



xNOMAD

MARKETPLACE FOR SHORT TERM RETAIL SPACE

# 1 in 10 stores are empty



90 M

Square Meters of Vacant  
Retail Space in the US

From 9 US  
Bankruptcies



25.000

UK Store Closures in  
2017

From 10 UK  
Bankruptcies



10%

Nordic Retail Space is  
Underutilised

20.000 Nordic Stores are  
Vacant\*

# Problem



## Retailers

Increased store closures

Rise in e-commerce

Rising overheads. High rents



## Landlords

Vacant space

in-between leases

Short term leases are  
cumbersome



## Brands

Connect to customers

Need high street space

Short leases are inaccessible



## Customers

Changing tastes

Experience oriented

Convenience minded

# Solution

A Marketplace Platform  
Connecting Brands & Entrepreneurs  
With Short Term Retail Space



## Landlords

Make money by utilising vacant space between leases



## Brands

Save money by finding short term space



## Customers

Have new experiences and buy more\*

# Market Size Nordics

**\$12B**

Total Addressable Market

200.000 retail stores pay \$60.000 per year

**\$3B**

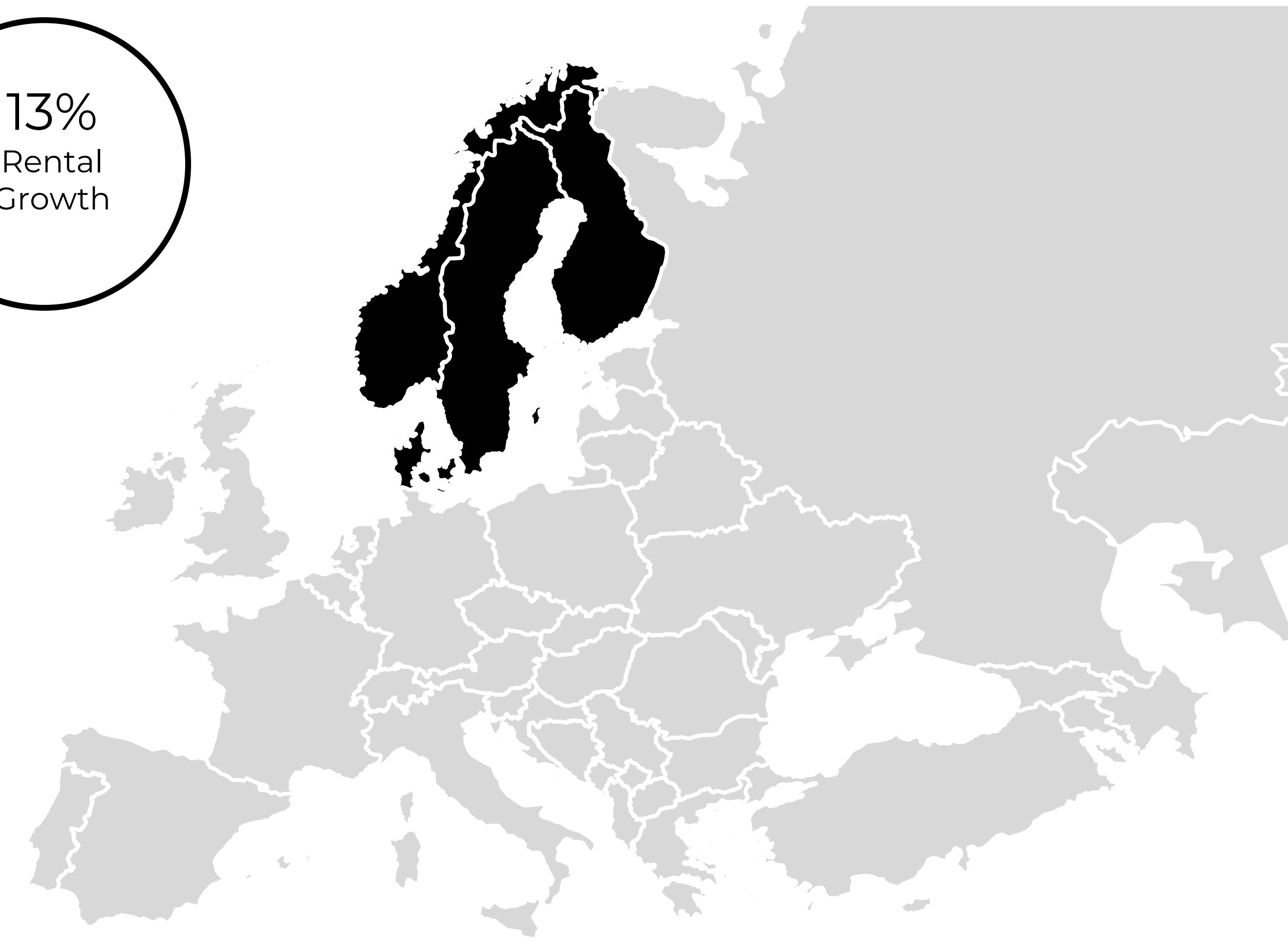
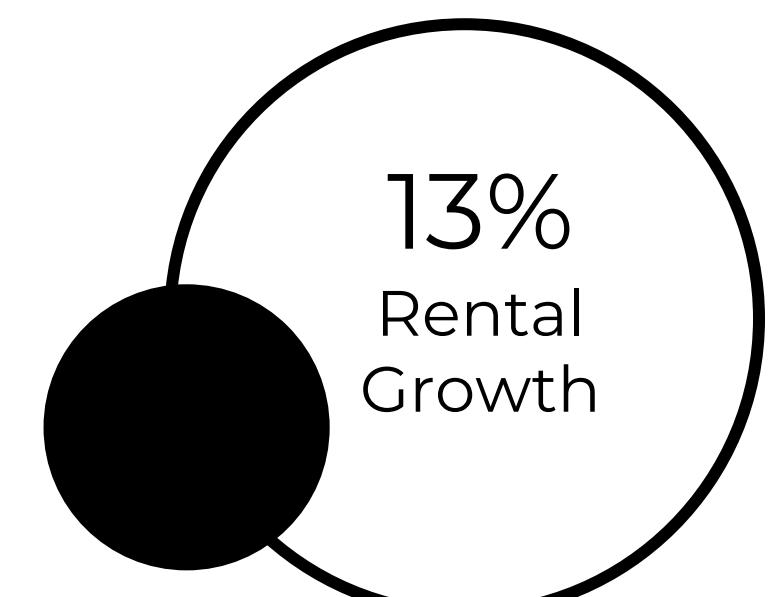
Serviceable Market

3 month rental average of \$5.000 per month

**\$600M**

Market expansion

Entering Norway, Finland, Denmark in 2019\*



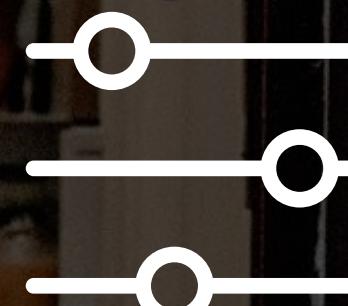
# Market Size Sweden



\$3B

Total Addressable  
Market

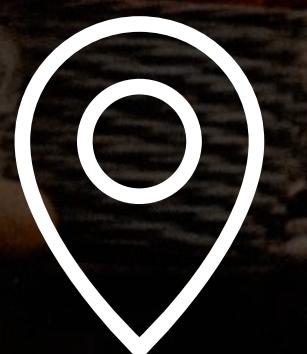
50.000 retail stores in  
Sweden pay \$60.000  
average rent per year



\$750M

Serviceable  
Market

3 month utilisation rate  
\$5.000 rental per Month



\$150M

Obtainable  
Market

5.000 vacant stores in  
Sweden  
Rent twice a year



# Why Now

Nomadic Retail is on the rise

20%

Increase in  
ecommerce retail  
sales in 2017\*

35%

Increase in  
marketing spend on  
retail pop up spaces\*

\$22B

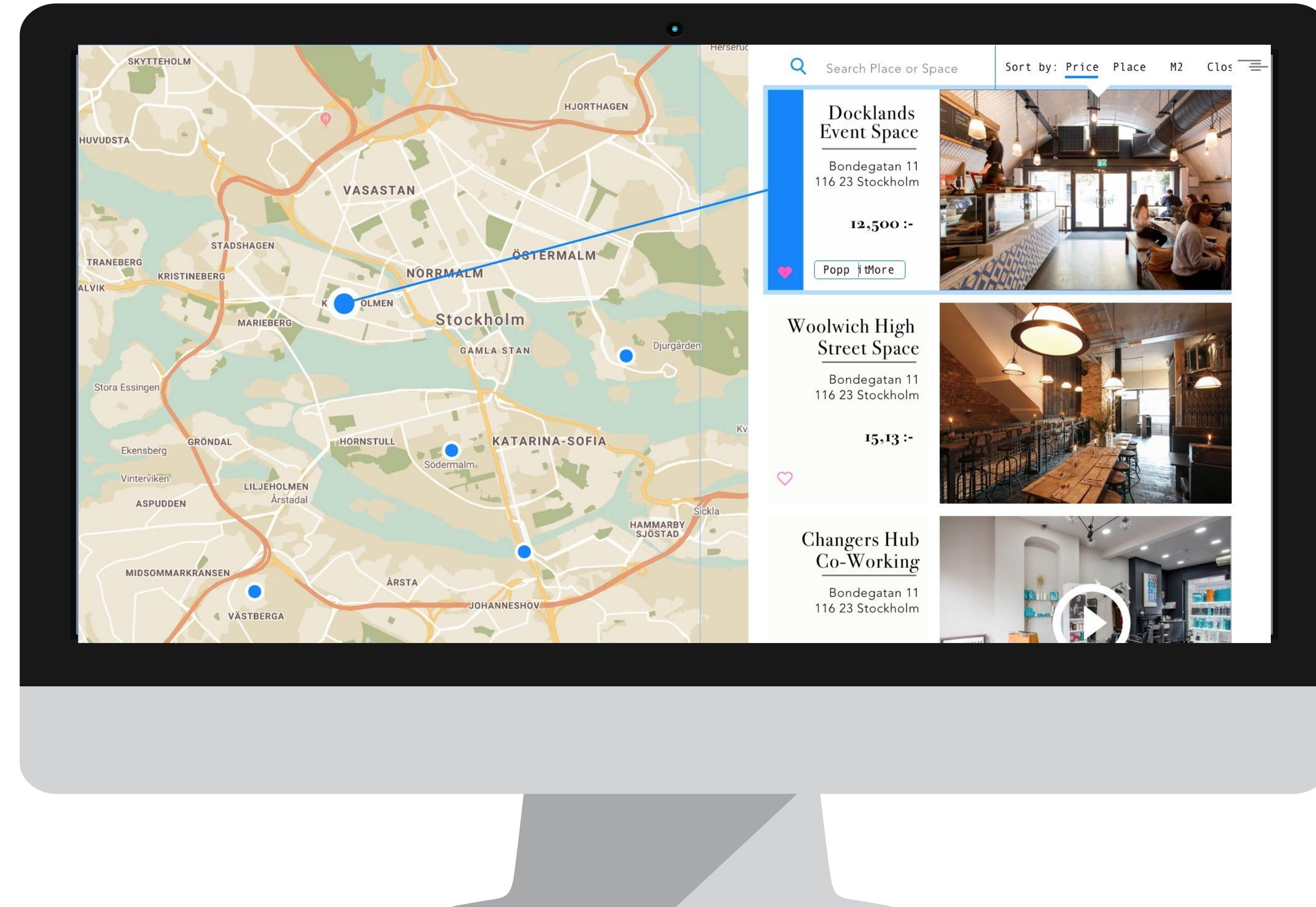
Nordic ecommerce sales  
\$8B in Sweden\*

5000

Vacant retail spaces  
across Sweden

X N O M A D

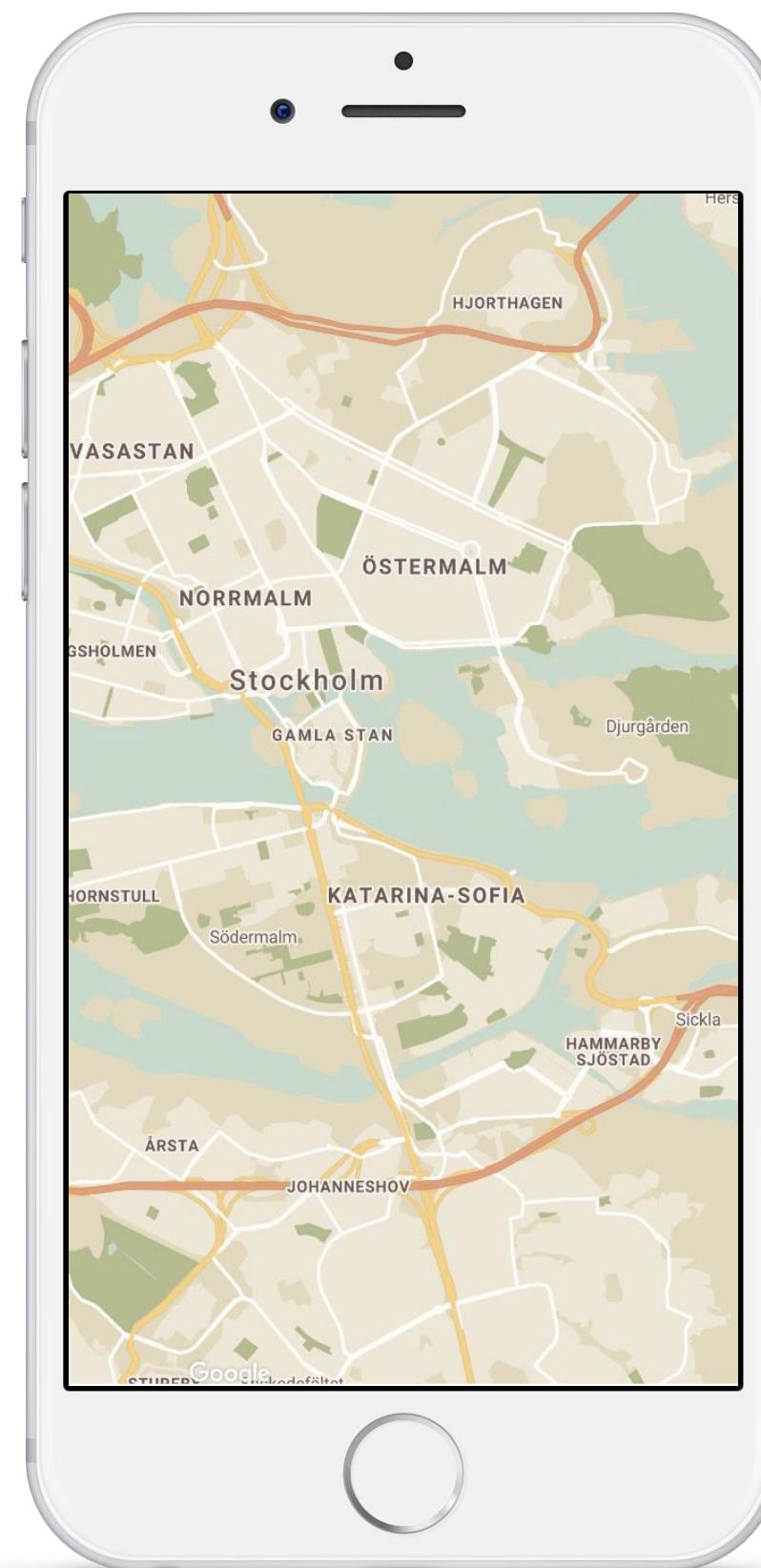
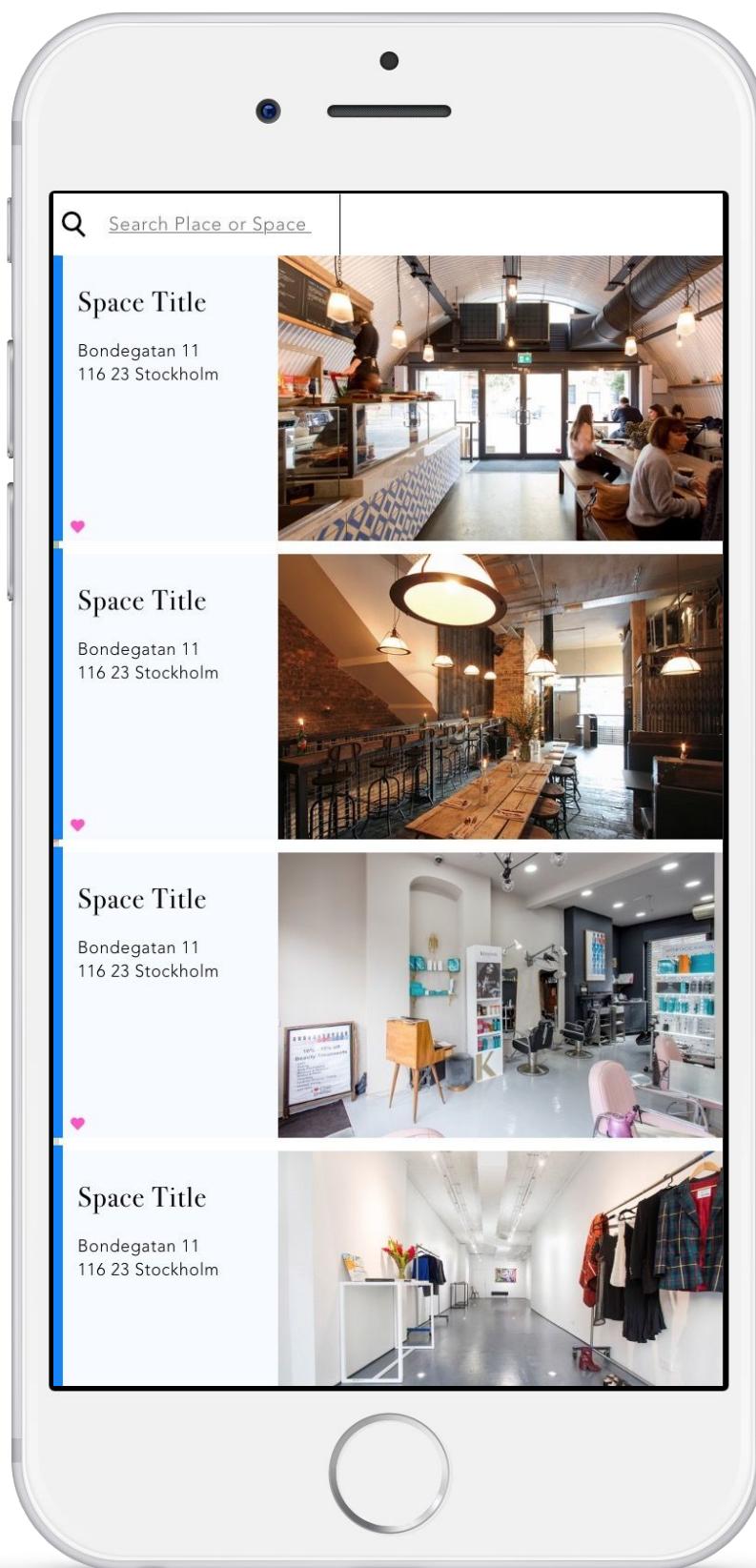
# The Product



Rent storefronts,  
markets and pop-up  
shops in cities  
around the world

N O M A D

# Book the perfect space



1. Connect



2. Choose a location



3. Launch your project



# Market Validation

“

We'd like to create more  
face to face moments  
with our customers



**Annica Kjellman**

Skin City Founder

“

It's not just sales, we are  
creating a cult brand,  
Popups are a great way to  
connect to our customers.



**John Schoolcraft**

Oatly Creative Director

“

Having a physical store in  
new markets increases  
on-line sales by 20%



**Kim Holm**

Weekday Head of Sales



**WEEKDAY**



# 8 Brands In Pipeline

Looking to do a pop up with us and rent space

Vandra Rugs



RALPH LAUREN



## Market Validation

10  
Vacant retail spaces signed up to platform

HUVUDSTADEN



# 6 Loi's 1 Pop-up

CHANGERS HUB

EBBA BRAHE JEWELLERY

Liv Davick

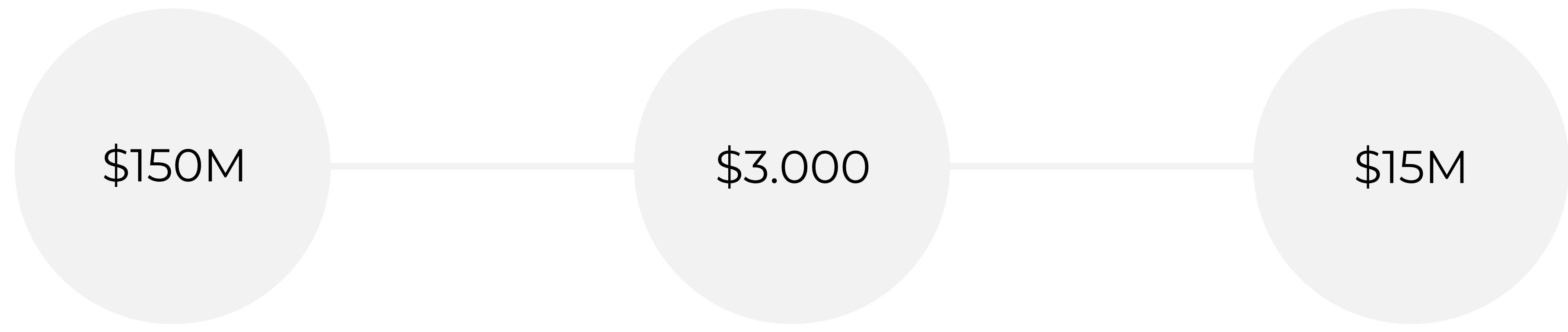
LILJENCRAVTZ DESIGN

LilyVe JEWELLERY

Madhappy.

# Business Model

Our main revenue stream is commision based followed by auxiliary revenues streams from design, materials and marketing



## Obtainable Market

20 % Market of Sweden  
1000 vacant stores

## Average Fee

For 3 months rent at  
\\$5.000 per month

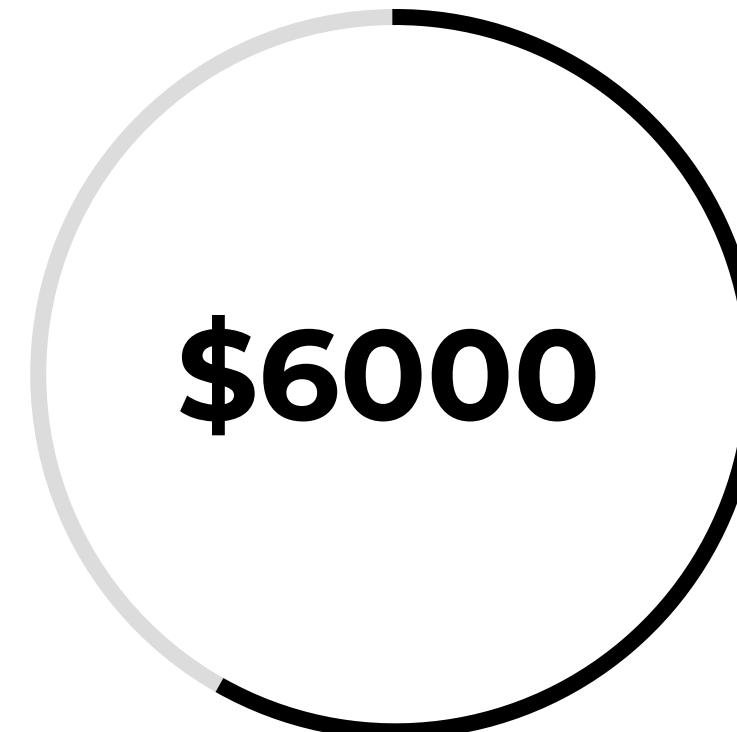
## Potential Revenue

Projected Revenue by  
2021\*

20% Commision from every transaction

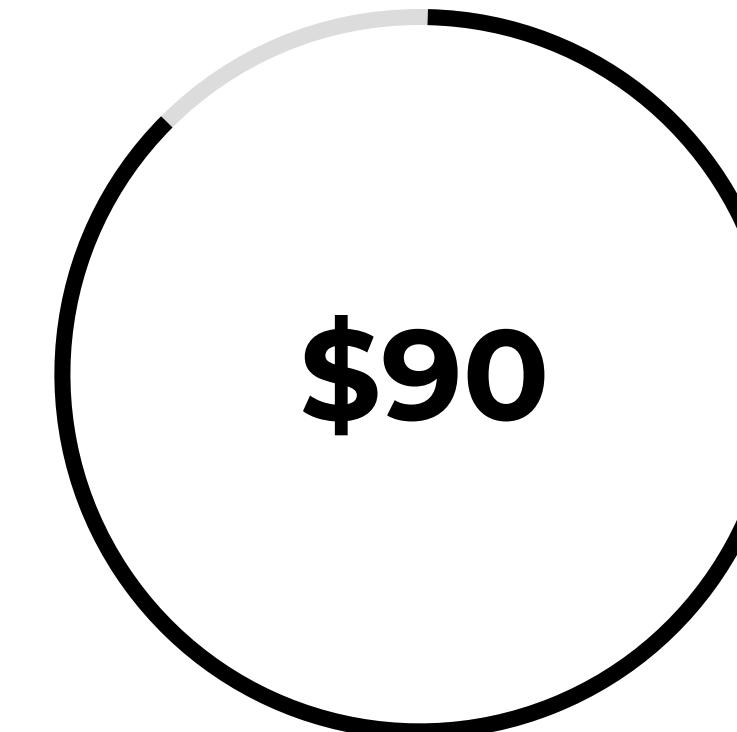
5 year forecast

# Financials



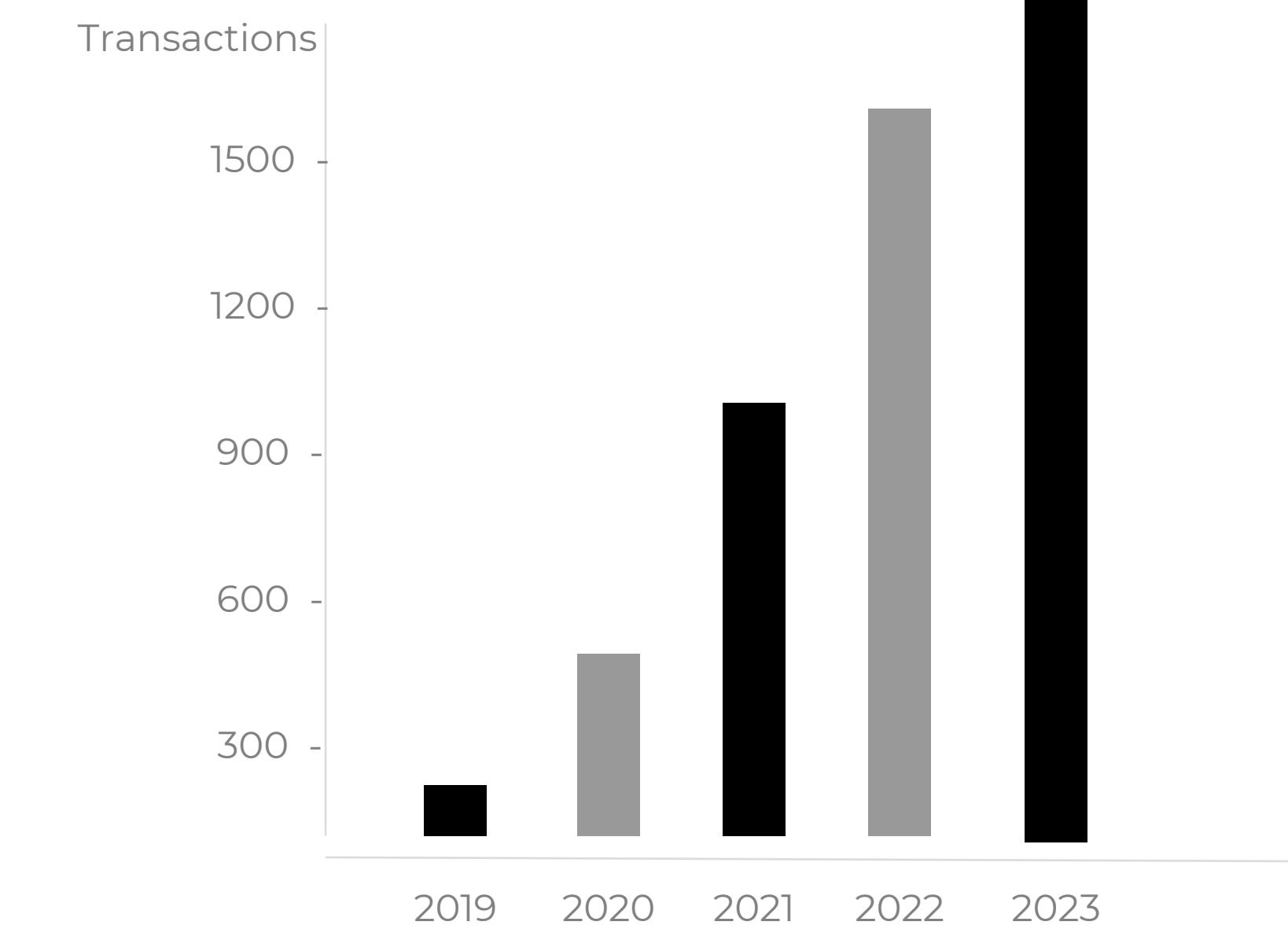
**LTV**

3 Month avg. rental  
2x pop-up per year



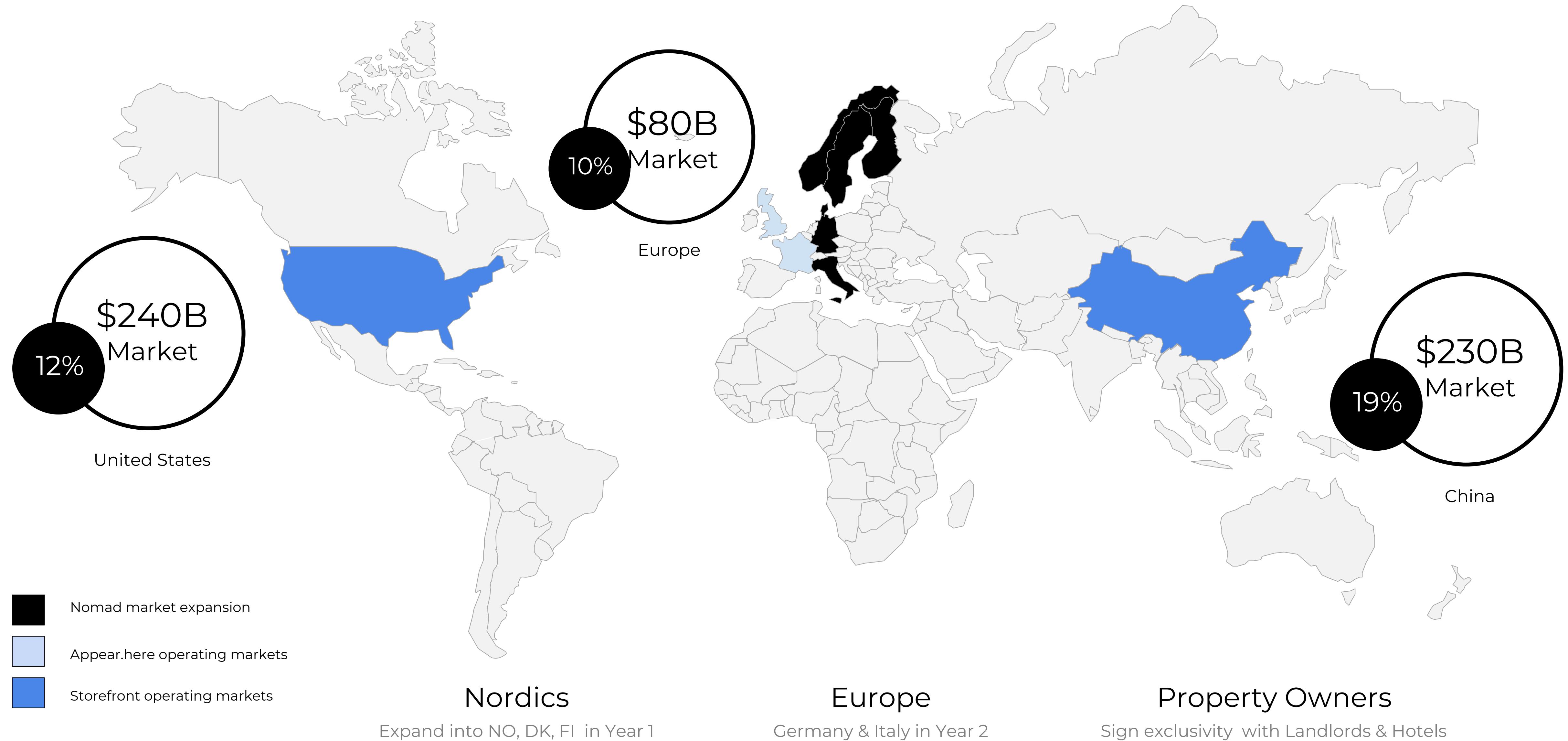
**CAC**

Cost of acquisition  
per listing\*

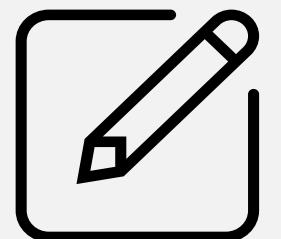


<b>5 Year Forecast</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
Properties	300	1,000	3,000	6,000	8,400
Rentals	99	330	990	1,980	2,772
Average rental (monthly)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Average Contacts Length	3	3	3	3	3
Commission (20%)	20%	20%	20%	20%	20%
<b>GMV</b>	\$1,485,000	\$4,950,000	\$14,850,000	\$29,700,000	\$41,580,000
<b>EBITDA</b>	<b>\$176,500</b>	<b>\$729,400</b>	<b>\$2,672,325</b>	<b>\$5,599,526</b>	<b>\$7,940,879</b>

# Go-To-Market

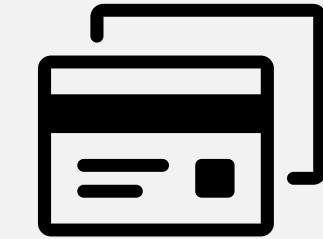


# ADVANTAGES



## Swedish Design

Partnering with Kom Design Firm to create prefabricated designs for users



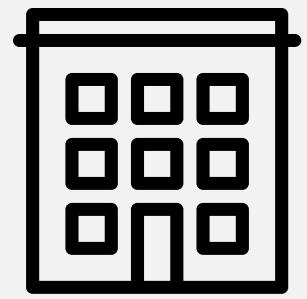
## Payment Partnerships

Relationships iZettle, Klarna and Comhem to provide WiFi and POS



## Sign Exclusivity

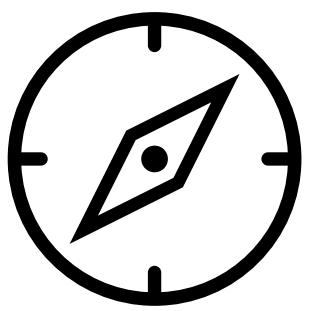
We secure exclusivity with property managers on retail spaces.



## Unique Spaces

Exploring spaces like hotel lobbies. Advanced AI analytics and foot traffic growth

# Sales Engine

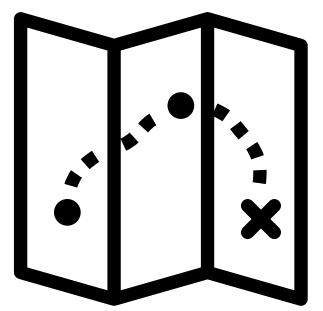


## Sales Funnel

1000 calls (10%)

100 meetings (20%)

**20% Conversion**

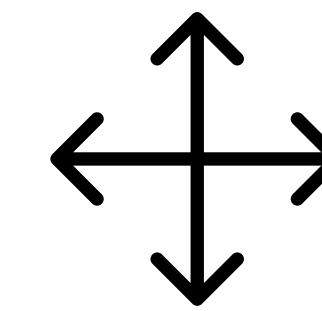


## Sales Period

2 - 8 week sales cycle

2 salespeople - \$1.000

**20 New Bookings**



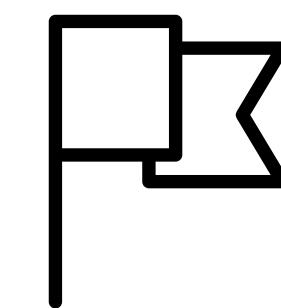
## Performance

3 sales per month

3 sales x \$5.000 MRR

Gross = \$15.000

**Net (20%) = \$3.000**



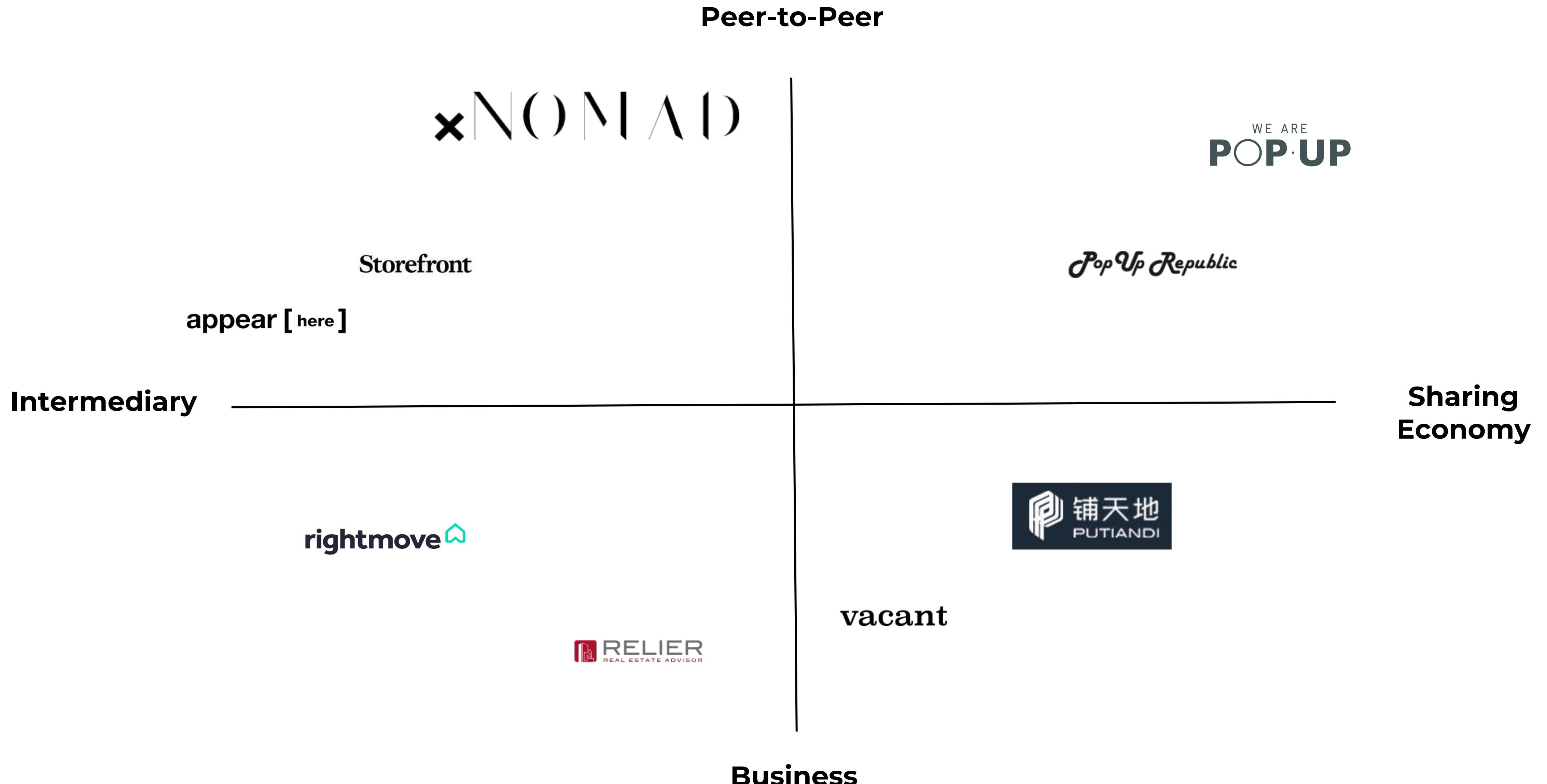
## Profits

3 sales per month

Profit contribution

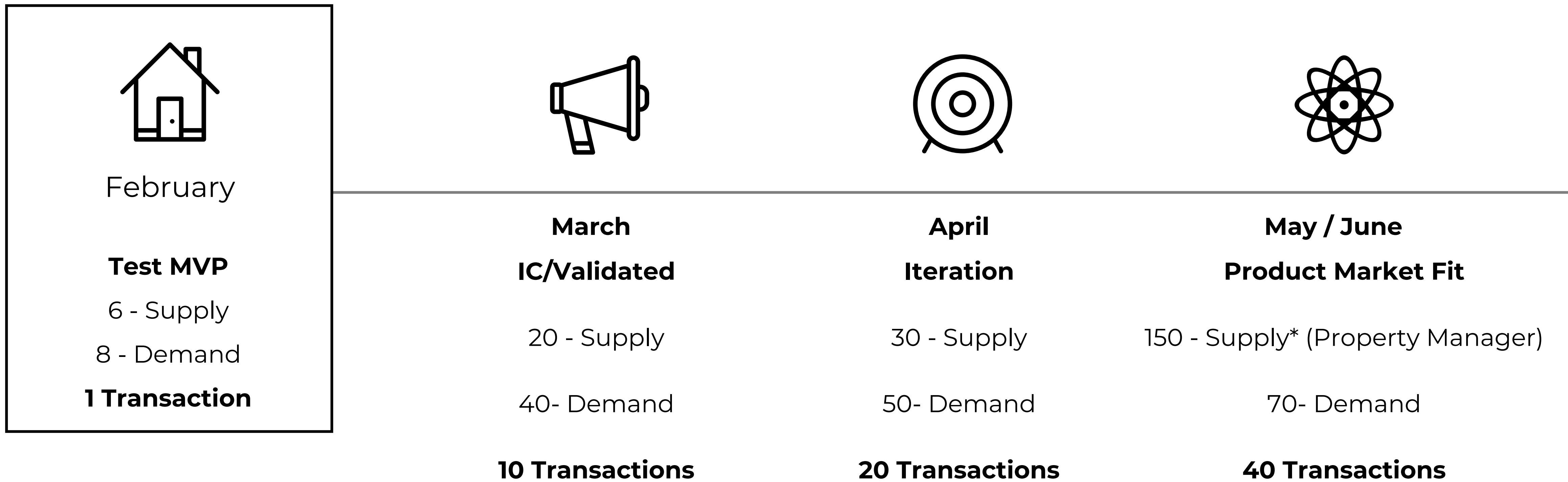
**\$2.000 per month\***

# Competition



# Milestones

With demo day on 12 June as our target, we plan to be revenue generating from month 1 with 20% month on month growth.

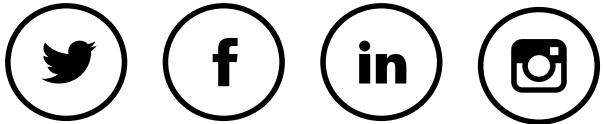


# Meet our team



JONATHAN  
HARLAMBAKIS  
CEO FOUNDER

Strategy, Product  
Finance & Tech

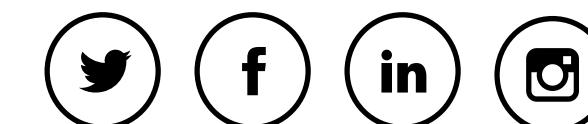


Imperial Innovations VC  
Pinboard  
Fisher Investments Nordics  
Capgemini



LESLIE  
MAUNSBACH  
CMO FOUNDER

Business Development  
Market Expansion & Branding



Nike, Swatch, Cartier  
Autoliv, Telia  
Hyper Island

# Team & Advisors



**ROXY BOVIA-THOMAEUSON**  
HEAD OF BUSINESS DEVELOPMENT

Oriflame  
Altor  
STOCKHOLM



**RIKARD JARL**  
UX DESIGNER

H&M, Absolute  
Hyper Island  
STOCKHOLM



**BJÖRNAR PEDERSEN**  
NORWAY EXPANSION

Design Lead, Bleed Oslo  
OSLO



**FREDRIK HEGHAMMER**  
TECH & INNOVATION ADVISOR

Co-Founder House of Sparks  
STOCKHOLM



**ROZZE BELANG**  
REAL ESTATE LEGAL ADVISOR

Lawyer at Tagehus AB Real Estate  
STOCKHOLM



**ANNA-MARIA LAFIURA**  
FINLAND EXPANSION

Head of Marketing, Wonderdog  
HELSINKI



**DAN GARCIA**  
FINANCIAL ADVISOR

Director M&A Lead Advisory  
LONDON



**KARL LILJA**  
REAL ESTATE ADVISOR

CEO Tagehus AB Real Estate & Holding  
STOCKHOLM



**JENS-BJÖRN FLODIN**  
DENMARK EXPANSION

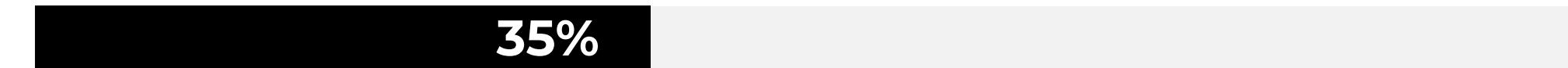
CEO Propellent Aps  
COPENHAGEN

# Investment

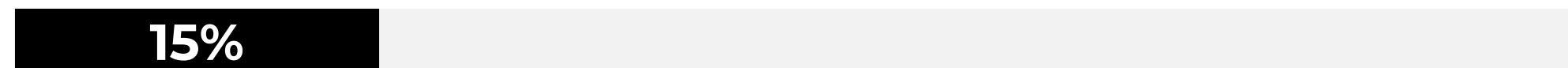
Marketing  
\$ 21.000



Operations & Engineering  
\$ 21.000



Staff  
\$ 9.000



Sales  
\$ 9.000



\$ 60.000



# Vision

## A Global Network For Short Term Space



**Number**

+46751209389



**Email**

hello@xnomad.co



**Website**

xnomad.co

# Appendix



# LOI's

Hello Leslie and Jono ➤ [Inbox](#)

 Ignacio Barrera Rios <ignacio@changershub.se>  
to leslie, me ▾

Thank you very much for reaching out.  
I would be happy to work with you.  
We currently have some available space that we can list with you. Please see this as a LOI to continue this process.

All the best

Ignacio

--  
Ignacio Barrera Rios  
Office Manager - Changers Hub Sture

[ignacio@changershub.se](mailto:ignacio@changershub.se)  
+46720188283

--  
CHANGERS HUB  
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[instagram.com/changershub](http://instagram.com/changershub)

**From:** Deborah Vega <[deborah.vega@gmail.com](mailto:deborah.vega@gmail.com)>  
**Date:** 8 February 2019 at 10:32:46 CET  
**To:** [lesliemaunsbach@yahoo.com](mailto:lesliemaunsbach@yahoo.com)  
**Subject: Subject: Letter of Intent -LOI**

Hi Leslie,

It was very nice to talk with you today, I would be more than happy to continue this process with you.

As co-Founder & Executive Director of Dress for Success Stockholm, I would like to find pop up locations for our workshops. We currently signed a collaboration with Gina Tricot and plan to expand our collaborations with other Brands which want to empower women.

Please consider this email as a letter of intent.

I look forward to discussing our upcoming events and opportunities to combine efforts with our sponsors or brands which support our cause or to have space which our Entrepreneurs can share for a pop up to showcase their companies/services.

What a great idea! As a New Yorker I appreciate the concept of pop up shops and stores. This will be great to have in Nordics.

Sincerely,

Deborah Vega-Lappalainen  
Founder/Executive Director  
Dress for Success Stockholm  
[stockholm@dressforsuccess.org](mailto:stockholm@dressforsuccess.org)  
076-392-6776

## Letter of Intent

February 7, 2019

 Liv Davick  
O: 310-721-9646  
M: 661-600-2254  
E: [liv@livdavick.com](mailto:liv@livdavick.com)

### RE: Pop-Up Shops in the Nordics

Leslie and Jono, it was very enjoyable talking with you today, and I look forward to continuing the process with you.

As you know from my family retail background, this is an arena in which I am extremely interested and with which I have strong familiarity. The timing is ideal as my clients and connections could benefit from retail omni-presence and want to move marketing spend from traditional to experiential pop-ups. Celebrity clientele has expressed interest in this as well.

Please, consider this e-mail as a Letter of Intent.

I am so excited to discuss our upcoming opportunities and events and combine efforts with our sponsors, providing brands (such as Rachel Ashwell Shabby Chic Couture, Julez Bryant, Revolve Clothing, Sugar Paper, Nutrition 53) and entrepreneurs pop-up shop space to showcase their merchandise and services ~ strengthening their consumer relationships, introducing them to a new customer base, testing new markets, and building their brand awareness. I also have access to high visibility, high walkability, street level, open concept retail space in Los Angeles ideal for both large and small brands.

Congratulations, Leslie and Jono! Let's make this happen in Stockholm!

Cordially,  
**Liv Davick**  
Liv Davick, a Publicity and Production Boutique, Inc.  
9903 Santa Monica Boulevard  
Beverly Hills, California 90212  
O: 310-721-9646  
E: [liv@livdavick.com](mailto:liv@livdavick.com)

## Letter of Intent - LOI

7 Feb 2019, 19:59 (18 hours ago)

 Thomas Olsson

to me ▾

Hi Jonathan,

It was very nice to meet with you today, I would be more than happy to continue this process with you.

I have a couple of storefronts that I would like to list with you. In particular, the property I have in Östermalm at Nybrogatan 72.

Please consider this email as a letter of intent and will follow up with you next week.

Best regards,

Thomas

5 year forecast

# Financials

<b>5-year Forecast</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
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Average-length contract (months)	3	3	3	3	3
Rentals	99	330	990	1,980	2,772
Average rental (monthly)	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Commission (20%)	20%	20%	20%	20%	20%
<b>Gross Revenue</b>	<b>\$1,485,000</b>	<b>\$4,950,000</b>	<b>\$14,850,000</b>	<b>\$29,700,000</b>	<b>\$41,580,000</b>
COGS	-\$1,188,000	-\$3,960,000	-\$11,880,000	-\$23,760,000	-\$33,264,000
<b>Gross Profit</b>	<b>\$297,000</b>	<b>\$990,000</b>	<b>\$2,970,000</b>	<b>\$5,940,000</b>	<b>\$8,316,000</b>
SG&A	-\$110,020	-\$251,600	-\$286,425	-\$326,411	-\$359,652
Marketing & Advertising	-\$40,220	-\$1,100	-\$3,000	-\$4,800	-\$5,880
Operations	-\$27,800	-\$198,000	-\$217,800	-\$239,580	-\$263,538
Wages	-\$42,000	-\$52,500	-\$65,625	-\$82,031	-\$90,234
<b>EBITDA</b>	<b>\$186,980</b>	<b>\$738,400</b>	<b>\$2,683,575</b>	<b>\$5,613,589</b>	<b>\$7,956,348</b>



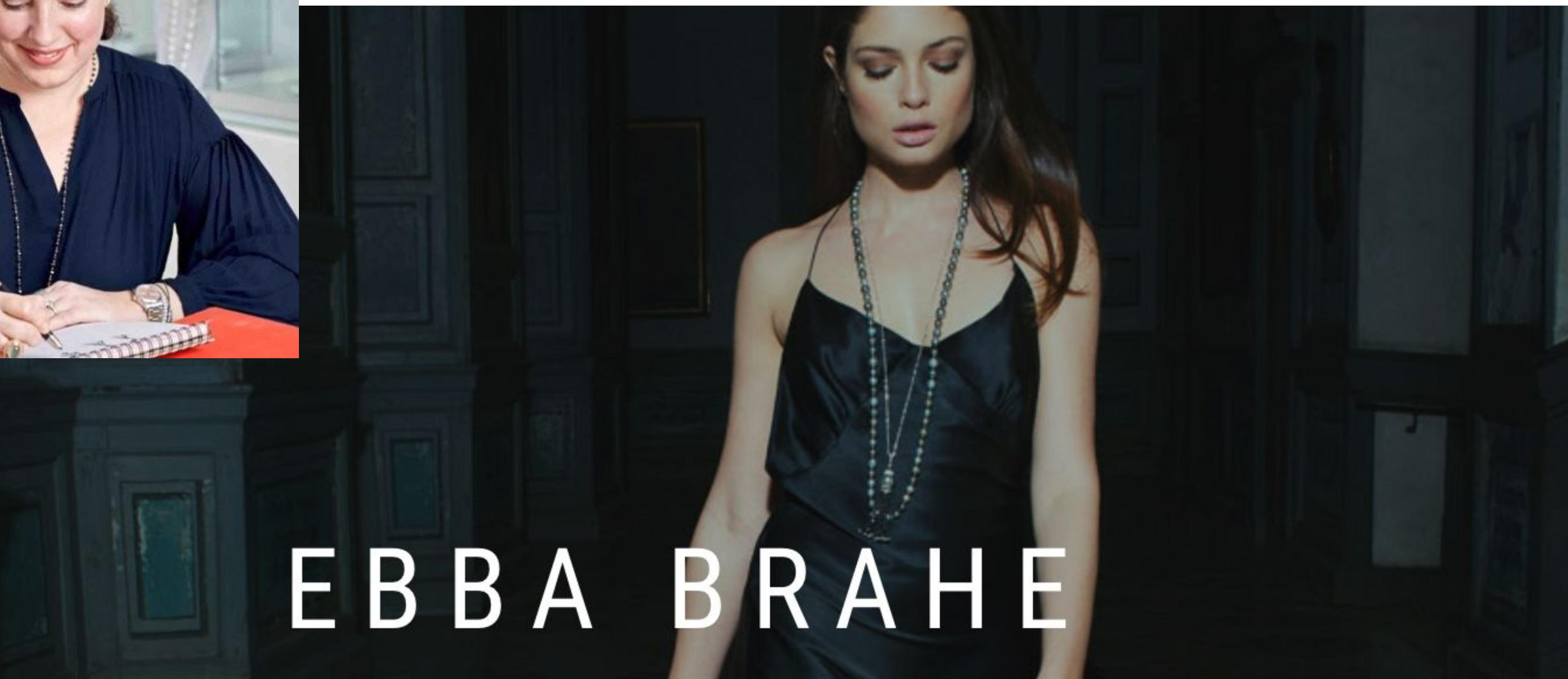
## Meet Charlotte



EBBA BRAHE  
JEWELLERY

Owner of Ebba Brahe Jewellery.

Charlotte wants to have a space to sell / to entertain customers. Its difficult to find interesting space.



# This Showroom is underutilized

The showroom owner has a high rent and would like for new people to discover the interior design business.

**xNomad can help monetize underutilized short term space and bring increased property attraction.**

EBBA BRAHE



## Empty Between Leases

Difficult to coordinate Short term lease.

Property doesn't look as good empty.

Empty disrupts rest of street



## Meet Liv

Liv is a LA based e-commerce store owner  
Liv wants to expand her brand across europe  
She cannot find a great store for her pop up!

# Madhappy.





**END**

xNOMAD COMPANY