MANIFESTO

Market
Prague

MANIFESTO

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

Porto
Palazzo

Torino

Fort Mason

San Francisco

WHAT IS A **MARKET**?

RICHNESS.
CULTURE. INTERACTION.
MEMORIES.

COMMUNITY.

Dongdae-mun
동대문시장

Granville Island Market

Vancouver

Lau Pa Sat
老巴剎

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.

Smorgus-
burg

Brooklyn

MANIFESTO

SOMA

Streatfood Park

Taipei River Popup

Taipei

BOXPARK

Shoreditch

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?

Excitement.
Experience.
Uniqueness.
Music.
Culture.
Diversity.
Scale.
Cleanliness.
Seating.
Open Space.

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

TEST THEM.

5 FOCUS AREAS.

LAND USE.
DESIGN.
TECH.
FINANCING.
SMEs.

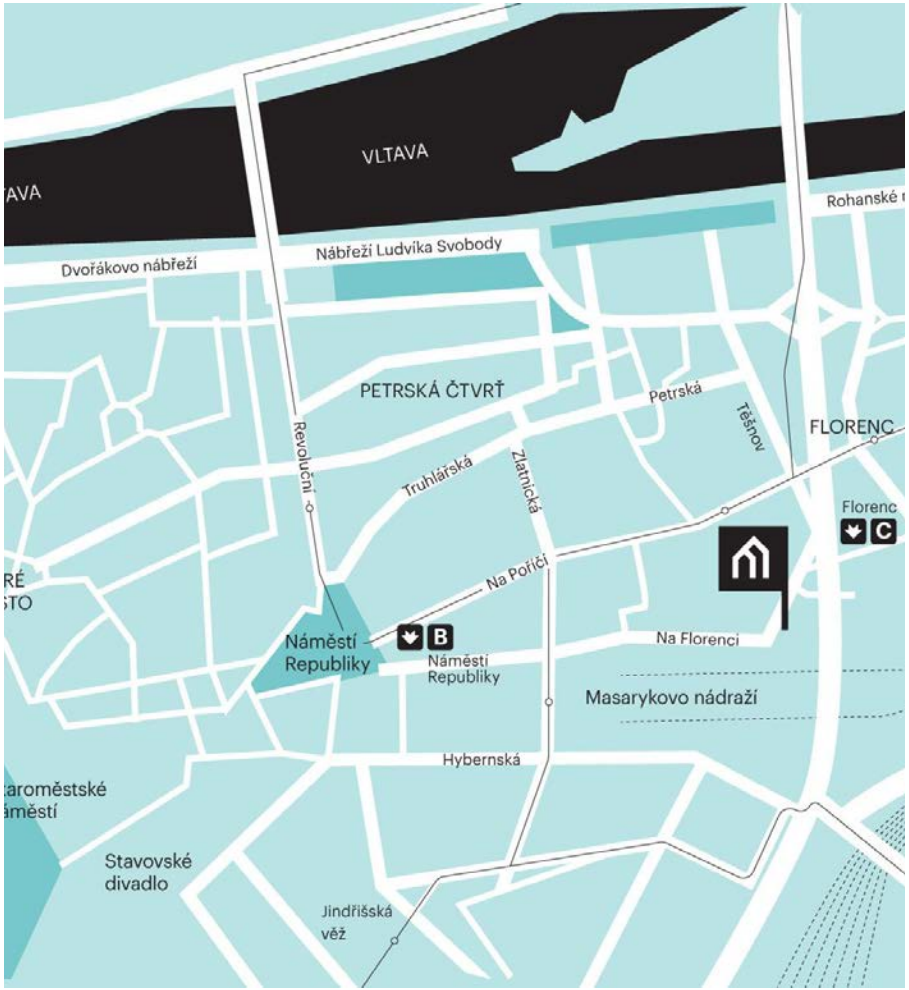
IMPROVE THE PLACE.

FINDING
OPPORTUNITIES.
GIVING
OPPORTUNITIES.

MANIFESTO

WHERE CAN WE DO THIS IN THE **CENTER OF THE CITY?**

Well Connected



Manifesto Florenc

Na Florenci, Prague 1

Close to:
Náměstí Republiky
Karlín

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

Office buildings
Na Příkopě & Palladium shopping center
Karlín Theatre
Museum of the City of Prague

MANIFESTO

JURIS REAL
MetLife
INFOBUS
24SAFE
BEZPEČNOSTNÍ SCHRÁNKY
OFFICE
HOUSE
SÍDLA FIREM • FIRMY NA KLÍČ

“Food?”
“Retail?”
“Here?”

“Nonsense”

Why will people come to this place?

FAST FORWARD...

9 DAYS LATER...

MANIFESTO

DOES ANYONE HAVE ANY
F&B EXPERIENCE?

NO
NO
NO
NO
NO

DOES ANYONE HAVE ANY **CONSTRUCTION EXPERIENCE?**

YEP
YEP
NO
NO
NO

Bottom-up Collaboration

Bottom-up Collaboration

Non-profit. Student Competition.

Bottom-up Collaboration

Non-profit. Student Competition.

Private Landlord

Bottom-up Collaboration

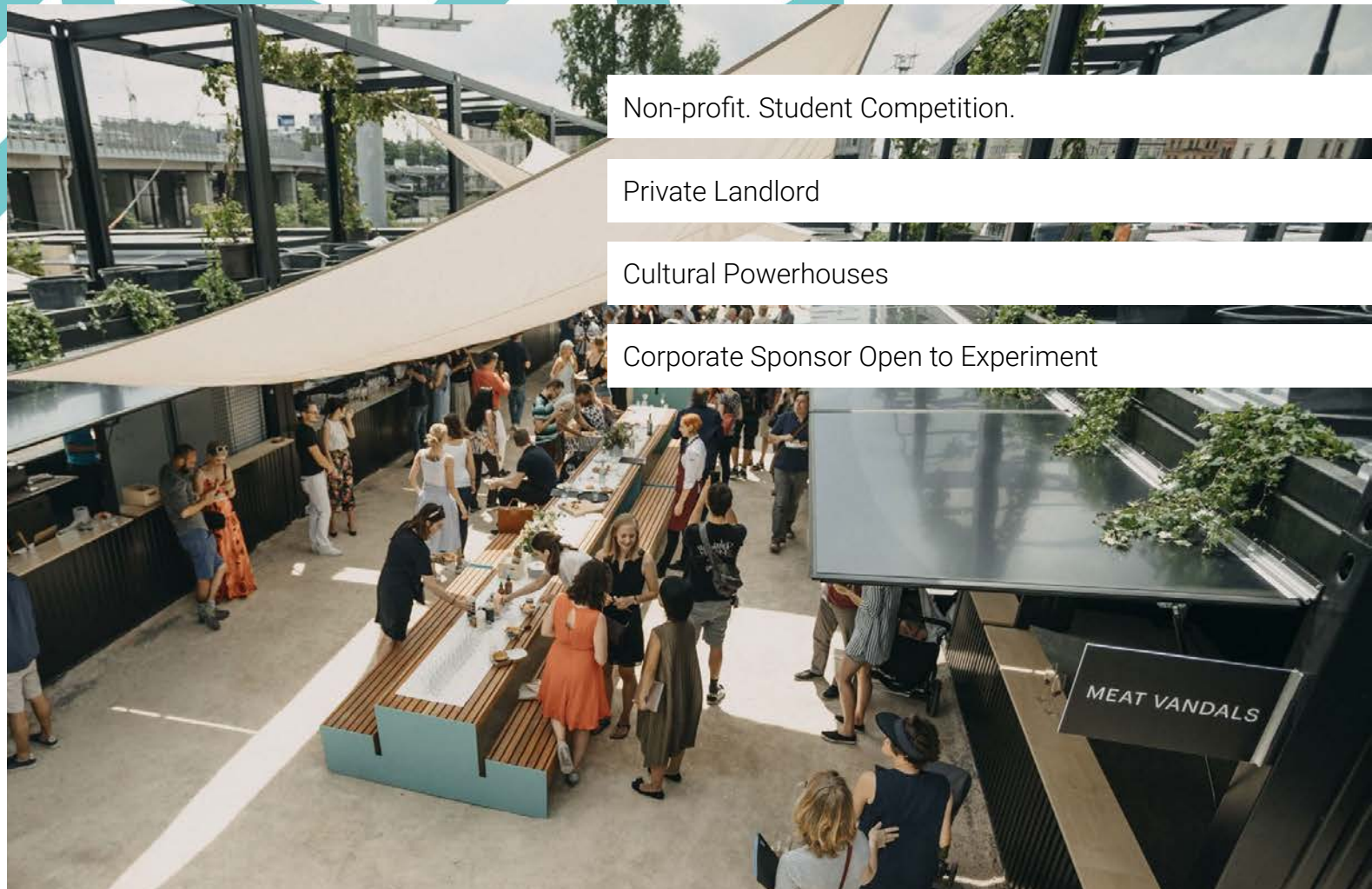
Non-profit. Student Competition.

Private Landlord

Cultural Powerhouse

MANIFESTO

Bottom-up Collaboration



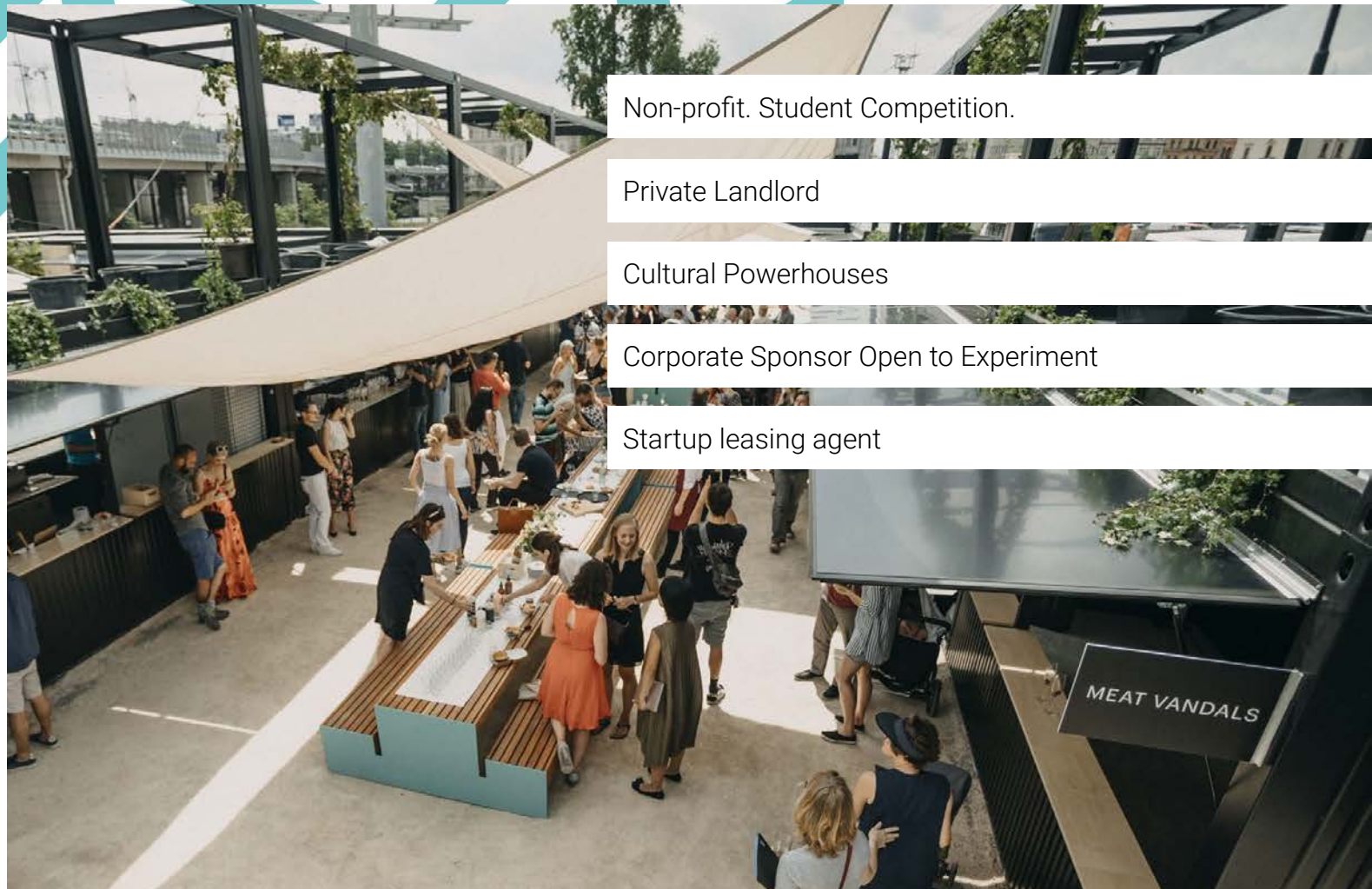
Non-profit. Student Competition.

Private Landlord

Cultural Powerhouses

Corporate Sponsor Open to Experiment

Bottom-up Collaboration



Non-profit. Student Competition.

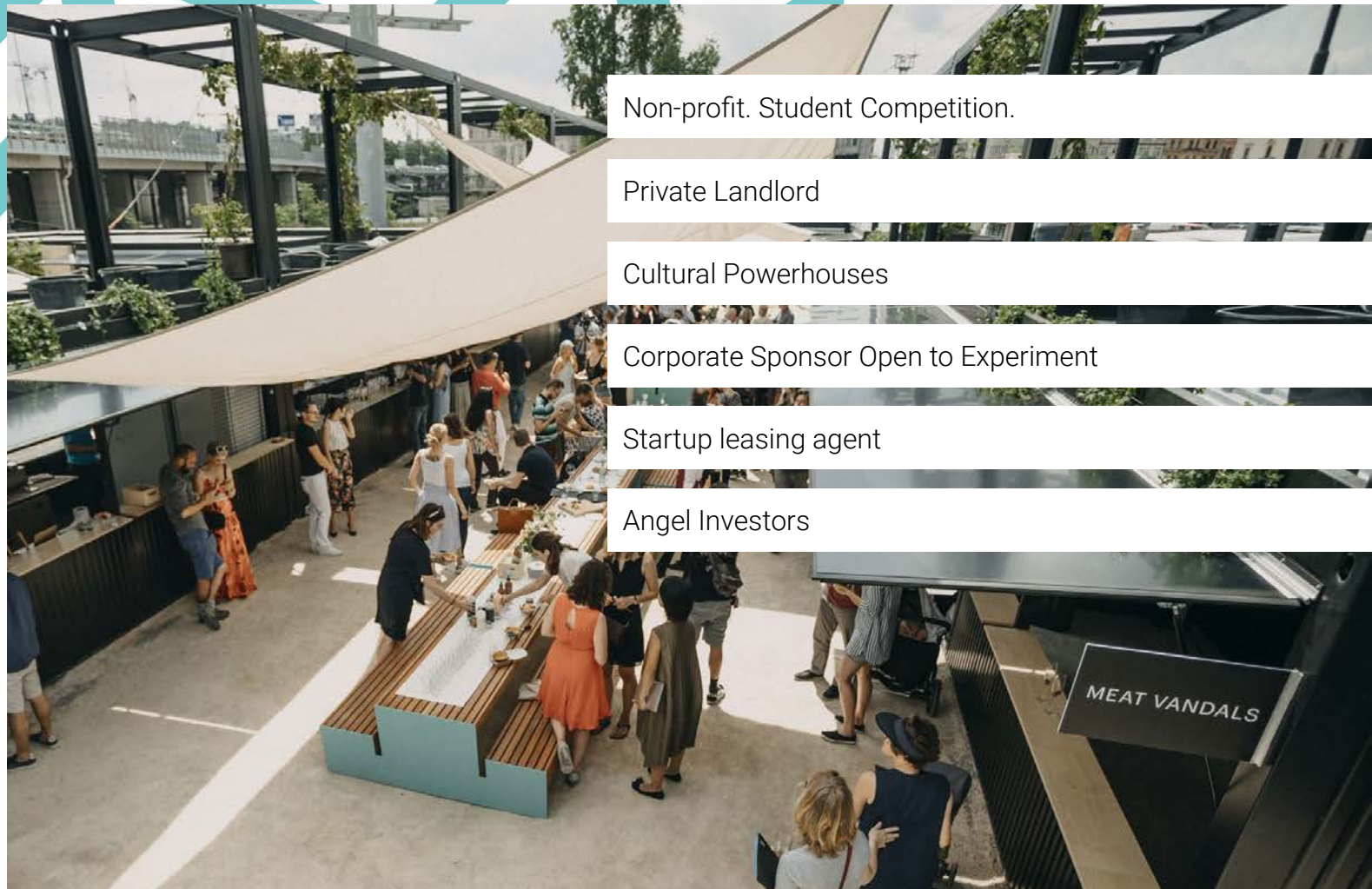
Private Landlord

Cultural Powerhouses

Corporate Sponsor Open to Experiment

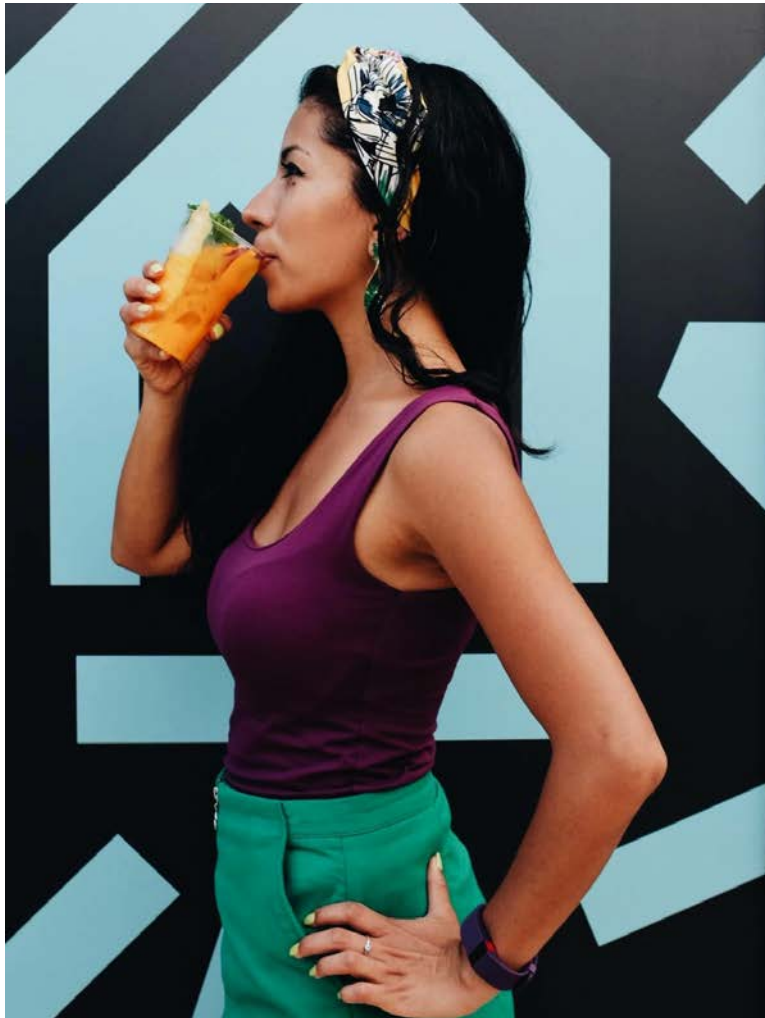
Startup leasing agent

Bottom-up Collaboration



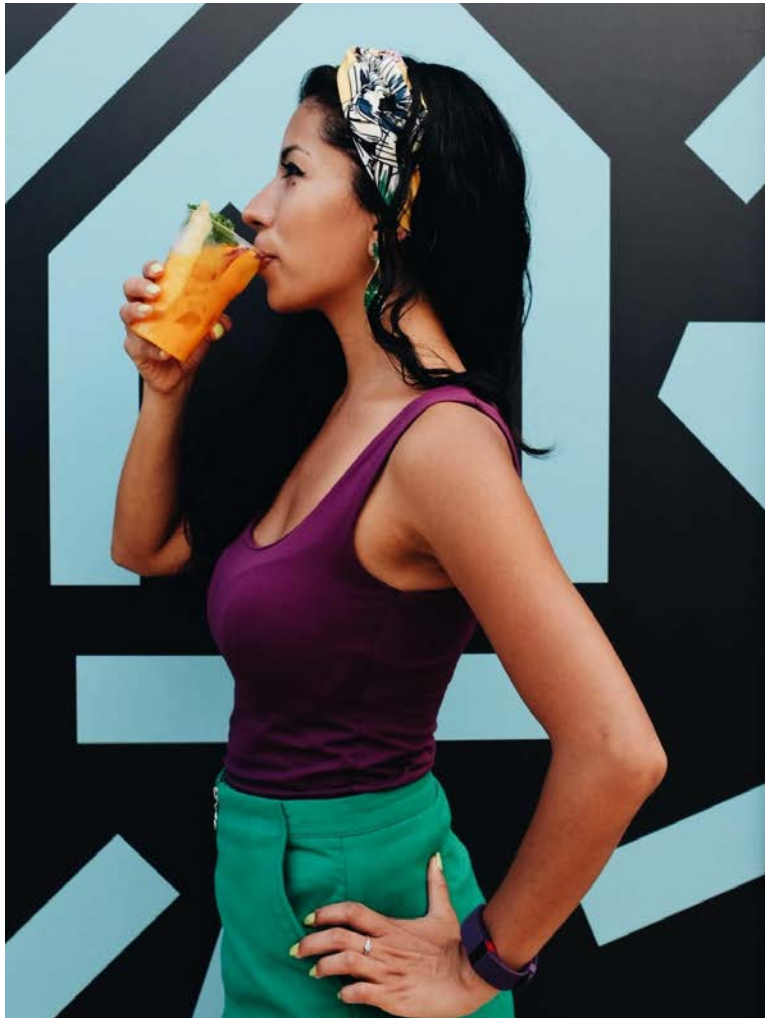
- Non-profit. Student Competition.
- Private Landlord
- Cultural Powerhouses
- Corporate Sponsor Open to Experiment
- Startup leasing agent
- Angel Investors

360°
strategy



360°
strategy

Design



360°
strategy

Design

Brand

360°
strategy

Design

Brand

Program

360° strategy

Design

Brand

Program

Curated experien-ces

360° strategy

Design

Brand

Program

Curated experien-ces

Commu-nications

Timeline

IDEA — 5 years

BRAND — 2 years

DESIGN CONTEST — 1 y 9 m

BUSINESS PLAN — 1 year

DESIGN #1 - 43 — 3 months

SEED INVESTMENT — 2 months

PRESS RELEASE #1 — 2 months

INSTALLATION — 9 days

OPENING

7 months

A-SERIES INVESTMENT

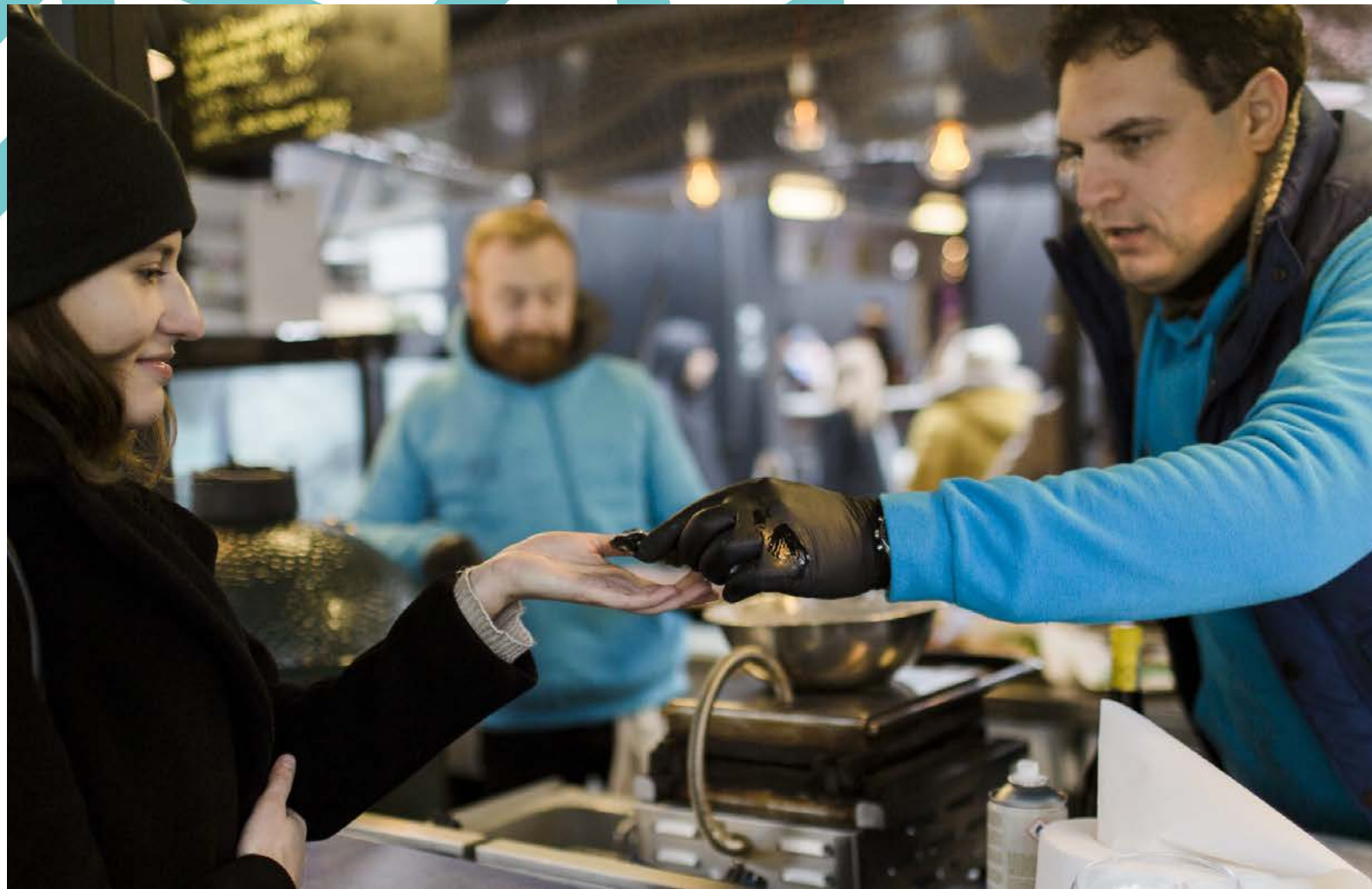
MANIFESTO

Cashless

Cashless

- Transparency
- Security
- Easy Experience
- Cash is dirty

Community



Community

Community

Community

Community

Community

Community

Community

Community

families
business commu-nity
visitors
hipsters
residents

Community

MANIFESTO

Added Value Events

200+

music
movies
dance
lessons
lectures

We won!

12 Months on Online Channels

29,000	Social media followers
6,000,000	Social Media total reach
88 %	User Generated Content
900,000+	Searched Manifesto on Google maps and organic search
181,000+	Unique visitors on the website, lifetime
2,000,000+	Google Photos views
95 %	Organic, direct, referral traffic, only 6 % paid search
450+	Media mentions

MANIFESTO

Quick Facts

2
locations
in Prague

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

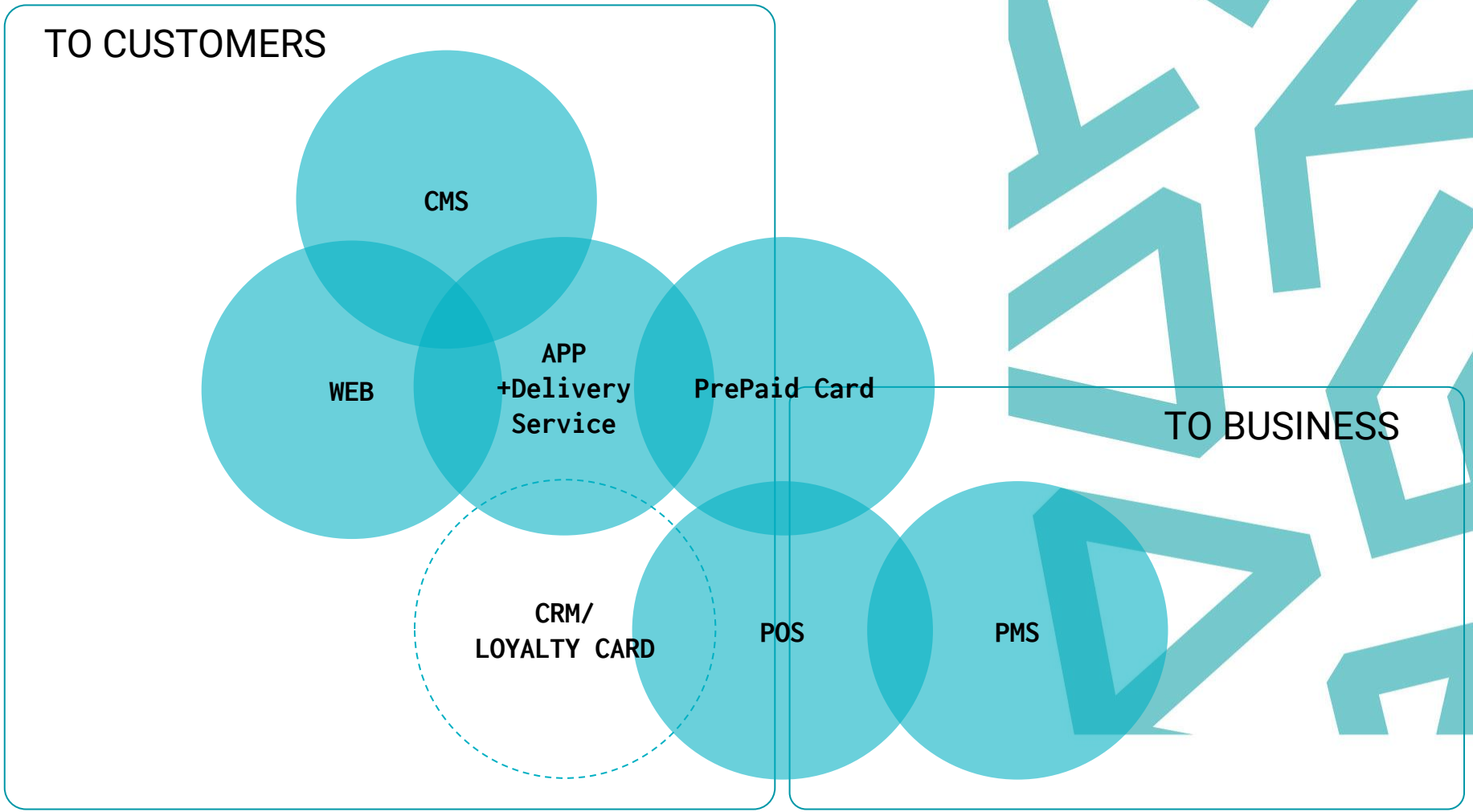
300+
Events planned in 2019:
DJs, exhibitions, projections, workshops, cooking shows

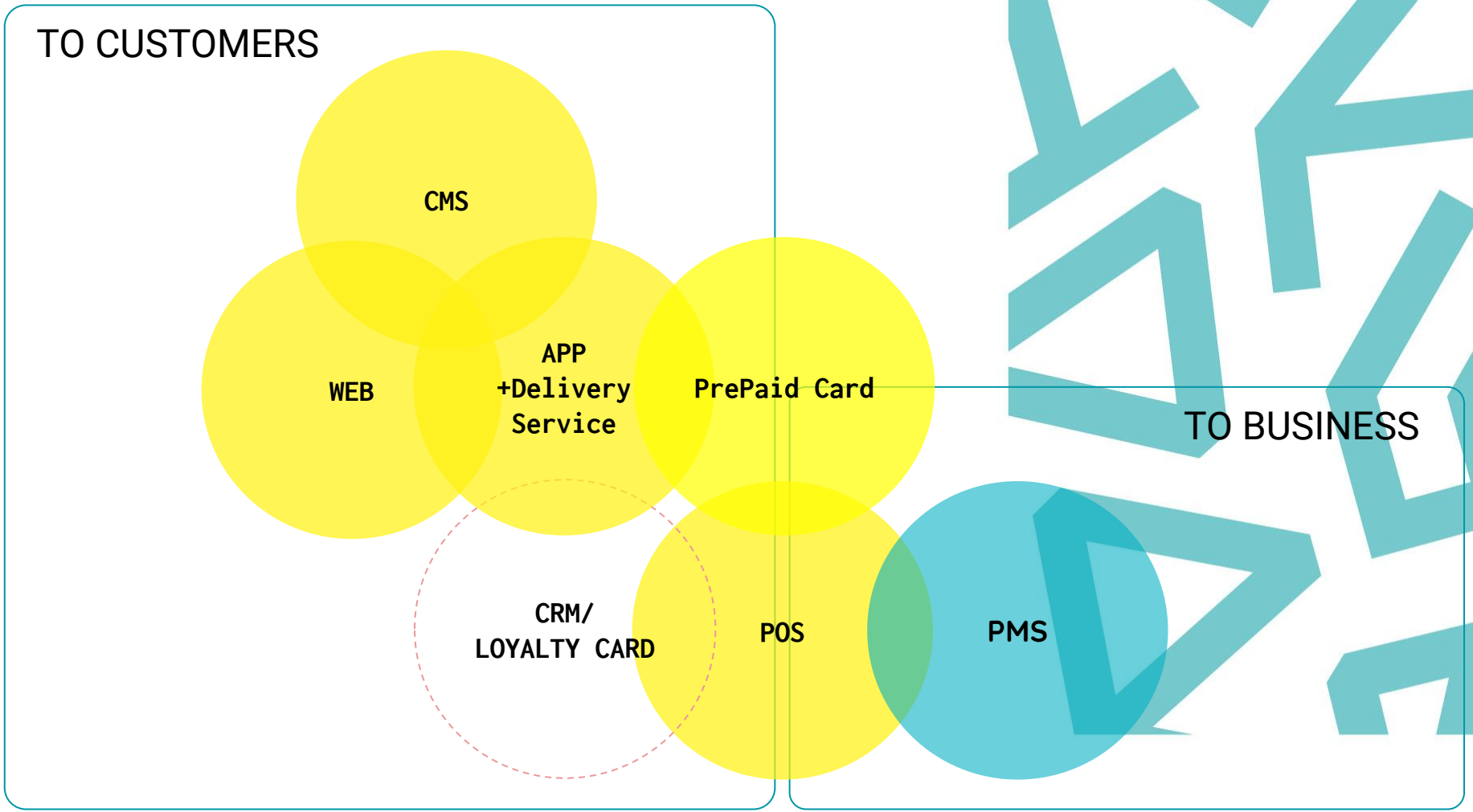
1,800,000
visitors expected in 2019

280
new jobs created for 2 locations

+5
locations
in progress

HOW MIGHT WE **UTILIZE TECHNOLOGY** TO ENABLE A **BETTER CUSTOMER EXPERIENCE?**


TO CUSTOMERS
CMS
WEB
APP
+Delivery
Service
PrePaid Card
CRM/
LOYALTY CARD
POS
PMS
TO BUSINESS


TO CUSTOMERS
CMS
WEB
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+Delivery
Service
PrePaid Card
CRM/
LOYALTY CARD
POS
TO BUSINESS
PMS

Scale it! Use technology

Customer Experience

Cashless
Delivery
Loyalty
Prepaid Gift Cards
Online booking

Operations

POS
Reporting
Real-time data
Stock management
Bulk orders

Commu nication

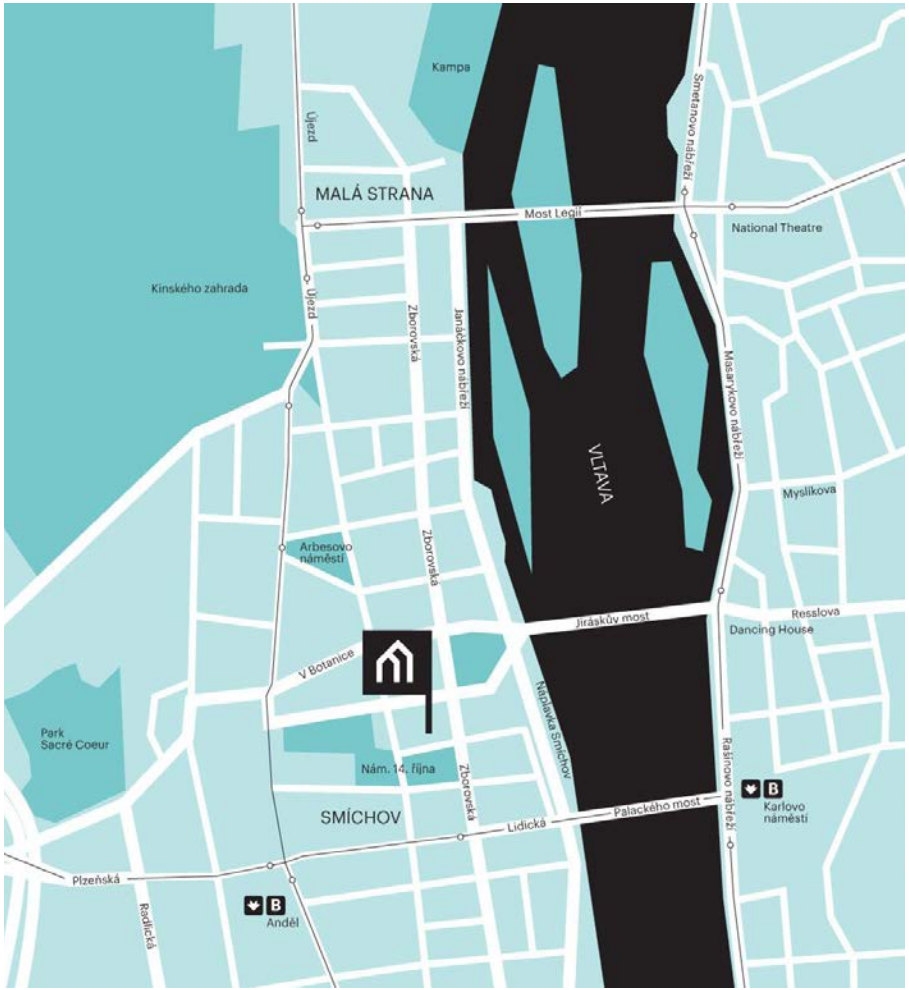
With tenants
With customers
Internally - accuracy and information flow

WHERE ELSE CAN WE DO THIS?

WHAT ABOUT...

PRAGUE

SMICHOV



Manifesto Smíchov

Prague 5

Close to:
Anděl
Újezd

Well connected
Metro B, trams

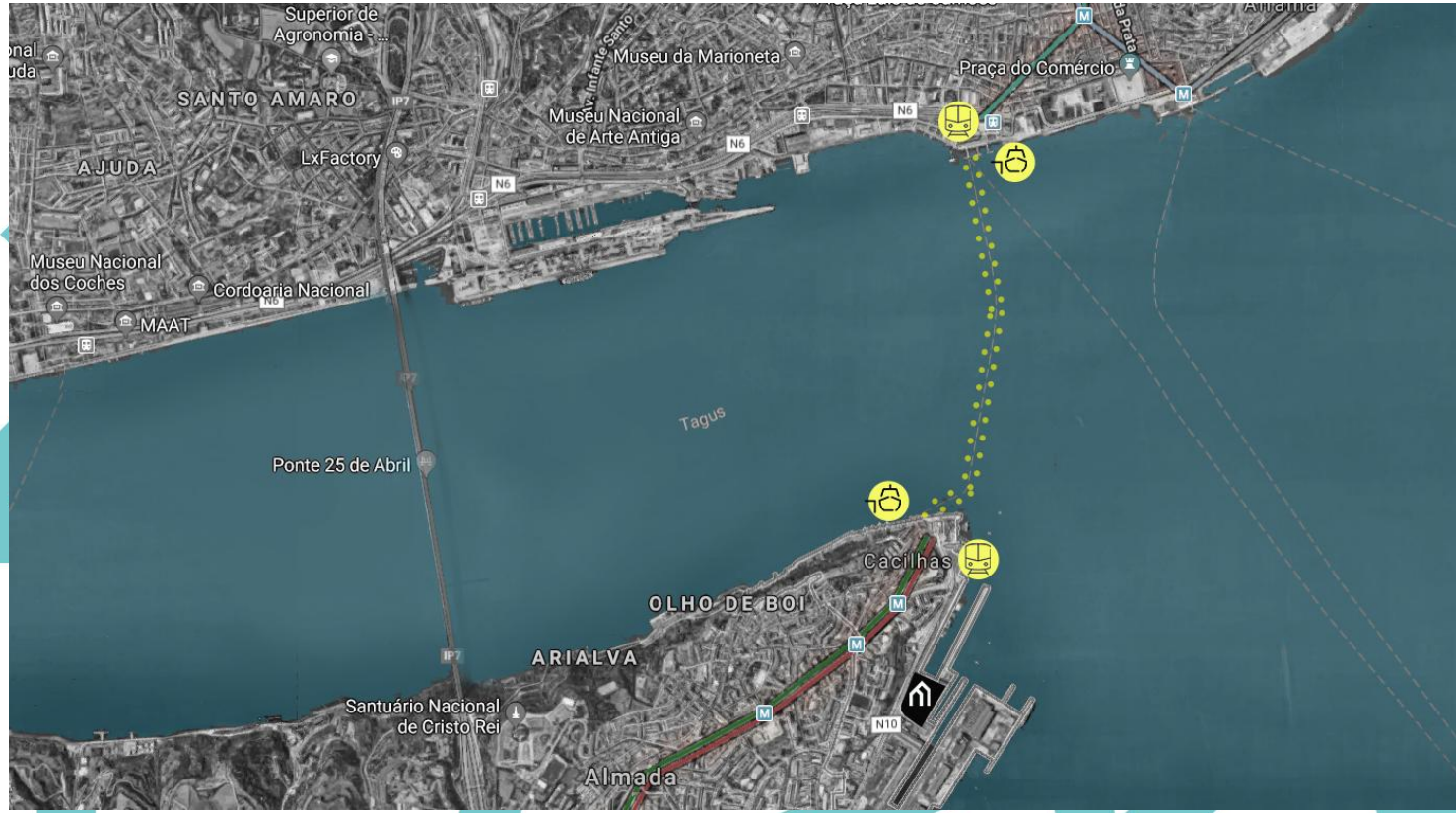
Nový Smíchov shopping mall
Offices, Cinemas,
Parks, Historical attractions, River

BEER
FOOD
Coming Soon

ARCHITECTS
Chybik Kristof Architects

PORTUGAL

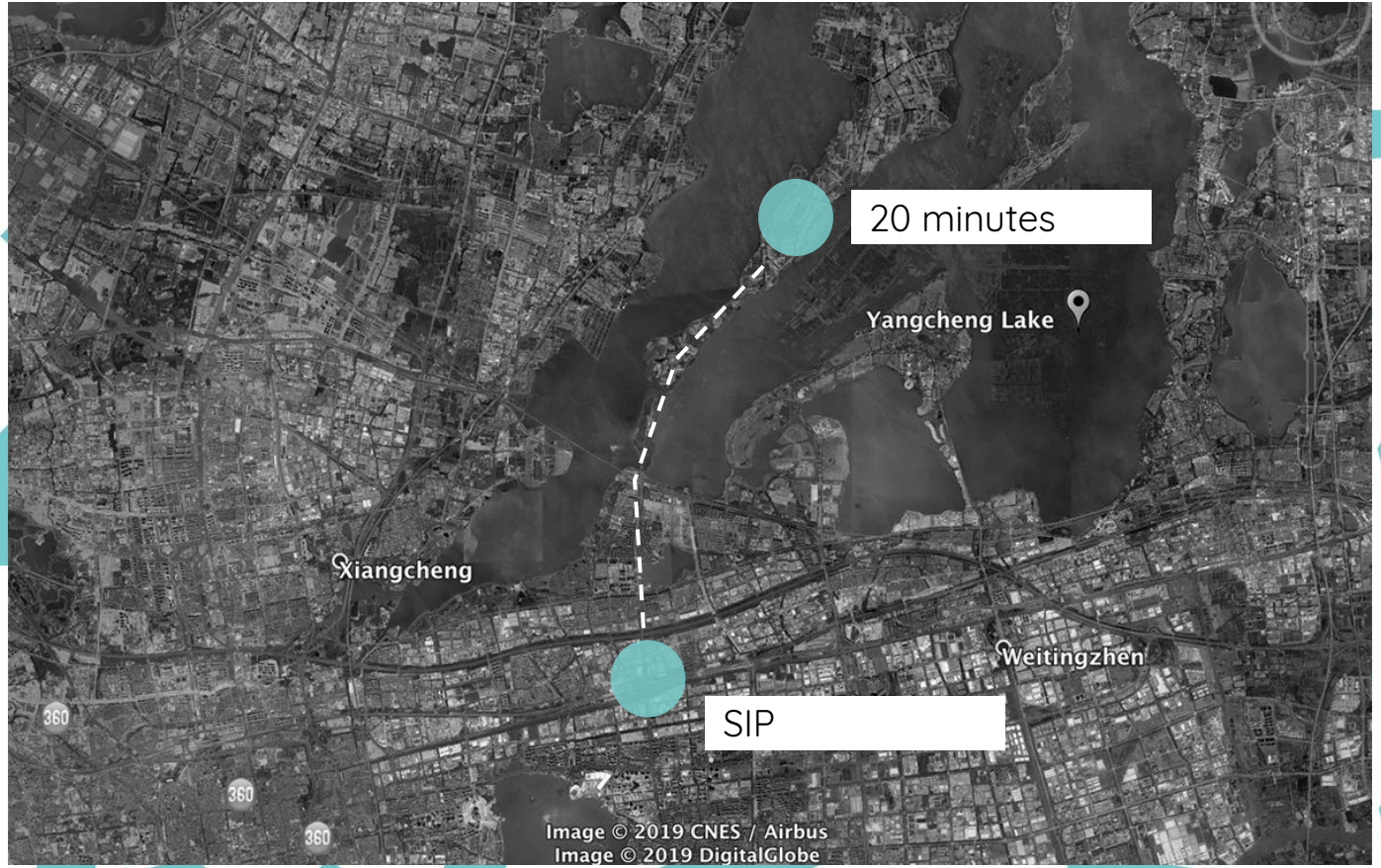
LISBON
SOUTH
BAY

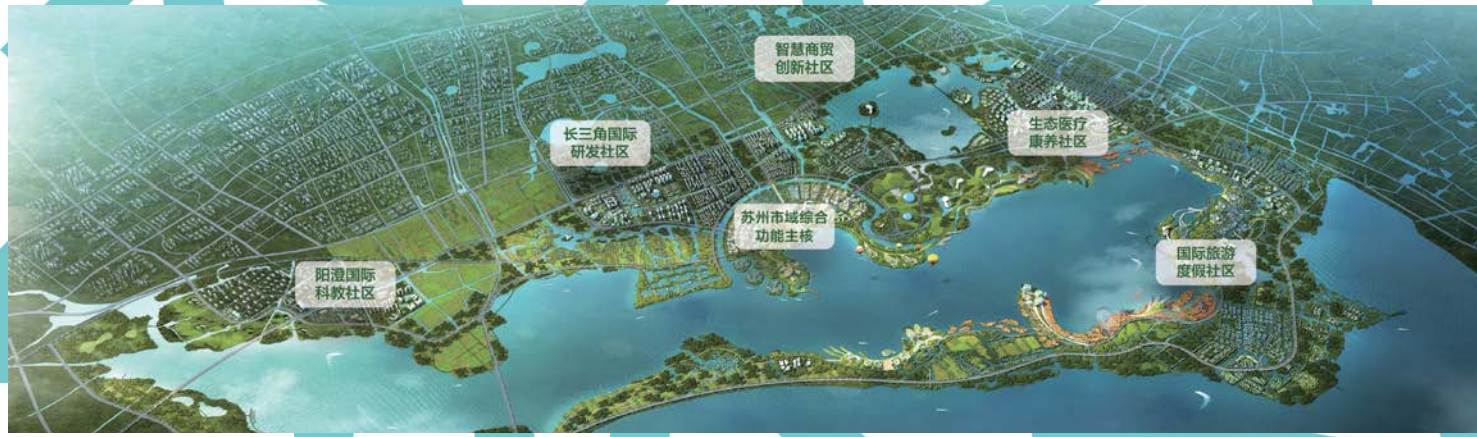


LISNAVE
Google Earth
Data SIO, NOAA, U.S. Navy, NGA, GEBCO

CHINA

SUZHOU




智慧商贸
创新社区
长三角国际
研发社区
生态医疗
康养社区
苏州市域综合
功能主核
阳澄国际
科教社区
国际旅游
度假社区

FRANCE

BORDEAUX

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.

WWW.MANIFESTO.CITY