

Bazaar: Reimagining Manhattan's Empty Offices

Your City's Living Room

Problem Statement

- Manhattan's office availability rate hit ~18.1% in Q1 2024 — the highest ever recorded.
- Many buildings see only ~67% of their pre-pandemic visitation.
- Only ~56% of workers are back in offices on an average weekday.
- Empty offices cannot be easily converted to residential due to zoning, tax laws, and building code restrictions.

Regulatory & Legal Constraints

- Zoning restrictions: Only certain districts allow residential conversions.
- Age cutoffs: Until recently, only pre-1961 or 1977 buildings were eligible; rules now extend to pre-1990.
- Floor Area & Bulk rules: Residential requires stricter light, air, and density standards.
- Tax incentive programs (e.g., 467-m) impose affordability and timeline requirements.

Business Case

- 18% vacancy represents millions of square feet of underused space.
- Conversions to residential are slow and limited by regulations.
- Bazaar provides a third option: activating unused office space for community, cultural, and commercial uses.
- Unlocks revenue for landlords and creates vibrant urban experiences.

Product Vision

Bazaar transforms vacant offices into:

- Art galleries
- Indoor markets
- Community kitchens
- Event and exhibition spaces

A digital platform that connects landlords with creators, organizers, and communities.

Mission & Vision

- Mission: Bazaar is your city's living room — a platform where consumers can always book spaces for free, while creators/brands and landlords unlock new value from empty offices.
- Vision: Transform Manhattan's vacant office landscape into vibrant cultural, community, and commercial hubs, creating a more connected and creative city.

Why Join Bazaar?

- Consumers
 - Free access to unique events and experiences
 - Personalized recommendations
- Brands / Creators
 - Free/low-cost space to host events
 - Monetize products or tickets
 - Gain audience and visibility
- Landlords
 - Earn revenue from idle space
 - Increase engagement and foot traffic
 - Enhance property value

Overall Impact

- NYC has historically been work-focused; many offices now sit empty.
- Shifting focus to experiences and play activates spaces for cultural, retail, and community use.
- Creates new opportunities for tourism and local spending.
- Boosts foot traffic and economic activity in surrounding shops and neighborhoods.

Business Model

- Consumers: Always free. Booking, exploring, and attending events costs nothing.
- Prosumers (creators, artists, chefs, organizers): Pay to host events or monetize through them.
- Landlords: Earn recurring revenue from idle office space via partnerships.

Revenue Streams

- Commission on prosumer bookings
- Subscriptions for power organizers
- Brand sponsorships & featured events
- Municipal/cultural funding partnerships

Revenue Generation Roadmap

- Phase 1: Launch platform with free consumer access; charge prosumers small hosting fees.
- Phase 2: Introduce subscriptions for frequent organizers and add landlord partnership revenue.
- Phase 3: Expand to sponsorships, featured events, and cultural funding partnerships.
- Phase 4: Scale across cities, offering a marketplace for urban space activation globally.

Product Demo