

# INSPIRING COWORKING MEMBERS TO MEDIA CREATORS

Empower your members to create media for their business and companies. Support them with an in-house digital media studio included with their memberships to your space. Allow them to creatively collaborate with digital media; photography, video and audio productions. We support you to become an icon of media-savvy workspaces that inspire your members to create!



## PRO

PROFESSIONAL INSTALLATION  
[3] COLOR BACKDROPS  
[2] VIDEO LIGHTS  
[1] VIDEO TRIPOD  
HOURLY PRODUCTION ASSISTANT\*

**\$99 per month**

**\$999 ANNUAL** [SAVES -\$189]  
\$500 DEPOSIT / \$150 INSTALL  
\*HOURLY FOR ASSISTANT  
3 month commitment

## EXPERT

PROFESSIONAL INSTALLATION  
[3] BACKDROPS B-W-G  
[3] VIDEO LIGHTS  
[1] RING LIGHT  
[1] VIDEO TRIPOD  
AUDIO SOUND PADDING  
9-5 PRODUCTION ASSISTANT\*

**\$149 per month**

**\$1499 ANNUAL** [SAVES -\$289]  
\$800 DEPOSIT / \$250 INSTALL  
\*ASSISTANT AVAILABLE 9-5  
6 month commitment

## CREATOR

PROFESSIONAL INSTALLATION  
[3] BACKDROPS B-W-G  
[4] VIDEO LIGHTS  
[1] RING LIGHT  
[2] VIDEO TRIPODS  
AUDIO SOUND PADDING  
24/7 PRODUCTION ASSISTANT\*  
DIGITAL MEDIA TRAININGS

**\$199 per month**

**\$1899 ANNUAL** [SAVES -\$489]  
\$1000 DEPOSIT / \$250 INSTALL  
\*ASSISTANT ON-CALL 24/7  
12 month commitment

# INSPIRING COWORKING MEMBERS TO MEDIA CREATORS

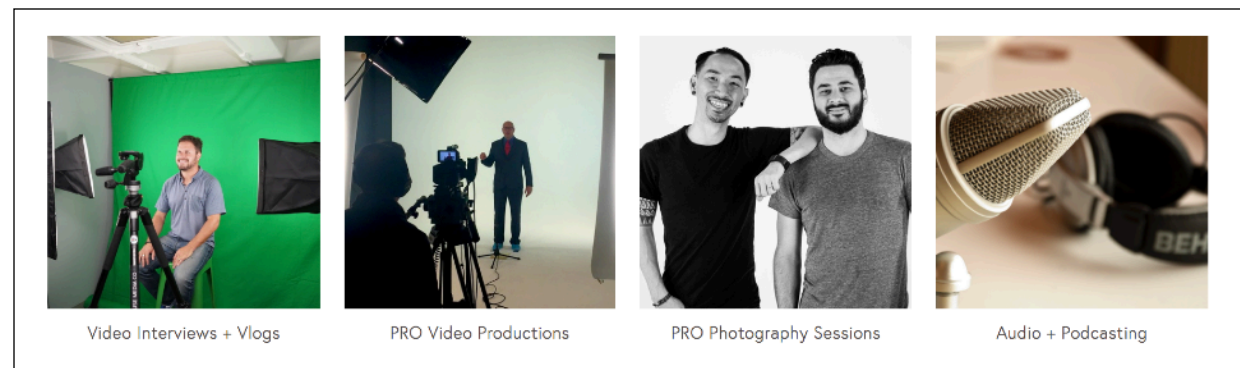
Provide  
Your Spaces  
with Pro Media  
Resources + Gear



## COMMUNITY + SPACE BENEFITS

- Create a **new revenue stream** to off-set studio monthly fees /space
- **Differentiate** your coworking spaces from the competition out there
- Offer highly **valuable resources** to all of your community members
- **Co-brand** media productions with members, to use for marketing
- Featured your members projects as a **content strategy** for leads
- Empower all your members to become media creators in-house!

Support Your  
Locations with  
Capabilities,  
Support + Pro  
Assistance



# INSPIRING COWORKING MEMBERS TO MEDIA CREATORS

## BAY AREA CASE STUDY

Name: Port Studio

Company: Port Workspaces

Location: Oakland, CA, USA

Dates: July, 2016 to Present

Member Survey: Sept. 2017



## SYNOPSIS + INSIGHTS

The Port Workspaces maintains four unique coworking buildings in Oakland, CA, USA. Their flagship location hosts one dedicated 12'x16' room known as, Port Studio. All Port members have access (booked as a conference room) with included hours as a component of their base membership.

Below is feedback received from Port management team and community members.

*"The media studio helps us differentiate from all the many local coworking spaces, offering a value-able resource to all our members and included in their monthly memberships."*

~Karen Wertman, COO, Port Workspaces

*"The Port Studio has been a top stop highlight on our daily new member tours; it's an attractive marketing tool for us to recruit new members to join to our growing community!"*

~ Kim Adams, Port Community Manager

*"We received video production support from Jared Brick to create a video series featuring our members, highlighting our coworking space, all in-house... it's like having our own media agency here!"*

~ Joel Pool, CEO at Port Workspaces

# INSPIRING COWORKING MEMBERS TO MEDIA CREATORS

*"We leveraged the Port Studio for a variety of media projects, video tutorials, product photos, webinars and live action videos to our followers... it literally saved us many thousands in production costs!"*

*~Jason Gouw, CEO [cubit.cc](http://cubit.cc), Port Workspaces Member*

*"We've loved being able to just pop-in to the Port Studio to create video demos, founder videos, product shots and even live webinars in a great space... plus it's included in our membership hours, so killer!"*

*~ Chiel Borenstein, Operations Manager, WattTime + Port Workspaces Member*

## CASE STUDY DATA INSIGHTS + IMPACT \*

- **March, 2017** was the busiest month (Feb. - Sept. 2017) & busiest days are Wed. + Thu.
- **215 bookings** the Port Studio received in 8 months (Feb. - Sept.) @ 26.8 avg. per month
- **28%** of all members booked the Port Studio (the membership community avg. 950)
- **\$107,500 saved** by NOT hiring external production services\* (\$500 avg. of 215 bookings)
- **\$46k in new sales generated** by the Port members from the media projects shot on-site\*

*\*Data collected from the Port Membership Survey as of 9/2017*

GRYP.US     415-483-5322