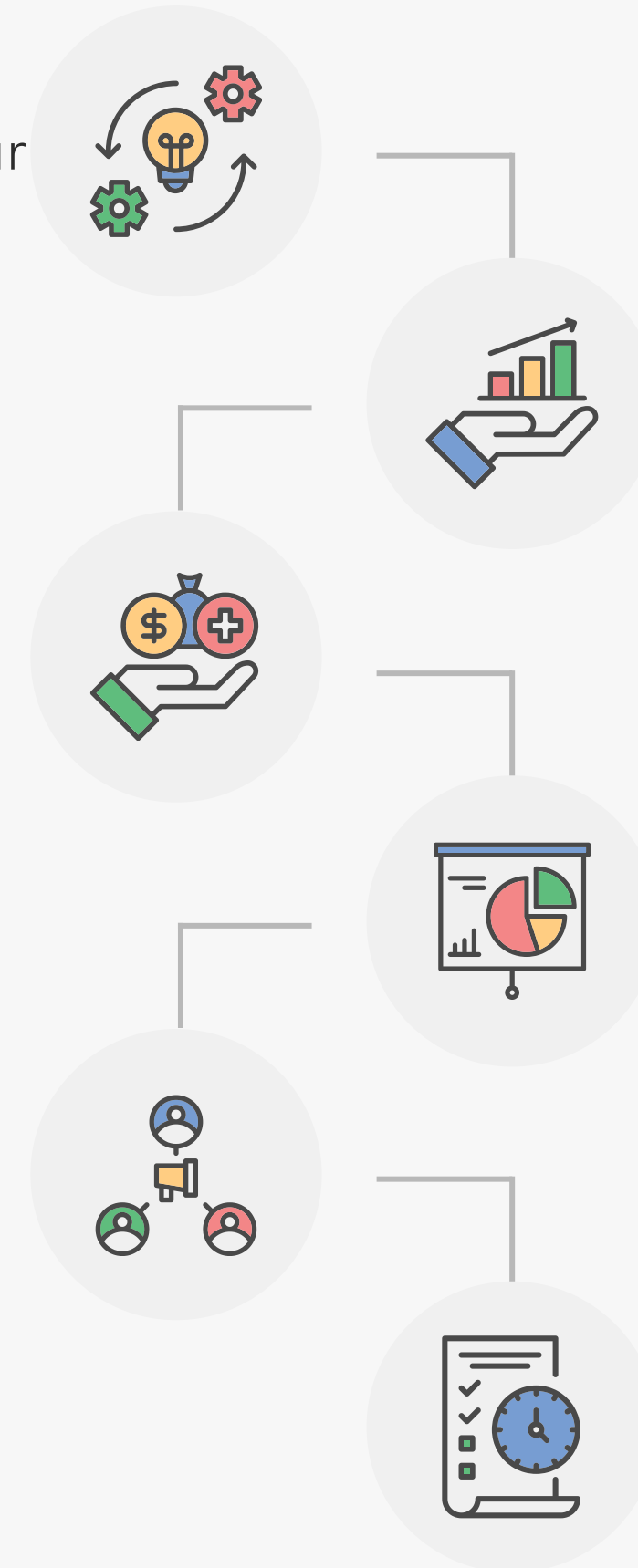
1.

The Instaa Office name and reputation is an important part of our business. We at Corporate will spend on your behalf to make sure you are always running your space at 100% utilization. In addition, if we should establish fees for a Marketing Fund, you will be expected to make Marketing Fund contributions for the same.

2.

## Is there any particular industry experience required to start an Instaa Office franchise?

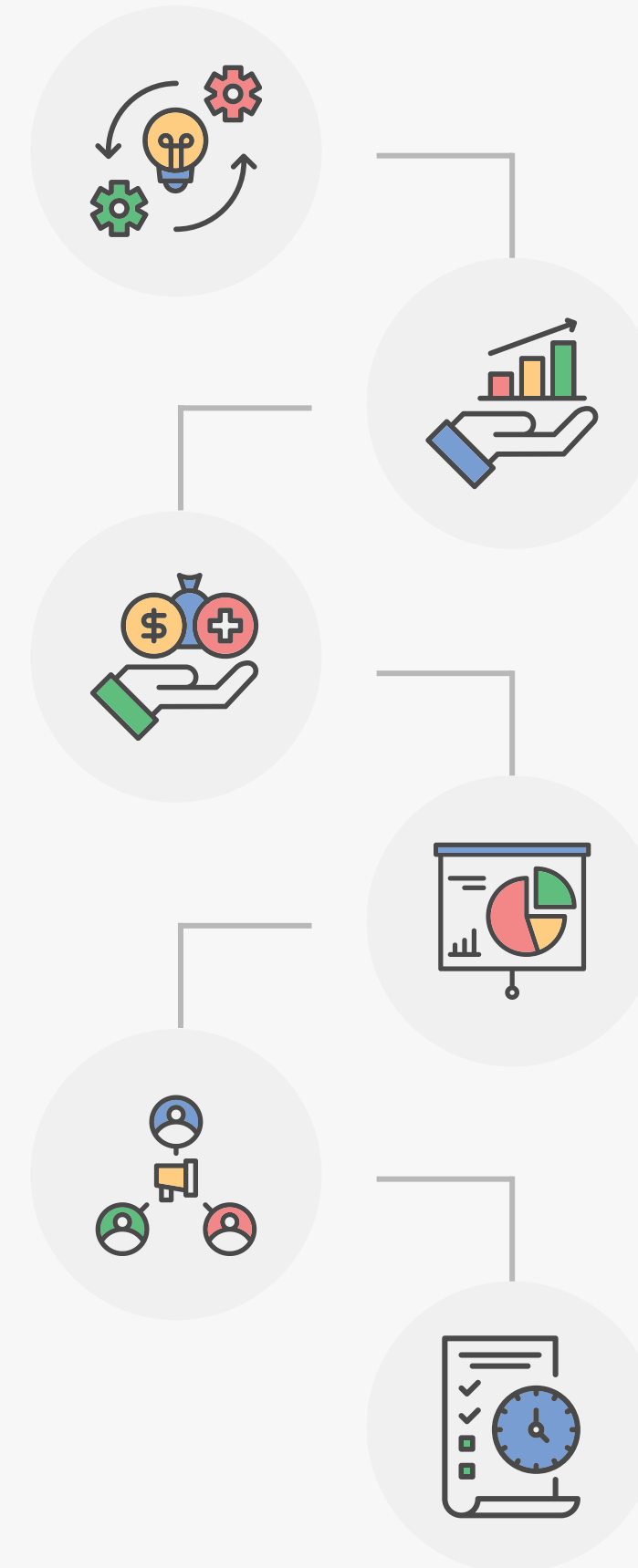
There is no specific experience required, although some business sense or related background can only help. We provide thorough training and ongoing support. Our franchisees are never forced to 'go it alone'.





## **I am interested, but not sure I'm ready to commit. What are the next steps?**

It all begins with a simple conversation. Contact us today to learn more about this amazing opportunity! Our Instaa Office Team can answer your questions and address any concerns you may have. There is no obligation and no immediate decision is required.





INSTAA OFFICE

THANK YOU

