

millenials are redefining the work-life. we are reflecting upon that.



Empowered by technology, people are changing their approach



Ambition

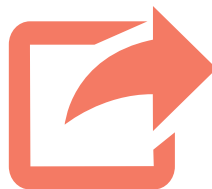


Community-based

Entrepreneurial



Proactivity



Sharing eco.



Tech Enabled

work-life is changing



Solo entrepreneurs & small business formation is on the rise and ready for natural acceleration

INDEPEDENT WORKFORCE STATS ARE CHANGING RAPIDLY

30%

40 MILLION PEOPLE

2008



33%

45 MILLION PEOPLE

2014



40%

60 MILLION PEOPLE

2020



50%

Forbes

estimates up to 50%
of workforce to go
freelance by **2020**
in Europe



470.000

New business launched
per month only in USA

340.000

New business launched
per month in Europe

creating a new working ecosystem



Talent Garden brand covers 3 main activity areas, which make the network unique amongst competitors, **Campuses**, **Education Programmes** and **Events**.

3 different activities managed as a **unique company – Talent Garden**, create a complete value package for members, landlords and local players that share brand vision, tools and various resources.



work.

CAMPUSES

Smart, functional, collaborative-design based space with coworking and private offices, with all the necessary services included



learn.

TAG INNOVATION SCHOOL

Courses, workshops, masters and short classes for individuals and corporates to discover all the new digital trends and gain innovative skills



grow.

EVENTS

Connecting talents, corporates, innovators through various event formats and showcasing TAG world to the mass community

tag milano calabiana

The largest smart campus in Milan
with 8500m² of co-fabrication lab space.
Home to Tag Café, Tag Innovation School
and a vibrant coworking environment.

campus

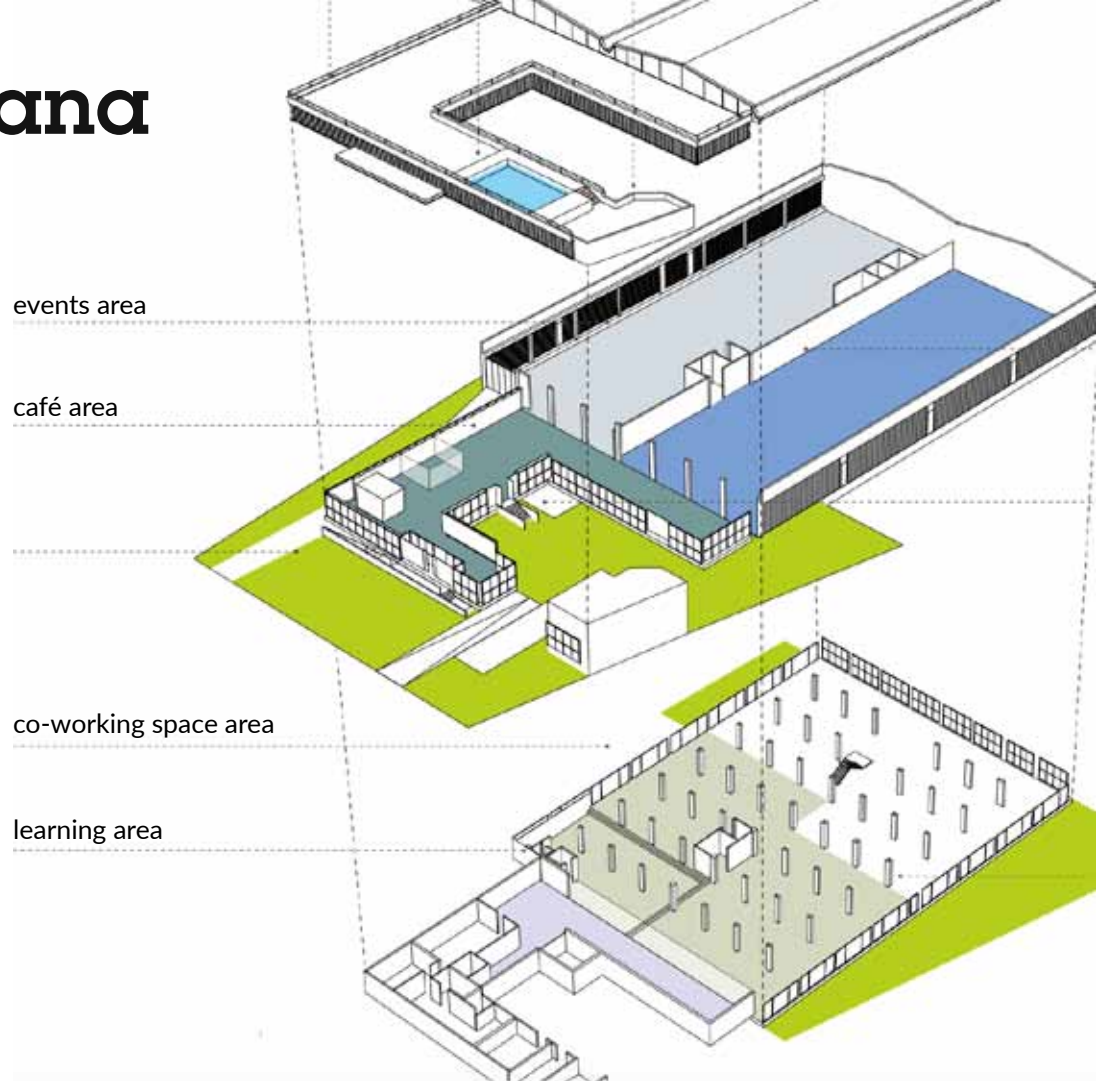
Various co-working areas for
freelancers and businesses

TAG Innovation school

3 learning rooms for classes
and workshops

event spaces

Hub calabiana, greenhouse,
café areas, urban beach terrace
spaces for events



tag innovation school

TAG Innovation School, part of Talent Garden, is a new educational concept-based school driven by and promoting creative digital technologies



Innovation
School



OUR PRODUCTS

MASTERS Up to 20 students per class

KIDS 9–11 y/o afternoon activities

BOOTCAMPS 12 week programs focusing on vertical professional skills

PRO Evening and weekend training courses for digital professionals

EXECUTIVE A new training format for managers in partnership with il Sole24Ore

B2B PROJECTS Special project for corporate training



341 candidates

60 selected

5 scholarships



404 candidates

35 selected

6 scholarships



426 candidates

172 selected

2 scholarships

Courses to come in 2016

Coding

E-Commerce

Growth Hacking

User Experience

Digital & Social HR

Retail Transformation

Health Tech

Fintech

Internet of things

Digital Customer Engagement

Digital Manufacturing

Digital & Sharing Economy



**no other equivalent courses
available in Italy**



tag events



A complex set of tools and formats to connect digital innovators with the traditional world

Over **100.000** traditional industry representatives get involved with it every year and are exposed to the big picture - fostering a united European digital tech ecosystem and creating partnerships between SMB, corporates and innovators.

THE MAIN FORMATS

supernova
creative innovation festival

The event showcases innovation in the squares of Torino and Brescia. In 2015 it brought together

80.000+ attendees
and **50** speakers.

REINVENT food
SHAPING THE NEXT FOOD SYSTEM

Marathon of coding & design and new co-creation methodologies to innovate the traditional food industry.

B2B
PROJECT

Lively digital startup methodology-based activities/ workshops to connect industry players with startups.

120.000+ EVENT ATTENDEES AND 550+ EVENTS

WORKING TOGETHER WITH COMPANIES SUCH AS



innovative mover with critical mass that is growing rapidly

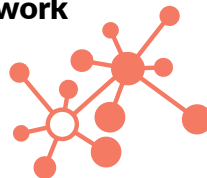


With a growing community and a well established brand in the home market and Europe, Talent Garden can grow rapidly involving major local players.



Strong local partners

**Extensive European
network**



200+

**applications a year to
open a Talent Garden
campus**



1200+ members



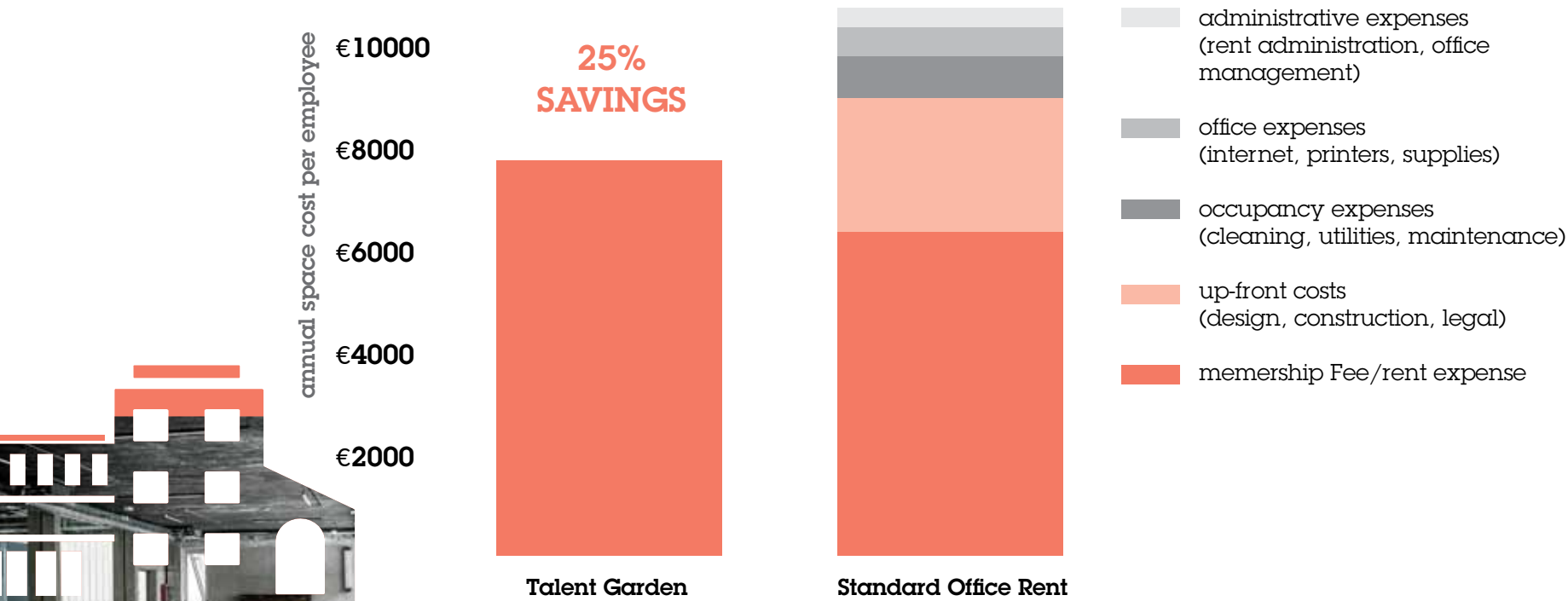
Solid brand identity



**High media attraction
locally and nationally
(avg. 30+ / week)**

value proposition

In addition to substantial convenience and network values, Talent Garden offers significant and meaningful financial savings.



market players

1B+ EUR raised in 2015



country	space	amount raised	turnover
USA	wework	788.9 Million €	150 Million €
USA	General Assembly	110 Million €	16 Million €
USA	NeueHouse	25 Million €	5.5 Million €
USA	AnneyNYC	16 Million €	4.5 Million €
USA	Galvanize	18 Million €	4.5 Million €
USA	Cove	14 Million €	4.5 Million €
UK	Central Working	6 Million €	2 Million €
France	Numa	4 Million €	1.5 Million €
Italy	Hfarm	30 Million €	12 Million €
Italy	Copernico	10 Million € (recently announced)	2 Million €
Italy	Talent Garden	1 Million €	1.5 Million €
Singapore	HUB Singapore	1.1 Million €	400K €



case study

wework

valued \$10bn (66x turnover) | raised \$790m

Key facts

- **Established relationships** with
Real Estate - good business relationships with property owners
Capital - substantial financial backing
- **Economies of scale** improving efficiency
- **Proprietary software** enforcing community engagement and global fruition
- **Powerful brand** powerful brands leads to more retention and favourable contracts in RE (real estate)

The screenshot displays the WeWork website's main offerings. At the top, five icons represent different services: Workspace (a desk with a laptop), Conference Rooms (a circular table with chairs), Online Member Network (a computer monitor and smartphone), Benefits and Discounts (a heart with a tag), and Weekly Events (a person with a speech bubble). Below these, a section titled 'Beautiful workspace for teams of any size' lists two membership options: 'Commons Membership' (flexible, bookable workspaces) and 'Full-Time Membership' (24/7 access to a dedicated desk). A large, high-quality photograph of a modern office interior with a pool table is featured on the right, labeled 'Shuffle Board'. Navigation arrows are visible on either side of the photo.

Average location size
4600m²

Average m² per member
5,7

Occupancy
95%

Unit margins
44%

tag's added value tenancy



Like *Eataly* in the retail sector, Talent Garden creates significant real estate value for property owners by activating and rebranding assets and neighborhoods.



We are also driving capital efficient deal flow now.

Landlords from Europe are contributing with the capital in order to bring Talent Garden to their assets and bring high-potential talents & support to scale-up quickly and efficiently.

This consequently increases the development of the whole area.

broadening members base



Freelancers, startups and companies present at TAG. From the start of 2014, the number of commuting members (using several campuses in different cities) has increased. This shows the importance of growing the network and opening new doors for business growth.

 COMPANY SIZE	1 – 3 employees	3 – 10 employees	10 – 25 employees	25 – 1M+ employees
company resident 	  	    	    	    

beyond a regular membership



Talent Garden is leveraging its network and increasing opportunities to offer members the best solution - one membership for the entire campus network, online community access, education programmes, events, all the *on campus* services & facilities, plus many extras.



**Talent
Garden**

EXTRAS



EXTRA SERVICES

Besides the regular campus services and facilities, we offer extra ones provided by our local and global partners. From legal consulting to accounting and technical support.



COMMUNITY SUPPORT

To naturally accelerate members' growth, we are collaborating with mentors, advisors and all the local founders to bring and share the best expertise. Online platforms also make it easier to get in touch with the resources required.



SPACE WHEN YOU NEED IT

We offer total flexibility to our members and external community partners to book any of the extra campus spaces, such as meeting rooms and event venues.

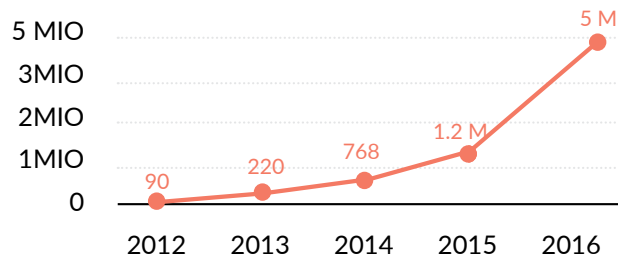
company overview



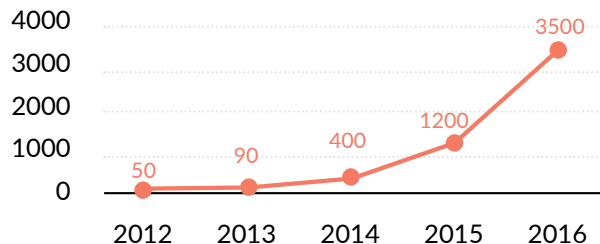
KEY FACTS

- Founded in **2012** in Brescia (Italy)
- **17** locations (**3** direct and **14** franchising)
- **1200+** members
- Average revenue per member: **2640€**
- Average occupancy at mature campuses: **87%**
- Average unit EBITDA margin at mature locations: **18%**

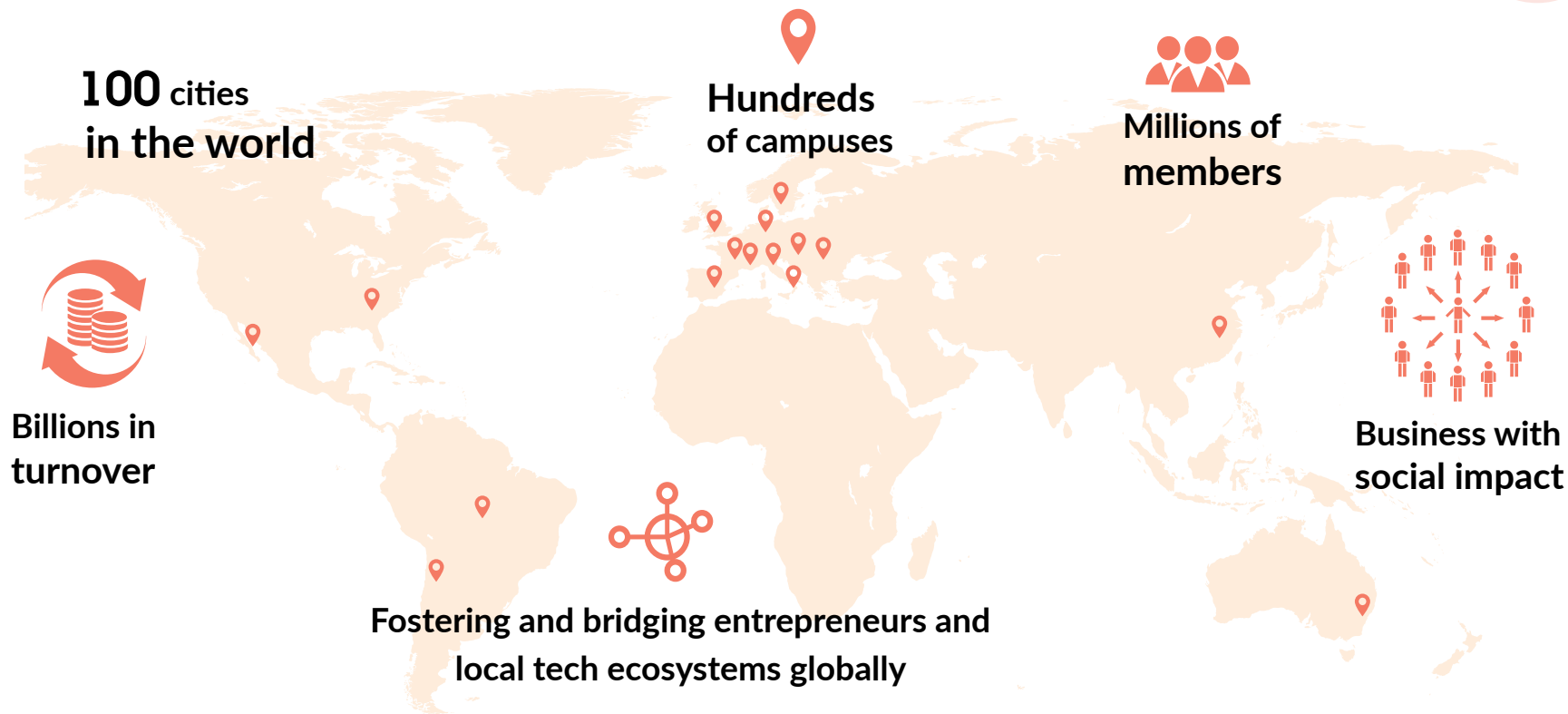
FINANCIALS



MEMBERS



the big Talent Garden picture





**Talent
Garden**

we are changing the World, **do it with us.**