 2018-07-27

**Competitor Deal Engagement Overview**

WeWork

**Investment Themes Overview**

**Acquisitions (10)**

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| **Theme** | **Company** | **Title** | **Links to News Articles** |
| Building IT consultancy | CASE | As WeWork Acquires CASE, the Future of Office Design May Start Today | <https://www.archdaily.com/771390/as-wework-acquires-case-the-future-of-office-design-may-start-today> |
| Construction Company | Fieldlens | WeWork has acquired venture-backed Fieldlens | <https://techcrunch.com/2017/06/07/wework-has-acquired-venture-backed-fieldlens/> |
| Digital Marketing | Conductor Unomy | WeWork acquires SEO and marketing company Conductor, WeWork acquires Israeli startup Unomy to boost its enterprise sales efforts | [https://techcrunch.com/2018/03/06/wework-acquires-conductor/, https://techcrunch.com/2017/08/10/wework-unomy/?ncid=rss](https://techcrunch.com/2018/03/06/wework-acquires-conductor/,   https://techcrunch.com/2017/08/10/wework-unomy/?ncid=rss) |
| Digital Sign-in System | Welkio | WeWork?s second acquisition is Welkio, a digital sign-in system for offices | <https://techcrunch.com/2016/03/18/weworks-second-acquisition-is-welkio-a-digital-sign-in-system-for-offices/> |
| EduTech | MissionU Flatiron School | WeWork acquires MissionU to boost education ambitions, WeWork acquires Flatiron School | [https://www.axios.com/wework-acquires-missionu-to-boost-education-ambitions-d46232c8-3cc3-45d3-a72a-3acfa16e2985.html, https://techcrunch.com/2017/10/23/wework-acquires-flatiron-school/](https://www.axios.com/wework-acquires-missionu-to-boost-education-ambitions-d46232c8-3cc3-45d3-a72a-3acfa16e2985.html,   https://techcrunch.com/2017/10/23/wework-acquires-flatiron-school/) |
| Membership Software | Meetup | WeWork Buys Meetup to Bring People Together Outside of Work | <https://www.bloomberg.com/news/articles/2017-11-28/wework-to-buy-meetup-a-social-network-to-connect-hobbyists> |
| Shared Workspace | NakedHub Spacemob | WeWork confirms deal to buy Naked Hub, one of its main competitors in China, In its push to compete in Southeast Asia, WeWork is pouring a (brand-new!) $500 million into the region | [https://techcrunch.com/2018/04/11/wework-confirms-deal-to-buy-naked-hub-one-of-its-main-competitors-in-china/, https://techcrunch.com/2017/08/06/in-its-push-to-compete-in-southeast-asia-wework-is-pouring-500-million-into-the-region/](https://techcrunch.com/2018/04/11/wework-confirms-deal-to-buy-naked-hub-one-of-its-main-competitors-in-china/,   https://techcrunch.com/2017/08/06/in-its-push-to-compete-in-southeast-asia-wework-is-pouring-500-million-into-the-region/) |

**Investments (5)**

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| **Theme** | **Company** | **Title** | **Links to News Articles** |
| Female-only co-working space and social club | The Wing | WeWork leads $32 million funding round for The Wing | <https://mashable.com/2017/11/21/the-wing-wework-series-b/#9aPbvr1plqqh> |
| Hospitality | Hargol FoodTech | The first time I tasted grasshoppers was also the first time I ever touched one,? remembers Dror Tamir, co-founder and CEO of Hargol FoodTech?the world?s first commercial grasshopper farmer. | <https://www.wework.com/creator/creator-awards/grasshoppers-new-sushi-says-hargol-foodtech/> |
| Media Platform for Veterans | Victor Tech Inc | Young Innovators: Victor Gutwein of M25 Group | <https://www.wework.com/creator/younginnovators/young-innovators-victor-gutwein-m25-group/> |
| Surfing | The Wing | Last week, we learned that WeWork invested in a wave pool company dedicated to artificial surfing. | <https://mashable.com/2017/11/21/the-wing-wework-series-b/#9aPbvr1plqqh> |
| Women only Technology Boot Camp (Coding) | Brave Initiatives | With $72K in Funding from WeWork, Brave Initiatives Expands Its Code Bootcamps for Girls | <https://www.americaninno.com/chicago/chicago-girls-in-tech-nonprofit-brave-initiatives-wins-at-wework-awards/> |

**Partnerships (0)**

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| **Theme** | **Company** | **Title** | **Links to News Articles** |

**Look Forwards (15)**

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| **Theme** | **Company** | **Title** | **Links to News Articles** |
| Commercial Real Estate |  | wework introduces retail format for its members, co-working firm wework expands footprint to victory park location, wework competitor swivel raises $4.75 million seed round to grow its platform, expand into new ..., wework once again expands nyc footprint, wework continues denver expansion into wells fargo center, wework introduces retail concept wemrkt, co-working giant wework expands into brisbane, wework is using user data to chart their meteoric expansion, WeWork says Dublin ?obvious choice? for expansion, As WeWork expands globally, so does its revenue, WeWork opens third Portland location, eyes eastside expansion, How a luxury brokerage is using WeWork to expand across LA, In its push to compete in Southeast Asia, WeWork is pouring a (brand-new!) $500 million into the region, convene ceo on expansion plans, taking on wework, wework rival raises $152m for expansion | [http://www.chicpeoplemeet.com/m/mnews/view/WeWork-Introduces-Retail-Format-for-Its-Members, http://www.pressreader.com/usa/the-dallas-morning-news/20180726/282544429101196, https://techstartups.com/2018/07/19/wework-competitor-swivel-raises-4-75-million-seed-round-grow-platform-expand-new-cities-hire-new-staff/, http://www.globest.com/2018/07/19/wework-once-again-expands-nyc-footprint/, http://milehighcre.com/wework-continues-denver-expansion-into-wells-fargo-center/, https://www.hospitalitydesign.com/news/retail-commercial/wework-introduces-retail-concept-wemrkt/, https://theurbandeveloper.com/articles/co-working-giant-wework-expands-into-brisbane, https://archpaper.com/2018/07/wework-data-meteoric-expansion/, https://www.businesspost.ie/business/wework-says-dublin-obvious-choice-expansion-office-space-giant-hunt-irish-properties-419661, https://www.fastcompany.com/40585209/as-wework-expands-globally-so-does-its-revenue, https://www.oregonlive.com/expo/erry-2018/06/8d94f4baba1004/wework\_opens\_third\_portland\_lo.html, https://www.inman.com/2018/05/29/how-a-luxury-brokerage-is-using-wework-to-expand-across-la/, https://techcrunch.com/2017/08/06/in-its-push-to-compete-in-southeast-asia-wework-is-pouring-500-million-into-the-region/, https://www.msn.com/en-gb/video/other/convene-ceo-on-expansion-plans-taking-on-wework/vp-AAzRjv9, https://finance-commerce.com/2018/07/wework-rival-raises-152m-for-expansion/](http://www.chicpeoplemeet.com/m/mnews/view/WeWork-Introduces-Retail-Format-for-Its-Members,   http://www.pressreader.com/usa/the-dallas-morning-news/20180726/282544429101196,   https://techstartups.com/2018/07/19/wework-competitor-swivel-raises-4-75-million-seed-round-grow-platform-expand-new-cities-hire-new-staff/,   http://www.globest.com/2018/07/19/wework-once-again-expands-nyc-footprint/,   http://milehighcre.com/wework-continues-denver-expansion-into-wells-fargo-center/,   https://www.hospitalitydesign.com/news/retail-commercial/wework-introduces-retail-concept-wemrkt/,   https://theurbandeveloper.com/articles/co-working-giant-wework-expands-into-brisbane,   https://archpaper.com/2018/07/wework-data-meteoric-expansion/,   https://www.businesspost.ie/business/wework-says-dublin-obvious-choice-expansion-office-space-giant-hunt-irish-properties-419661,   https://www.fastcompany.com/40585209/as-wework-expands-globally-so-does-its-revenue,   https://www.oregonlive.com/expo/erry-2018/06/8d94f4baba1004/wework_opens_third_portland_lo.html,   https://www.inman.com/2018/05/29/how-a-luxury-brokerage-is-using-wework-to-expand-across-la/,   https://techcrunch.com/2017/08/06/in-its-push-to-compete-in-southeast-asia-wework-is-pouring-500-million-into-the-region/,   https://www.msn.com/en-gb/video/other/convene-ceo-on-expansion-plans-taking-on-wework/vp-AAzRjv9,   https://finance-commerce.com/2018/07/wework-rival-raises-152m-for-expansion/) |