



# RUNWAY

## THE 2015 GUIDE TO EVERYTHING YOU NEED TO KNOW

### MAILING ADDRESS

1355 Market St. #488  
San Francisco, CA 94103

### WEBSITE

[www.runway.is](http://www.runway.is)

### STATS ON RUNWAY

- 2 years active
- 75 - 80 companies
- 200+ residents
- 6 acquisitions
- 25% international
- \$100M+ net worth

### WHAT IS RUNWAY?

Runway is an innovative coworking space and incubator, located in the heart of the San Francisco startup scene. Runway's core philosophy is one of collaboration, and its core differentiation is its hands-on approach to facilitating meaningful interaction within the workspace. From strategic partnerships to educational programming to proactive concierge services, Runway has developed a unique approach to providing a high level of support, all without taking equity.

### WHAT MAKES RUNWAY PHYSICALLY UNIQUE?

Over one-third of Runway's 30,000 square feet is dedicated communal space. Every component of Runway, down to the tiniest corner, has been considered – making the end result not just a beautiful office, but an amazing incubator of ideas, creativity, and innovation.

We're strategically located in the Twitter Building at 1355 Market St. (also home to Yammer, Sosh, and One Kings Lane), the epicenter of innovation flourishing in the Mid-Market neighborhood. Learn more at [www.runway.is](http://www.runway.is).

### WHAT'S RUNWAY'S HISTORY?

Runway's iconic orange doors opened for business in January of 2013. Founded by Allan Young and Tom Henderson, Runway is an exercise in alternative coworking spaces, a project of the San Francisco Regional Center and Call Socket.

"Runway is an oasis of entrepreneurs, innovators, geeks and deal makers."

*Edith Yeung, Partner  
500 Startups*



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### TEAM



**MATT WALTERS**

**MANAGING DIRECTOR**

Investment, business strategy,  
networking

[matt@runway.is](mailto:matt@runway.is)



**TIA FERGUSON**

**DIRECTOR OF STRATEGIC  
PARTNERSHIPS**

Corporate partnerships, networking

[tia@runway.is](mailto:tia@runway.is)



**JOE VASQUEZ**

**VENTURE + PROGRAM  
ASSOCIATE**

Runway teams and events,  
investment, educational  
programming

[joe@runway.is](mailto:joe@runway.is)



**BRIAN HERTZOG**

**MARKETING +  
COMMUNICATIONS  
MANAGER**

News distribution, social media, blog  
posts

[brian@runway.is](mailto:brian@runway.is)



**SARAH STINCHFIELD**

**OPERATIONS MANAGER**

Logistical support, onboarding,  
troubleshooting

[sarah@runway.is](mailto:sarah@runway.is)



**TALLA BAVAND**

**OPERATIONS ASSOCIATE**

Logistical support, general questions

[talla@runway.is](mailto:talla@runway.is)



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### HOUSE RULES

It's fairly evident that Runway is unique. Mix the excitement of building a company from the ground up with some of the friendliest people in tech and a beautiful, open physical environment unlike any in the Bay Area, and you get a truly distinct energy.

However, it takes work to keep all of that energy from being disruptive. Please read over the following "house rules" to learn more about how to make the most of your time at Runway.

1. **Collaborate** whenever possible.
2. **Inform the Runway team of any issues** or concerns immediately, so that we can resolve or address it quickly.
3. **Take phone calls or team meetings to conference rooms** or the event space. For sales calls, pacing up and down the Runway is oftentimes the best option.
4. **Ask before borrowing** anything (including pens, mugs, chargers, etc.), and of course, remember to return things.
5. **Clean up** after yourself. Whether it's in the event space, at your desk, or in the kitchen, keeping a clean space makes everyone happier, healthier, and more presentable.
6. If the **dishwasher** is running, do not leave dishes in the sink. Rinse your dish by hand and leave it on the drying rack. Do not leave dirty dishes in the sink or on the counter.
7. **Perishable items** left in the refrigerator without a name and date will be thrown out every Friday at 6 PM.
8. **Whiteboards** are for communal use and should be returned to the "nap spot" or the event space within two days. Whiteboards will be erased and moved every Friday at 6 PM.
9. **Conference rooms** are communal resources, not private offices. Please book rooms 48 hours in advance, or as soon as your meeting is set - likewise, please cancel reservations on LiquidSpace for unused rooms. Do not book more than one room for the same meeting, nor extend your time unnecessarily.
10. Check your **newsletters** - they include critical information about upcoming events, community news, and announcements from the team. If you or your team members do not receive the newsletter, email Brian ([brian@runway.is](mailto:brian@runway.is)).
11. Get involved with the **community**. The advantage of working out of Runway is tapping the tremendous wealth of collective knowledge through high quality networking.



### WHAT DO YOU GET FOR \$700?

Runway is a boutique coworking space, and that comes with a price tag. But \$700 goes much further here than anywhere else.

- Desk space
- Access to all office hours
- Free educational programming
- Introductions to key investors
- Introductions to corporate partners
- High-quality networking
- Free conference spaces
- Happy Hours
- 30% discount for hosting events
- The cleanest water in the world
- Challenging ping pong competitions
- And more

### WHAT IS OUR SELECTION CRITERIA?

1. **Can we help your company?** We want to make sure that we give Runway teams every opportunity to advance, so selecting teams that we can support with resources and connections is key.
2. **Can you contribute to the community?** Does your company have skills to pool back into the overall community? Do you know excellent speakers, or can connect with key investors?
3. **Are you not an asshole?** Assholes are not welcome here, but if you're reading this, you must have passed that test. Please keep this in mind when expanding your team.



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### GET INVOLVED WITH THE RUNWAY COMMUNITY!

There are plenty of ways to connect to the Runway community. Make sure that you're set up with the following social media channels for information, opportunities, and entertainment. If not, email Sarah ([sarah@runway.is](mailto:sarah@runway.is)).

#### Permissions Not Needed

- Facebook (<https://www.facebook.com/runwayis>)
- Twitter ([www.twitter.com/runway\\_is](http://www.twitter.com/runway_is))
- LinkedIn ([link here](#))

#### Permissions Needed

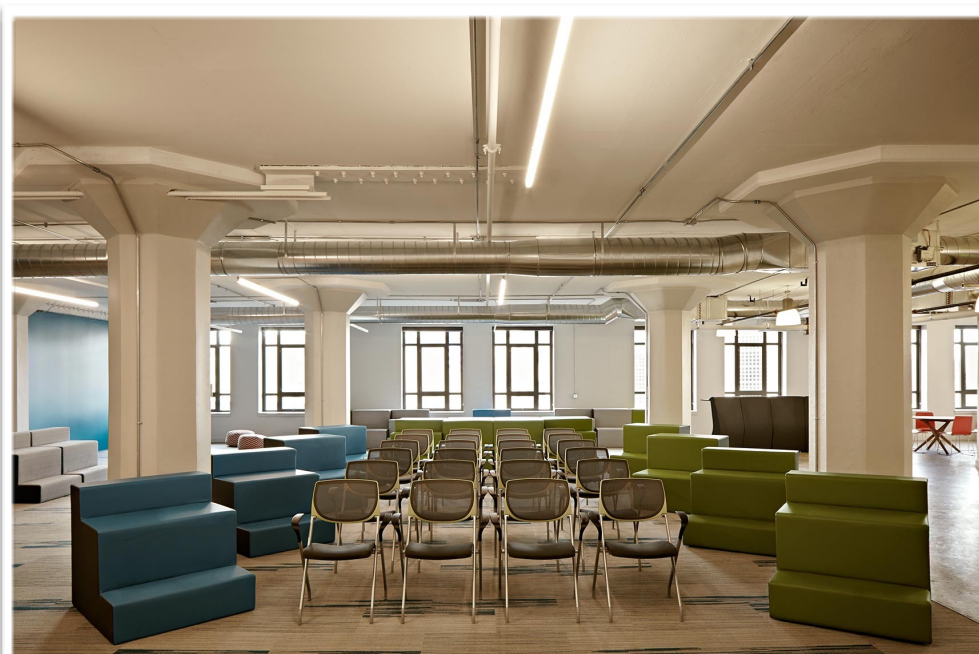
- Newsletter (twice weekly - Monday and Friday)
- Facebook Group (social group for members and alumni)
- Slack (Runway-wide communication tool for members)
- 15Five (Runway-wide surveying tool for feedback and support)

### THE CONCENTRIC CIRCLES OF COMMUNITY

**FFF (First Friendly Faces):** The FFF serves as an opportunity for the Runway team to meet with your team. These meetings typically take between 15 - 30 minutes and are very necessary for providing us with an idea of who you are, what you're looking for, and how we can help.

**New Cohort Orientation:** Once a month, we host an orientation session for new teams in order to introduce residents to one another and to reinforce our core values. Yes, food is provided.

**Runway-Wide Luncheon:** Want to meet everyone at Runway? Your best bet is to attend the Runway-wide luncheon, in which we provide food in exchange for an afternoon filled with new friendships, good conversations, and happy stomachs.



### EDUCATIONAL PROGRAMMING AT RUNWAY

#### Begin Your Runway Experience By Getting on the Right "Tracks"

#runwayevents present Runway Tracks, an educational programming series centered around the issues that matter most to specific individuals' roles within a startup. This collaborative model combines the talents and skills of the Runway community with thought-leaders in the field.

Events will be held on a weekly basis and will feature speakers discussing a key issue or case study regarding each of the four major tracks. The general schedule is as follows:

Monday	Developer
Tuesday	Growth
Wednesday	Product and Design
Thursday	Founder
Friday	Social

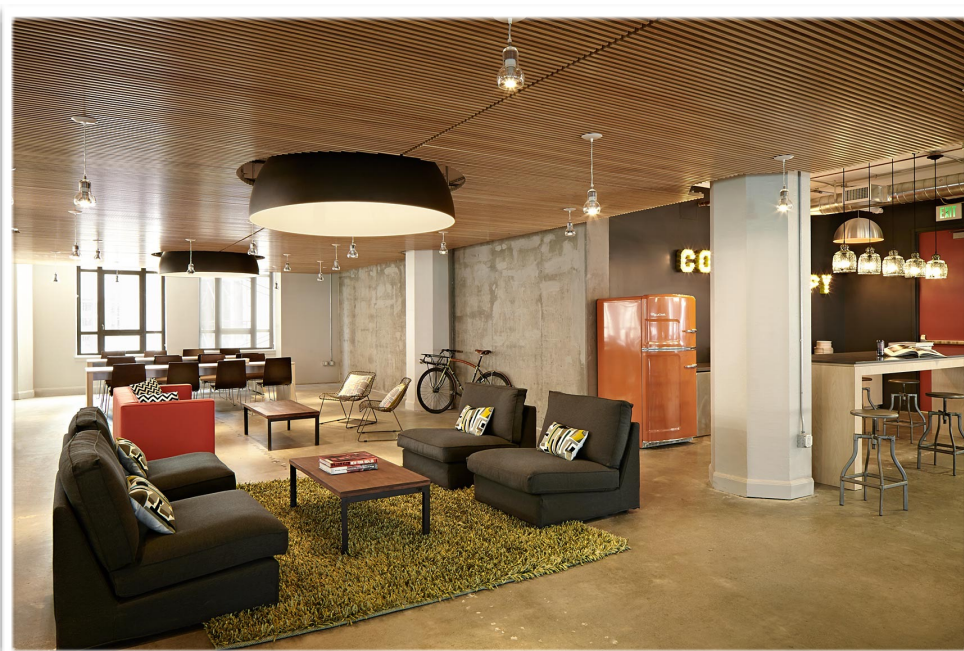
To learn more about each track and sign up to receive email notifications for upcoming events, email [joe@runway.is](mailto:joe@runway.is). (Please note that this programming is still being developed - for anyone interested in recommending speakers or supporting the curation of topics, email [joe@runway.is](mailto:joe@runway.is).)

### EVENTS AND ACTIVITIES AT RUNWAY

There are several benefits to being part of the Runway community, but most obviously is the access to an incredible ecosystem full of talented and thoughtful entrepreneurs.

In addition to **Runway-curated Track events** and **Runway community-building activities**, we serve as a venue space for **external events** ([application form here](#)).

We are also expanding our educational offerings to the community through the **Sponsored Meetup Initiative**, in which we pair large cutting-edge meetups with corporate industry leaders and bring quality content right to our entrepreneurs' doorstep. If you have suggestions for meetups or relevant sponsors, please email Joe ([joe@runway.is](mailto:joe@runway.is)).



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### FREQUENTLY ASKED QUESTIONS

*Q. What's the wifi network and password?*

A. Network: "Runway"  
Password: "9410294102" (5Ghz channel)  
Network: "Runway Guest"  
Password: "codehappy" (2.4 Ghz channel for guest use)

*Q. What's the code for the bathroom?*

A. "10101#" (that's not a hashtag).

*Q. How do I get to Runway?*

A. The lobby that services Runway is located next to the Walgreen's, at 9th and Market. Runway is a three-minute walk from the Civic Center BART, and only a minute from MUNI.

*Q. What are Runway's operating hours?*

A. Runway is available to residents 24/7. Access between the hours of 5 PM and 9 AM is limited - only residents with access badges and guests may enter during this time. The security desk downstairs is staffed 24 hours, Monday through Friday.

*Q. When can I get my access badge?*

A. Schedule a time with Sarah ([sarah@runway.is](mailto:sarah@runway.is)) to get your badge printed. The building issues badges on Monday at 9:30 AM, Wednesday at 10 AM, and Friday at 11:30 AM.

*Q. How do I add guests to the security list?*

A. Go to [www.runway.is/guest](http://www.runway.is/guest) and fill out the forms. Please submit the form with ample advance notice so that our system can process the additions.  
Alternatively, you may also check in your guests manually using your access badge downstairs. This step is mandatory when expecting groups of 10+ people, as someone from your team will need to wait in the lobby for the entire group to arrive.

*Q. How do I reserve conference rooms?*

A. Use your team's log-in information for LiquidSpace. Log-ins are given to teams during the onboarding process. Email Talla ([talla@runway.is](mailto:talla@runway.is)) if your team hasn't received an invitation. The igloo can be reserved via post-it note placed on the entrance.

*Q. How do I reserve the event space?*

A. Talk to Sarah ([sarah@runway.is](mailto:sarah@runway.is)). The event space cannot be reserved on LiquidSpace. Runway residents receive a 30% discount for hosting, and free attendance into any event held at Runway.

*Q. I bike. What do I need to know about biking to work?*

A. Bikes are not allowed to enter the building through the lobby nor are permitted on the passenger elevators. Bicyclists must enter the building through the parking garage or the loading dock. For Bicycle Cage access, email Sarah ([sarah@runway.is](mailto:sarah@runway.is)) for the bike waiver form.

*Q. I drive. Where can I park and how much does it cost?*

A. Runway has a limited number of parking spots available in for Runway residents. 24/7 parking spots are \$300/month with a one-time \$20 signup fee. Email Sarah ([sarah@runway.is](mailto:sarah@runway.is)) for more information regarding availability and to be put on the waiting list.

*Q. Is there a private Runway log-in on the website?*

A. There sure is! Plug in [www.runway.is/home](http://www.runway.is/home) (password: codehappy) to find more information about deals, recommendations, and handy links.

*Q. How do I discover other teams in the space?*

A. Check out [www.runway.is/faces](http://www.runway.is/faces)!

*Q. How do I find out about all of the sweet deals I get for being part of Runway?*

A. Visit [www.runway.is/deals](http://www.runway.is/deals) (password: runwayvip).

*Q. How do I receive mail at Runway?*

A. [Your name] - [Your company]  
Runway  
1355 Market St. Suite #488  
San Francisco, CA 94103

*Q. How do I learn more about community events and educational programming?*

A. See the sections entitled "Get Involved with the Community" and "Educational Programming at Runway."

*Q. How much are events?*

A. Free! Unless notified, Runway residents are welcome to stop by and participate in any event held at Runway.

*Q. How do I receive more information about events and community engagement at Runway?*

A. Email Sarah ([sarah@runway.is](mailto:sarah@runway.is)) to get on the mailing list, Slack, and the event calendar.

*Q. How do I learn more about partners?*

A. Email Tia ([tia@runway.is](mailto:tia@runway.is)) for information about our corporate partners as well as opportunities to get involved or introduced.

*Q. How do I print?*

A. Printing stations located behind Runway's front reception desk. Simply bring your laptop and plug in! The following devices are available: HP 400 Color Laser Printer/flatbed scanner, ScanSnap Scanner, paper cutter, and shredder.

*Q. How do I receive approval for vendors?*

A. All vendors require a "certificate of insurance" to have access to the building. If we do not receive advanced notice, your vendors may be turned away by security.

*Q. I'm hungry. How do I find out about food in the area?*

A. Check out [www.runway.is/hungry](http://www.runway.is/hungry), and feel free to email Brian ([brian@runway.is](mailto:brian@runway.is)) your recommendations!