

YOUR PRODUCT

IN

We're looking
for **exhibitors**
& **products**

STARTER SPACE

Popup store for **tech, design & lifestyle**

idee@starterspace.de

get in touch

Opening

March 2017

Hoefe am Bruehl, Leipzig



STARTER SPACE

Concept

Starter Space is Leipzig's store for innovative products fresh from crowdfunding campaigns, international startups and young local designers.

Starter Space is a symbiosis of brand experience, retail, events and stories.

Time

Opening:	March 4th 2017
Duration:	03.04 – 09.30.2017
Opening Time:	Mo - Sa, 10-20

Place

Store:	<u>Hoefe am Bruehl</u>
Floor space:	53.350 m ²
Outlets:	130
Visitors / year:	13,9 Mio.
Greater area:	1,2 Mio.
Centrality:	105,2
Revenue:	+10% FY 2015; +10,4% YTD 2016
Visitor frequency:	+12,5% FY 2015; +6,5% YTD 2016

Space

Floor space:	207 m ² total
Techn. specification:	video wall, multi-room audio system, touchscreens, wireless internet, professional lighting design
Furniture:	white, organically shaped and LED illuminated
Ambience:	modern, light, clean — "white cube" Feeling



Marketing

Store Marketing:	Social Media, Website, Blog Communications via Hoefe am Bruehl (48 000 fans on Facebook & website) Communications throughout coworking spaces in Leipzig
Leipziger Volkszeitung:	Print run: 191.000 / day Online reach: 18.6 Mio. website visits / month
Social Media channels relevant to Startups: :	Our pages (Basislager Coworking, FuckUp Nights Leipzig, Startup Safary Leipzig, Coworking in Leipzig): 3400 Facebook fans & 720 Twitter Follower Startupszene Leipzig (2200 Fans) Founders (9900 Follower)
Websites:	www.basislager.co (4200 unique visitors / month) www.starterspace.de www.blog.lvz.de/startklar/ (10.000 visitors) www.startup-leipzig.de
Basislager Newsletter:	weekly 500 subscribers
Events within the Startup scene:	FuckUp Nights Leipzig, Startup Safary Leipzig, Startup Weekend Leipzig, Gründerfrühstück Sachsen
Regional Outlets:	Metropolregion Mitteldeutschland, Kreatives Leipzig, Cluster IT Mitteldeutschland, futureSAX

Concept

Starter Space is a concept store where products are carefully curated by the Starter Space team.

Products are selected according to their innovation, sustainability, region and novelty; they are in strict supply and only available for a limited period of time.



Be a part of it

Shop space:	Minimum shelf-time 1 month Marketing contribution: 100 EUR / month Wholesale price or commission-based sales Sales made by Starter Space personnel
Exhibition space:	Rental period / price: 2 weeks / 300 EUR or 1 month / 500 EUR Revenue share based on sales made by Starter Space personnel
Events:	Day rate 500 EUR / day (120 m ²) On demand: Personnel, bar, catering, light and sound

Already confirmed

Lifetree, tex-lock, Fluxbag, Hikari Bike, NMinus1, FLAT - Martha Schwindling, Megalomania, F>SOCIETY, binee, Prototyp, Rasant, transform Magazin, Etage 8, MORMOR, Candy Company, RezeptGewürze, Neuronade, Rothöll, Ulrike Sandner Design, Pappenhaimer, SunnyBAG, Palette Gear, Berlin Boombox, Paperesk paper models, Aller Hand Arbeit, Electroacoustic Field Kit, StyleGREEN plant pictures, Good Fucking Design Advice, Cancel/Save Notepads, HyperDrive: Thunderbolt 3 USB-C Hub

Interested?

Get in touch.

Team

André und Marco founded and built Basislager Coworking. Basislager Coworking is the largest coworking office in Leipzig, with 1600 m² and over 100 workspaces available for startup companies and freelancers. On top of this, Andre and Marco also produce Leipzig's favourite startup events, Startup Safari, Startup Weekend, Fuckup Nights Leipzig, and among others, including Hackathons and user groups.

Elisabeth und Oliver are the founders and managing directors of whateverworks, a young studio based in the east of Leipzig. They design interiors, identities, printed material and objects. Driven by curiosity and ambition, the two designers are constantly on the search for new challenges, delivering crossmedia and individual solutions.

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