MANIFESTO

Market
Prague
CITIES ARE **FAILING US.**
CONVENTIONAL REAL ESTATE DEVELOPMENT IS FAILING US.
BROWNFIELDS ARE EVERYWHERE.

NEW PRIVATE DEVELOPMENT OFTEN FAILS TO ADD INTANGIBLE VALUE.
RETAIL IS DYING, RIGHT?
RIGHT.
THE PROPERTY INDUSTRY IS A DINOSAUR.
MARKETS ARE ALSO DINOSAURS.

SORRY, FOLKS.
MEDIEVAL / ROMAN MARKET
Fort Mason
San Francisco
WHAT IS A MARKET?
RICHNESS.
CULTURE. INTERACTION.
MEMORIES.

COMMUNITY.
Lau Pa Sat
老巴刹
Singapore
Sojo Stalls

Seoul
Colonia La Roma
Mexico City
Jagalchi Fish Market
자갈치시장
Busan
Shilin Night-market
士林夜市
Taipei
MARKET CHANGES.

STREET FOOD IS KING.
Smorgusburg
Brooklyn
SOMA
Streatfood Park
Taipei River Popup
Taipei
pop-BRIXTON

Brixton
Starbucks
Hualien
GOOD MARKETS ARE THE EPITOME OF PLACE.
LET’S **KEEP** THE ASPECTS THAT MAKE MARKETS LOVABLE.

LET’S **RETHINK** HOW WE DEVELOP, AND OPERATE THEM.
What's important to me?

WE WANT TO **SOLVE** CHALLENGES.
AND, **IDENTIFY** NEW SOLUTIONS.

TEST THEM.
5 FOCUS AREAS.

LAND USE.
DESIGN.
TECH.
FINANCING.
SMEs.
IMPROVE THE PLACE.
FINDING OPPORTUNITIES.

GIVING OPPORTUNITIES.
WHERE CAN WE DO THIS IN THE CENTER OF THE CITY?
Manifesto Florenc
Na Florenci, Prague 1

Close to:
Náměstí Republiky
Karlin

Well connected
Metro B, C, tram, bus, train

Office buildings
Na Příkopě & Palladium shopping center
Karlin Theatre
Museum of the City of Prague
“Food?”
“Retail?”
“Here?”

“Nonsense”
Why will people come to this place?
FAST FORWARD...

9 DAYS LATER...
DOES ANYONE HAVE ANY F&B EXPERIENCE?
DOES ANYONE HAVE ANY CONSTRUCTION EXPERIENCE?
Bottom-up Collaboration
Bottom-up Collaboration
Non-profit. Student Competition.

Private Landlord

Cultural Powerhouse

Bottom-up Collaboration
Bottom-up Collaboration

Non-profit. Student Competition.

Private Landlord

Cultural Powerhouses

Corporate Sponsor Open to Experiment
Bottom-up Collaboration

Non-profit. Student Competition.

Private Landlord

Cultural Powerhouses

Corporate Sponsor Open to Experiment

Startup leasing agent
Bottom-up Collaboration

- Non-profit. Student Competition.
- Private Landlord
- Cultural Powerhouses
- Corporate Sponsor Open to Experiment
- Startup leasing agent
- Angel Investors
360° strategy
360° strategy

Design
360° strategy

Design

Brand
360° strategy

Design

Brand

Program
360° strategy

- Design
- Brand
- Communications
- Curated experiences
- Program
<table>
<thead>
<tr>
<th>Event</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Idea</td>
<td>5 years</td>
</tr>
<tr>
<td>Brand</td>
<td>2 years</td>
</tr>
<tr>
<td>Design Contest</td>
<td>1 y 9 m</td>
</tr>
<tr>
<td>Business Plan</td>
<td>1 year</td>
</tr>
<tr>
<td>Design #1 - 43</td>
<td>3 months</td>
</tr>
<tr>
<td>Seed Investment</td>
<td>2 months</td>
</tr>
<tr>
<td>Press Release #1</td>
<td>2 months</td>
</tr>
<tr>
<td>Installation</td>
<td>9 days</td>
</tr>
<tr>
<td>Opening</td>
<td>7 months</td>
</tr>
<tr>
<td>A-Series Investment</td>
<td></td>
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</tbody>
</table>
Cashless
Community residents

visitors

residents
Community

business community

visitors

residents
Community residents, business community, visitors, families, residents
Community

- families
- hipsters
- business community
- visitors
- residents

MANIFESTA
Community

love brand

families

business community

visitors

residents

hipsters
Added Value Events

200+ music movies dance lessons lectures
We won!

Retailer of the Year 2018

Customer Experience
## 12 Months on Online Channels

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media followers</td>
<td>29,000</td>
</tr>
<tr>
<td>Social Media total reach</td>
<td>6,000,000</td>
</tr>
<tr>
<td>User Generated Content</td>
<td>88%</td>
</tr>
<tr>
<td>Searched Manifesto on Google maps and organic search</td>
<td>900,000+</td>
</tr>
<tr>
<td>Unique visitors on the website, lifetime</td>
<td>181,000+</td>
</tr>
<tr>
<td>Google Photos views</td>
<td>2,000,000+</td>
</tr>
<tr>
<td>Organic, direct, referral traffic, only 6 % paid search</td>
<td>95%</td>
</tr>
<tr>
<td>Media mentions</td>
<td>450+</td>
</tr>
</tbody>
</table>
Quick Facts

2 locations in Prague

35 restaurants, bars and retailers: high-end gastronomy, innovative street food, beer, bars, retail

300+ Events planned in 2019: DJs, exhibitions, projections, workshops, cooking shows

1,800,000 visitors expected in 2019

280 new jobs created for 2 locations
HOW MIGHT WE UTILIZE TECHNOLOGY TO ENABLE A BETTER CUSTOMER EXPERIENCE?
TO CUSTOMERS

- CMS
- WEB
- APP + Delivery Service
- CRM/LOYALTY CARD
- PrePaid Card

TO BUSINESS

- POS
- PMS
<table>
<thead>
<tr>
<th>Scale it! Use technology</th>
<th>Customer Experience</th>
<th>Operations</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cashless</td>
<td>POS</td>
<td>With tenants</td>
<td></td>
</tr>
<tr>
<td>Delivery</td>
<td>Reporting</td>
<td>With customers</td>
<td></td>
</tr>
<tr>
<td>Loyalty</td>
<td>Real-time data</td>
<td>Internally - accuracy and information flow</td>
<td></td>
</tr>
<tr>
<td>Prepaid Gift Cards</td>
<td>Stock management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online booking</td>
<td>Bulk orders</td>
<td></td>
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</tbody>
</table>
WHERE ELSE CAN WE DO THIS?
WHAT ABOUT...
PRAGUE
SMICHOV

Manifesto Smíchov
Prague 5

Close to:
Anděl
Újezd

Well connected
Metro B, trams

Nový Smíchov shopping mall
Offices, Cinemas,
Parks, Historical attractions, River
Coming Soon
CHINA
SUZHOU

20 minutes
HOW FAR ARE WE WILLING TO GO?

- Suzhou
- Bordeaux
- Lisbon - Almada
- Budapest
- Toronto
- Porto
- Barcelona
- Madrid
- Milan/Torino
- Singapore
- Taipei
MAKE VALUABLE AND IMMEASURABLE CONTRIBUTIONS TO THE URBAN LANDSCAPE.