

InnHof

Hub Hannover

**One-Stop-Shop for Innovators
in Hannover Region**

The Idea

InnHof Hub aims to turn an old and unused factory building into a place of innovation, entrepreneurship, and creativity for individuals and companies of all sizes. We propose creating activity based areas which focus on collaborative value creation methods and life/work enhancing activities in a facility with over six thousand square meters of floor space.

We'd started InnHof to create an international network of innovators which empowers aspiring entrepreneurs and give new collaboration opportunities to SMEs and startups. The hub in Hannover is the first of many hubs we are planning to create around the world in the future. These hubs will play a crucial role in cross pollinating ideas and cultures for achieving a greater level of inspiration and creativity.



Why?

1 Creating the workplace of future

Changing economical trends and arrival of new generation of employees into workplaces highlight a need of change in traditional offices.

Consequences of not can be difficult to face for many smaller companies. While digitalization is still an important problem for SMEs in Germany, losing future talent who might help them stay relevant to market may bring serious problems.

2 Not enough places to promote entrepreneurial thinking

Opening up innovation & entrepreneurship centers in non mainstream locations help accelerate adaptation of new technologies and create new benefits which otherwise would be difficult to reach in local areas.

It is desired to have real life settings where technologies and business models are created in collaborative ways and tested right away at the hands on real users/customers. (living labs)

Many existing clusters and hubs focus solely on either startups or SMEs, creating a barrier between old and new economies instead of finding unifying opportunities.

The Solution

We propose creating a regional hub which has over 6000square meters of ground floor and combines not only different working models, but also living and socialization options, where ideas and products are not only created but also tested and used by real people.

The same mindset and approaches used to build this solution, will establish a starting point for solving further local challenges with hub members in the future.

1 Collaborative Opportunities

Finding key partners who can contribute to sustainable development of an innovation ecosystem: Real Estate Owner, Local Networks

2 Innovative Thinking

Repurposing old properties through innovative thinking such as the stackable modular building units in large volume spaces.

3 Flexible Structure

Establishing activity based areas within modular units according to members & local community's needs.

4 Shared Resources

Sharing resources help reducing wasteful activities and may even provide additional income sources. InnHof Hub is designed to stimulate all forms of sharing opportunities from material to intellectual.

Benefits

InnHof Hub provides inspirational and socializing working and living spaces to its members, however there are additional implied benefits due to the mindset and approaches used in building and managing this hub.

1

Equal physical space opportunities for all sizes of companies/individuals

2

Increased promotion of entrepreneurial thinking within the Hannover Region

3

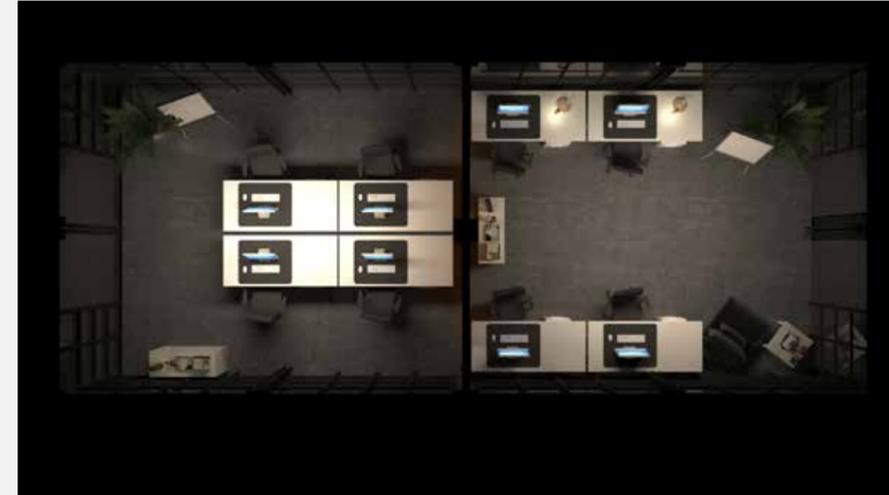
Increased partnership opportunities for regional entrepreneurs and SMEs

4

Internationalization of the entrepreneurship / innovation scene in Hannover

Unique Value Proposition

InnHof Hub will become the first true one-stop-shop for the innovative companies in Hannover Region, which supplies supporting business activities, life style enhancing areas and around the clock collaboration opportunities while promoting the innovative, collaborative and user centric approaches that are deeply integrated to its foundations.



Business Model

Majority of revenues will be generated through monthly membership fees which cover usage of common (or private) areas within the hub, access to all shared amenities and services.

Members can also reach other special purposed areas with an on-demand model. This will help improvement and expansion of most demanded areas.

1 Workspace Memberships

Common Areas (€50/m)

Dedicated Desks(€160/m)

Private Offices(€18/sqm)

2 Lifespace Memberships

Coliving (€300/m)

3 Additional Areas

Meeting Rooms / Workshops

Conference / Event Spaces

Storage Areas (€5-10/sqm)

4 Virtual Memberships

Virtual Office Basic (€99/m)

Virtual Office Premium (€499/m)

Seelze, Hannover

1 Growing Entrepreneurial Ecosystem

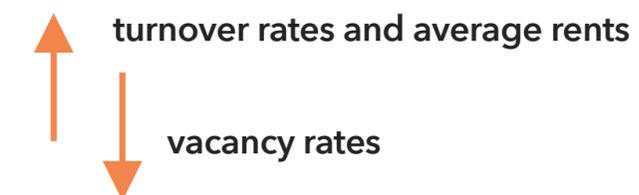
Hannover provides unique benefits for startups when compared to more mainstream locations due to rapid growth efforts of the city. This ensures a stable growth in potential member population for InnHof Hub in future, and makes InnHof's collaborative approaches more relevant for a booming scene.



2 Strong SME presence supporting office real estate market and collaboration opportunities.

Hannover Region has a very strong presence of SMEs and large companies, with over **48.000** registered companies, who will be needing future work and collaboration hubs.

This strong company presence is also improving the office real estate market year over year.



Marketing

Being a very local project, InnHof Hub will keep its marketing budget small while working on effective strategies. The testing process has proved that being a part of local clusters and networks work more efficiently than online marketing when it comes to renting a working space, and therefore similar opportunities will be utilized for cost effective marketing efforts.

1 Networking and Local Integrations

BNI

Hannover
Impuls

Innovationszentrum
Niedersachsen

2 Partnerships

Educational Institutes

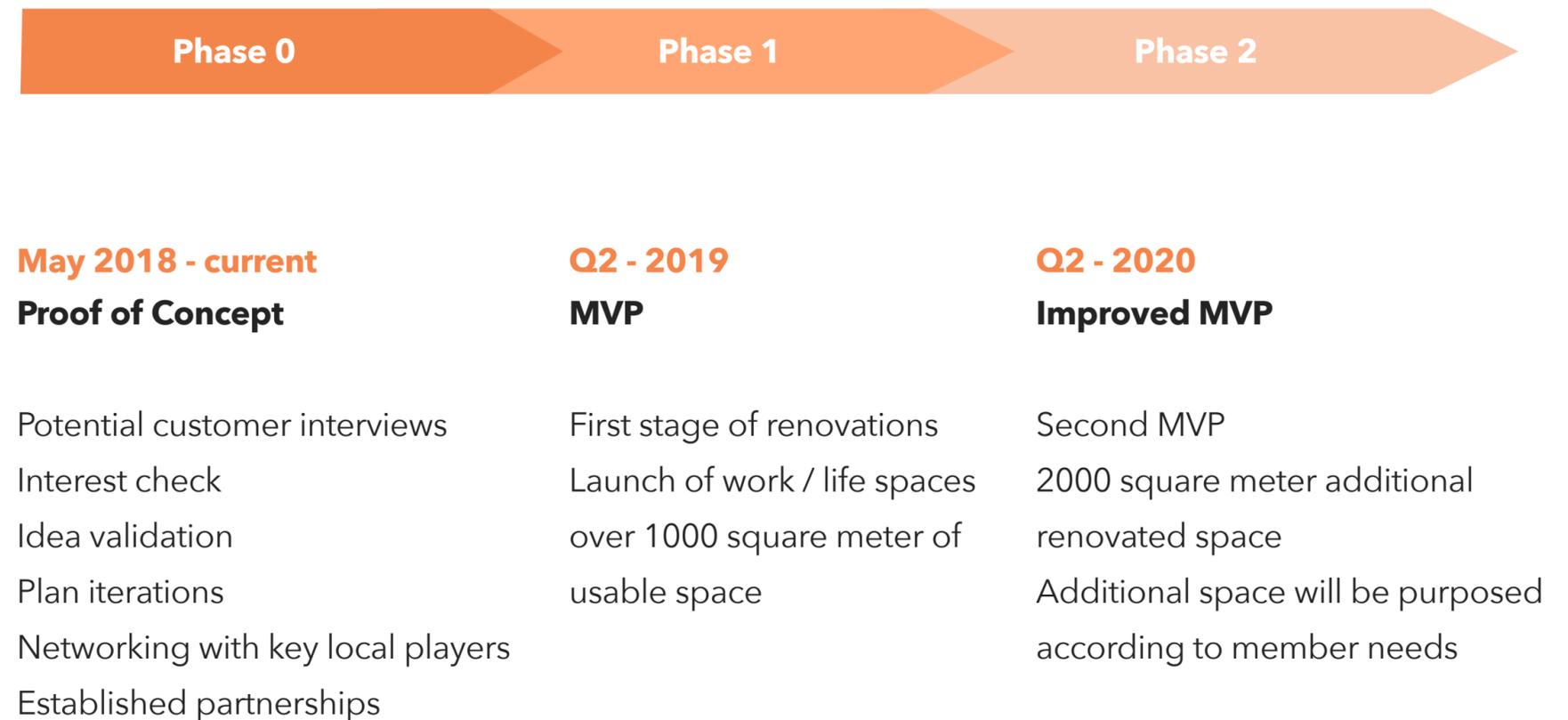
Hannover Impuls

3 Tradeshows and fairs

Hannover Messe AGRITECHNICA, IAA
Nutzfahrzeuge, EMO

Roadmap

Due to InnHof's financing approach and the above average size of the project, the whole renovation has been divided into project phases. The planning of these phases has been made according to financial feasibility and demand from potential customers



The Team

As a true lean startup, InnHof operates with a small core team and partners up with other startups and SMEs when needed. The core InnHof Hub Team consists of expat entrepreneurs who'd moved to Hannover to pursue their entrepreneurial dreams, whereas the partners include both regional and international companies.

1 Core Team



Arda Erzin

Managing Director
Entrepreneur / Engineer
Entrepreneurship education & mentorship background



Batu Dal

Co-founder
Entrepreneur / Engineer
Blockchain and new economy focused

2 Partners



Dal Engineering

Factory Owner
Engineering / production focused



qubes

New spin-off
Modular building units



Deniz Hartmann

Coliving Partner
Local entrepreneur who wants to launch a coliving project

Competition

1 International



SPACES.

- + International giants who have locations across 30+ countries
- + High quality buildings and high end furnitures create a comfortable living environment
- Real estate management focus over integrated entrepreneurial values
- Currently only focusing on mainstream cities, not developing regions

2 Local

- + Growing member base
- + Active supporters of the developing scene through education & events
- Limited vacancy
- Limited diversity of offerings and therefore members

Financing

InnHof Hub project is being financed through bootstrapping methods, collaborations and partnerships, which allow InnHof team to be lean and focused on the actual project.

1 Collaborating

Collaborations and partnerships have made it possible to start InnHof Hub project without too many financial burdens and allowed the team to focus on value creation instead of debt paying.

2 Bootstrapping

During the testing process, InnHof worked on bootstrapping its operations and the real estate costs by utilizing available raw space. This allowed discovery of additional opportunities and better revisioning of plans, which will make InnHof financially more secure in future phases.

3 External Financing

Through innovation and collaboration, InnHof was able to become a part of a new company, which will work on manufacturing of modular building units. Although this again makes it possible to bootstrap its renovations, in order to be time efficient, InnHof seeks an investment of €500.000 in exchange of partial ownership of the hub.

Partners & Stakeholders

We'd like to recognize all the companies and organizations that have either helped or supported the foundation of InnHof Hub. It is our priority to expand this list significantly within the next 6 months.



**Do you have any questions?
Get in touch with us!**

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