



## 2016 Commercial Partner Information



To provide facilities and training that increase our members' skills and allows them to build their dream projects using our precision equipment while fostering a sense of community.

# What is the Urban Workshop

## **The Urban Workshop is:**

A privately owned membership-based, do-it-yourself workshop that provides current, industry relevant equipment, tools, and training to enable members to learn, design, and build whatever project they desire. A wide range of instructional classes are offered to introduce members to all of the equipment and provide the skills needed to work safely and effectively. It is our desire that only industry standard, production quality equipment will be placed in the Urban Workshop; thus ensuring the skills learned can be applied in industry offering increased job opportunities to our members.

## **The Urban Workshop:**

Enables its members to increase their skills, build their dream projects and become part of a community of like-minded people.

## **Why the Urban Workshop?**

As population has increased in urban areas, we have had to learn to live with less space and be forced to adhere to local rules about what we can store, work on, and even when we are allowed to do it. As a result, there is a large pool of individuals, families, college students, entrepreneurs, and small businesses that desire the training and access to equipment that the Urban Workshop offers.

## **How do you join the Urban Workshop?**

Membership is simple. Join on-line or just go to your local Urban Workshop facility and talk to the friendly people at the front desk. Fill out a quick information sheet and you can be working in the Urban Workshop in minutes.



# Competitive Landscape

There are hundreds of single specialty micro workshops and approximately 25 to 30 full scale workspaces similar to Urban Workshop in North America. The need for these workshops is increasing as America awakens to the fact that the skills and experience provided is critical to the continued growth in the technical fields.

- There is currently only one major player in this arena and they now have eight locations in North America and continue to expand. To date, this competitor sets the standard and is the only space to open multiple locations. While successful, they have several deficiencies that, until now, have not been an issue due to the complete lack of competition at their level. Due to a business growth model that depends on leverage, they are severely in debt.
- Most spaces are single location and single specialty, and serve only a local population.
- Typically run by individuals who are hobbyists and have no engineering or business background.
- Typical spaces have salvage or cheap imported equipment as the equipment cost is the barrier to entry in the full scale workspace category. As a result, their training is not relevant to current practices and they suffer from significant equipment failures and down time.
- A majority of the spaces are non-profit and are not sustainable without a significant fund raising effort and donations.
- Most spaces are poorly run, dirty, and unorganized facilities with little to no process or internal controls.



# Urban Workshop Competitive Advantages

Urban Workshop enjoys many durable advantages over the competition:

- Owned and managed by experienced business owner and mechanical engineer.
- Nearly all new and state of the art equipment and tools provided by key strategic partners who have committed to grow with Urban Workshop and maintain our equipment advantage. We currently have nearly 100% uptime on all equipment.
- All of our basic class curriculum is written by experienced engineers in the field being taught and sets the standard for classes in this space.
- Currently working with professional organizations to offer an additional level of certificate training to the general public including the American Composites Manufacturing Association (ACMA), The American Welding Society (AWS) and National Association of Metal Working skills (NIMS)
- We are for-profit and operate a sustainable business model based on membership, education, certificate-level education, skills workshops, material sales & event venue rental.
- Organized from the start to be a replicable business with extensive use of cloud-based software for accounting, member management, class registration, and equipment reservations.
- Very low overhead, low amounts of debt, and easy access to capital



# Urban Workshop VS Competition

	Urban Workshop	Competitors
• Owned and managed by experienced business owner and mechanical engineer.	✓	☹
• New and state of the art equipment	✓	☹
• Classes written by experienced engineers	✓	☹
• Working with professional organizations to offer certificate level training	✓	☹
• Sustainable business model based on membership, basic education, advanced certificate level education, skills workshops, material sales and venue rental for events	✓	☹
• Organized from the start to be a replicable business model	✓	☹
• Financially sound with low overhead and very little debt	✓	☹



## Currently Urban Workshop:

- Has over 500 members\* (adding almost 1 per day)
- Has 100+ small business members generating approximately \$5M in revenue operating out of our facility
  - Offers 100+ classes per month and has taught 1,000's of students
- Occupies an 18,500 SQFT facility, 3<sup>rd</sup> largest makerspace in North America
  - Provides STEM programs for kids and supports charter schools
- Partners with local angel and VC investors to house their start-up businesses
- Works closely with local schools & colleges to expand learning opportunities
  - Is open 6 days per week including evenings and weekends
  - Is looking for additional corporate partners

\*as of March 2016

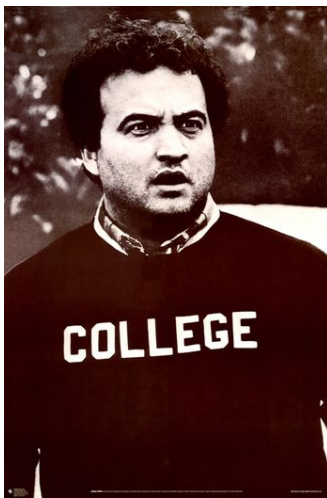




## Who are Urban Workshop's Members?

### Students

College students in a wide variety of fields (engineering, natural sciences, tech, design) that need access to facilities to complete student projects and labs, as well as gain hands on practical skills to make them more relevant in the workforce.



### Hobbyist / Craftsman

Members of the general population who may be retired tradesmen, hobbyist, artists, crafts people that need a spacious place to work that is equipped with modern tools. This group will also include people who are interested to spend time with like minded individuals and develop groups working on large on projects.



### Clubs/Affinity Groups

This group is made up of engineering and robotics clubs, racers of cars, bikes and go karts, Maker's groups, hot rodders and many other large organizations that are influential over large groups.



### Businesses

Start up businesses that can not afford to purchase the modern equipment the Urban Workshop offers join to enable their development programs. Member companies also use us as a resource for skilled labor, employee incentives, team building and prospecting.



# Member and Community Benefits

## What will you make?

College Students & clubs →

Veterans & displaced workers →

Hobbyists →

High School Kids and families →

Businesses →



→ Further education and gain practical experience

→ Retraining and experience on modern equipment

→ Real projects and training on advanced tools

→ Interest in technology and science, gain practical experience (STEAM)

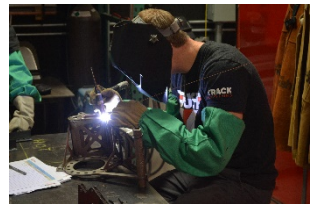
→ Access to co-working space, shop resources for prototyping and hiring talent pool



# Shop Equipment



**Heavy Equipment**  
Haas CNC Mill  
Bridgeport Style milling machines  
Machinist Lathe



**Welding Equipment**  
Miller Tig, Mig and stick welders  
Oxygen Acetylene Torches  
Welding fixture tables



**Sheet Metal Equipment**  
Shear, brake & notcher  
English wheel & roller  
Turret Punch

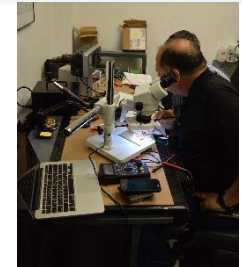
**Misc Shop Equipment**  
Drill presses, Arbor Press  
Chop saws, pedestal grinders  
Vertical and Horizontal Band Saws  
Sand Blaster, tube bender  
Work tables with vices



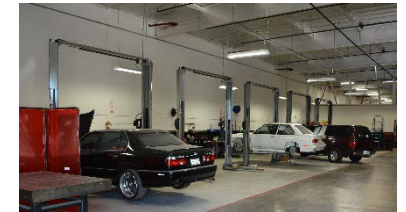
**Composites / Plastics Equipment**  
Layup area  
Trimming and demolding area  
Curing oven  
24" x 48" Vacuum Former  
Autoclave / Pressure pot  
Silicone molding



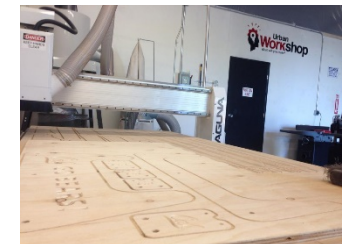
**Electronics Lab Equipment**  
Oscilloscopes  
Power supplies  
Soldering  
Wiring tables



**Autoshop Equipment**  
(5) 2-post lifts  
Engine and transmission hoist  
Floor jacks and lift tables  
Hand & Air tools



**Wood shop Equipment**  
Complete professional woodshop  
4'x8' CNC router  
Planers and routers



**Textiles Equipment**  
Sewing machines  
Layout tables  
4 Color silk screen



**Computer Lab Equipment**  
PC and workstations  
Engineering software  
Dimension 3D Printer  
CNC software  
Large format plotter  
Epilog laser etchers



**Urban Workshop**  
What will you make?

# Current Commercial Partners



Free Fusion 360 software for workshop and for all members



Educational pricing on equipment and extended warranty support



20% discount on materials for workshop and all members



Educational pricing on equipment, software and extended warranty support



Free Virtual Bench all-in-one test equipment and LabVIEW software for workshop and member use on site



Free HsmWorks software for workshop and member use on site



Educational pricing on equipment, extended warranty support, free computerized training and simulation station



50% discount on machine tooling and fixtures



40% discount on all welders, consumables, ancillary equipment and safety gear



Free Engineering software for workshop and member use on site



## Urban Workshop is Seeking Partners who:

- Are offering products or services that would benefit from exposure to a large tech-savvy and very active demographic of makers, engineers, craftsman, designers, artists, students and small businesses
- Will support our effort to train members on your equipment and educate them about your services
  - Wish to be part of the world-wide maker movement happening now!
- Will provide products and equipment for free or reduced cost to Urban Workshop as we expand nationwide over the next seven years
  - Desire a method of activation for STEM efforts, Veterans programs, and other charitable programs
  - Desire a high-tech venue for corporate events, team building events, employee recruiting, and employee incentive programs
  - Wish to partner early with a rapidly growing business and build a long term relationship



## Partners benefit from:

- Students and members that are trained on your equipment and taught to use your service will become brand advocates
- Member start-ups will purchase equipment and software they are familiar with and can operate
- Product exposure gained when highlighted in our advertising, web site, social media, events, and online videos
- Use of Urban Workshop facilities for events, product showcases, live demonstrations
  - Access to workshop members as a hiring pool

## Partners can contribute by:

- Providing product for free or at reduced pricing levels and supporting our effort to train members and non-members on their products.
- Making a donation to a non-profit or school program and specifying the funds are to be used to purchase Urban Workshop memberships and training. One example may be military veteran retraining programs.
- Using memberships and training classes at Urban Workshop as employee incentives or rewards.
- Utilizing our training expertise and facilities to train employees in the use of the equipment.
- Direct investment or sponsorship of programs at Urban Workshop.





### Thank you!

We invite you to call or visit us to discuss the Urban Workshop.

For membership info, employment, partnership or sponsorship opportunities please contact us at:

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[www.UrbanWorkshop.Net](http://www.UrbanWorkshop.Net)



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<http://www.meetup.com/Urban-Workshop-The-ultimate-DIY-and-Makers-workshop/>



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