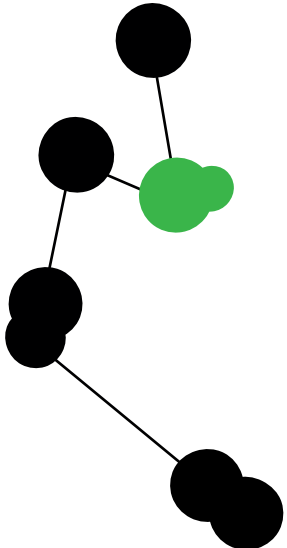




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●
OFFLINE VENTURES

●
OFFLINE PLATFORMS



TELEWORK X REVITALIZATION: THE (NEW) HR REALITY

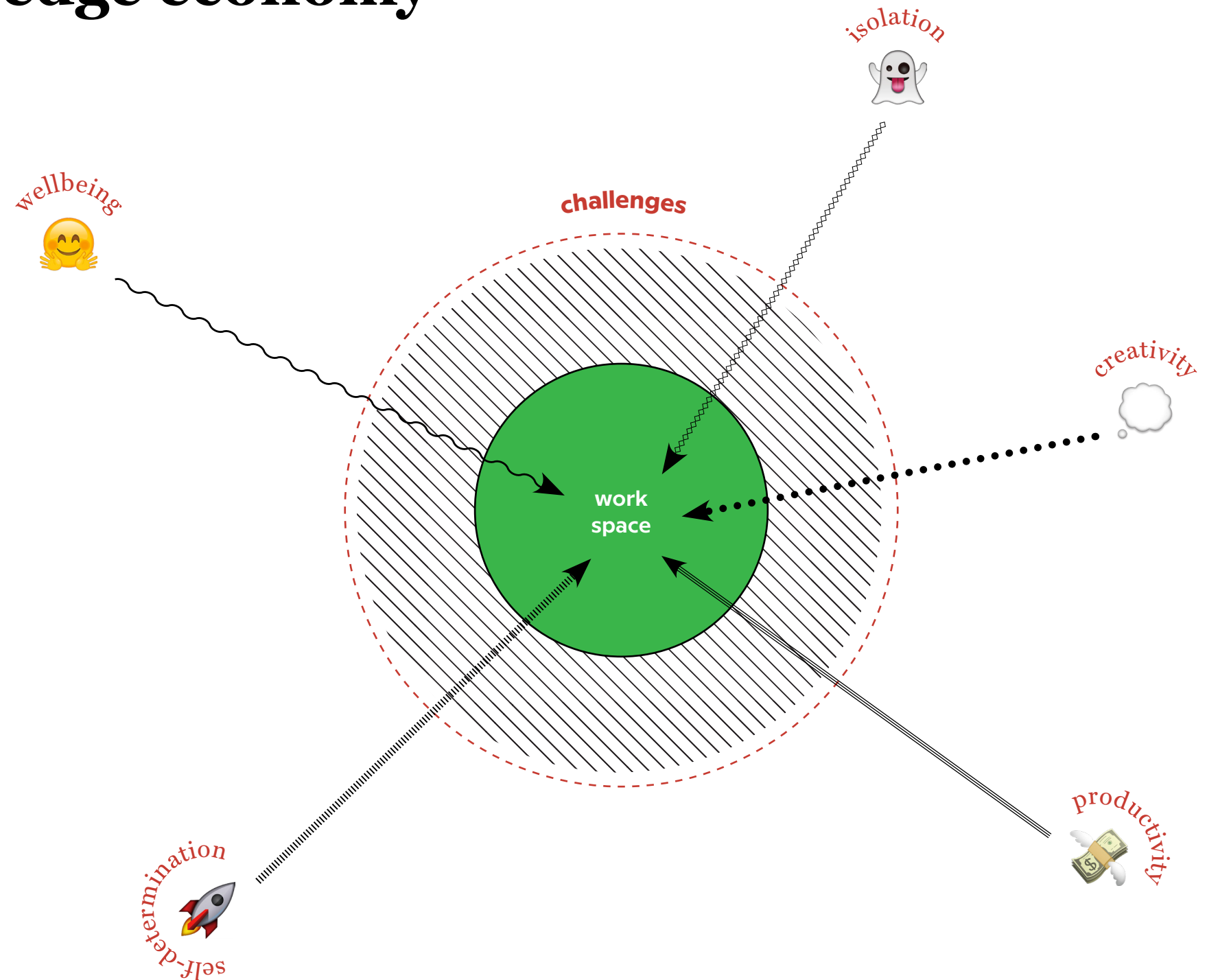
talent and challenges in the knowledge economy

In demand: human capacity for creativity.

Talent: knowledge/nomadic professionals (ambition, ability, flexibility). Keen to move up, around, within and across organizations.

Inspired by: promise of learning/growth, and freedom to perform.

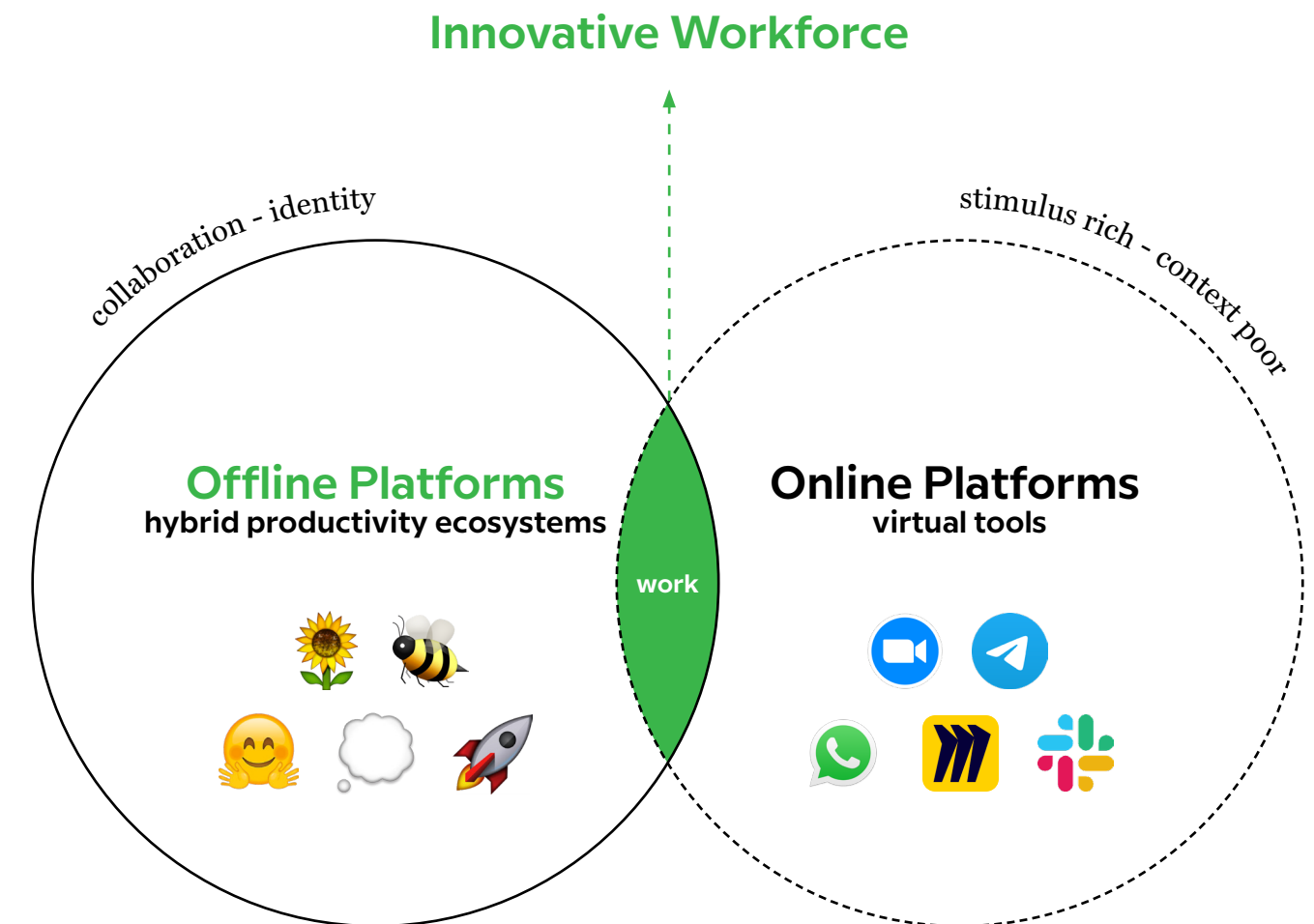
Manager's responsibility: planning, orchestration of timing, information curation & circulation, keeping team on "same page".



OFFLINE PLATFORMS: OUR PROPOSAL

collaboration and identity

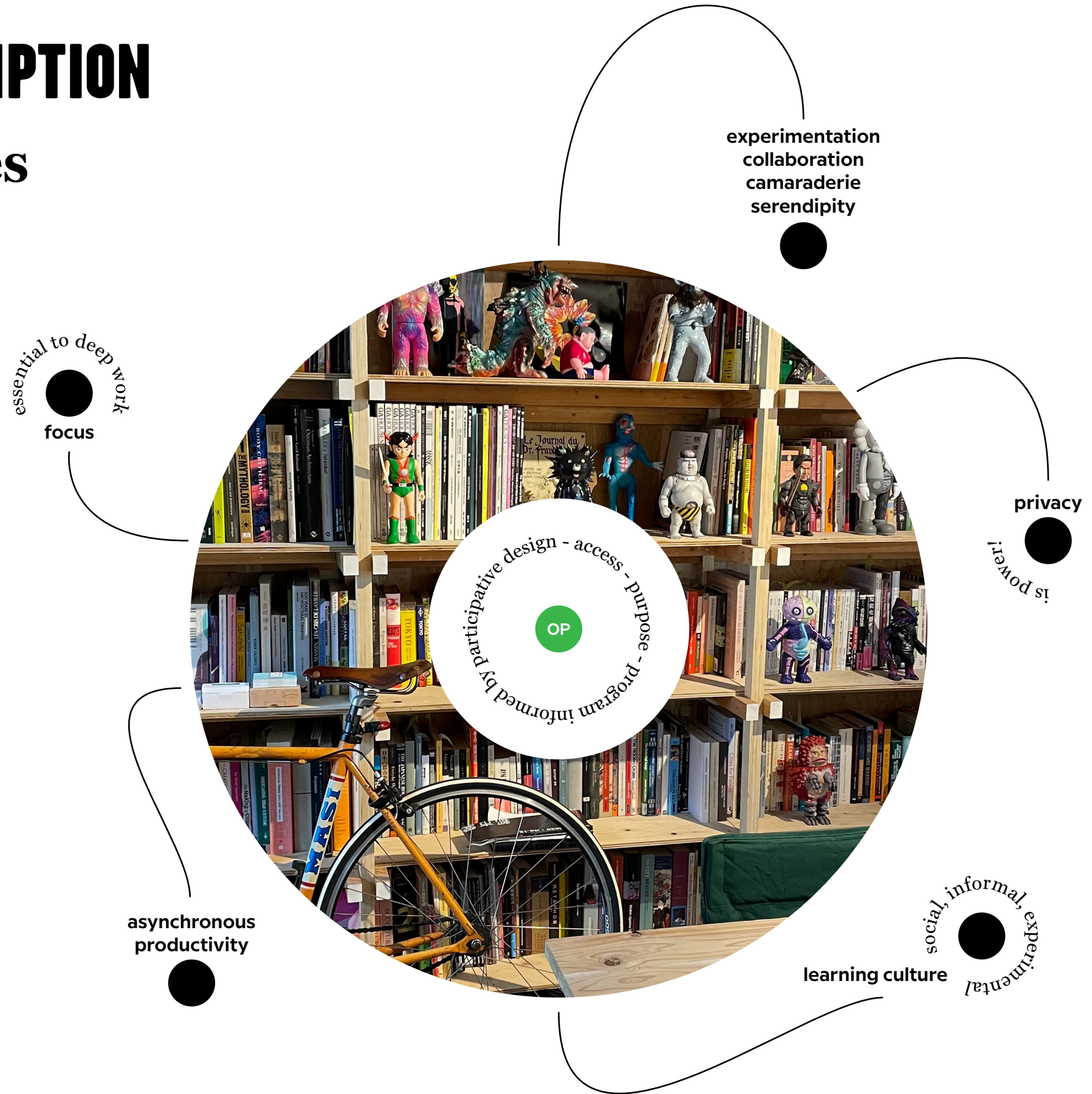
In the context of the future workplace, **Offline Platforms** respond to an HR challenge and **complement the online platforms** that have established themselves as efficient virtual tools for productivity. Individuals voluntarily make the purposeful decision to be physically present at these dynamic, non-programmatic, adaptable (to both changing users and work patterns) spaces which can develop in residential, rural, and pop-up formats. As we observe an economic reality where planning and execution are increasingly seen as one same process, their productive strength lies in a renewed sense of identity, as well as in collaboration that builds the social capital essential to an innovative (as opposed to a stimulus rich, context poor, contemporary) workforce.



OFFLINE PLATFORMS: GENERAL DESCRIPTION

tailor-made with common features

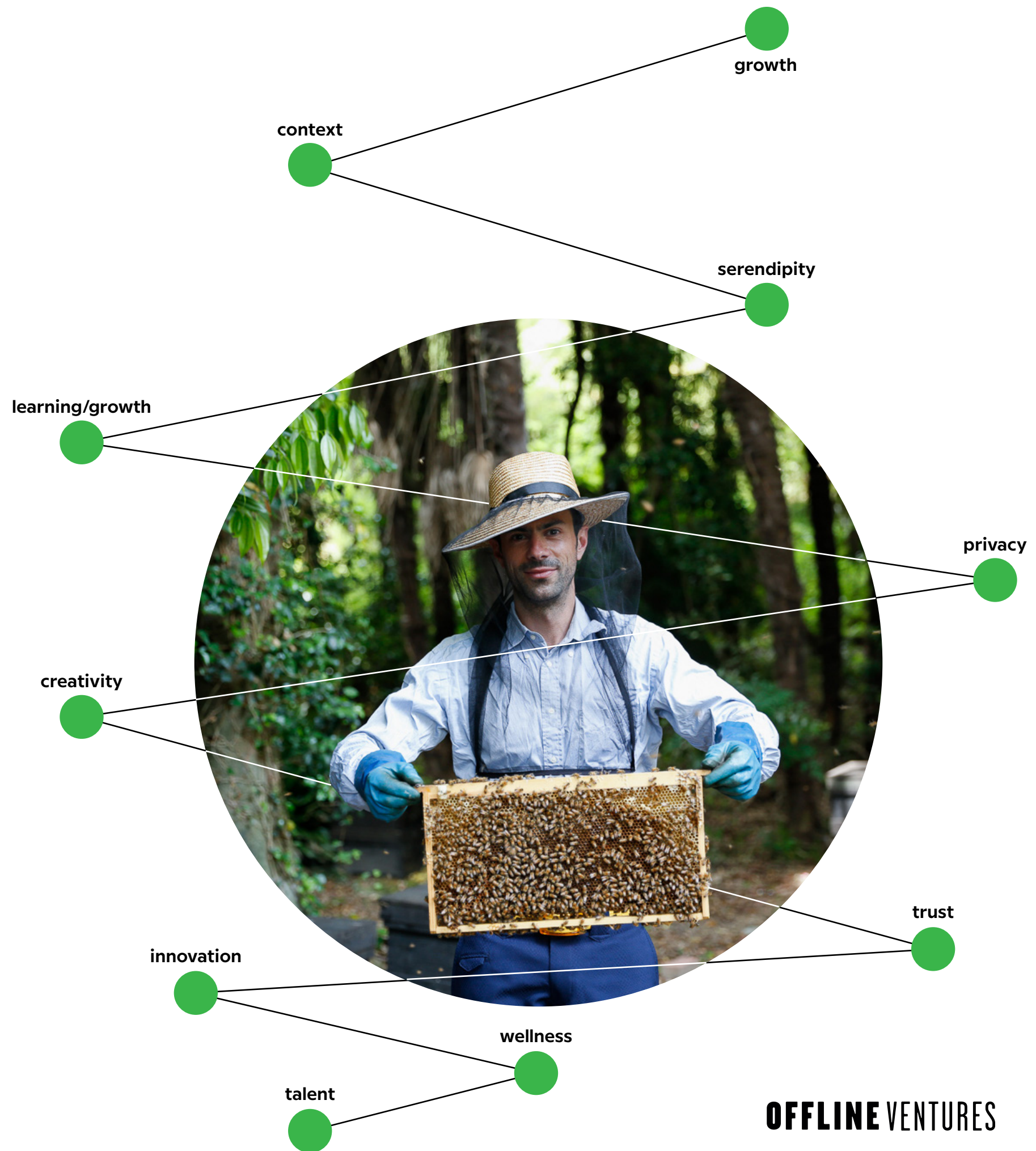
Offline Platforms are tailored to and reflective of an organization's identity, culture and purpose. Organized as satellital systems combining autonomous and communal spaces **informed by participative design**, they are articulated by **access rights, purpose and program**, and integrate offline/online components and experiences. They are also adaptable to seasonal usage by project teams or individual users (e.g. workation).



OFFLINE PLATFORMS: BENEFITS

enterprise and user experience

Offline Platforms foster benefits such as **creativity** (applying imagination to a problem), **innovation** (combining ideas in new and useful ways), **context** (the power of comparison in decision making and value assessment), **trust** (key to meaningful collaborations since online flattening has a deficit of social cues that build trust), **serendipity** (with its social, personal, and productive effects), **learning/growth** (through knowledge and experience), **wellness** (lifestyle, productive biocycles, zen), **privacy** (awareness that incites more sophisticated use of technology and improves virtual world experiences), and access to alternative/supplementary (global, seasonal) **talent** pools.



OFFLINE PLATFORMS: COLLABORATION HUBS

unlike commercial co-working spaces

Offline Platforms are distinguished from commercial co-working spaces in their value proposition because they are sustained by the (mid and long term) value of user-generated outcomes.

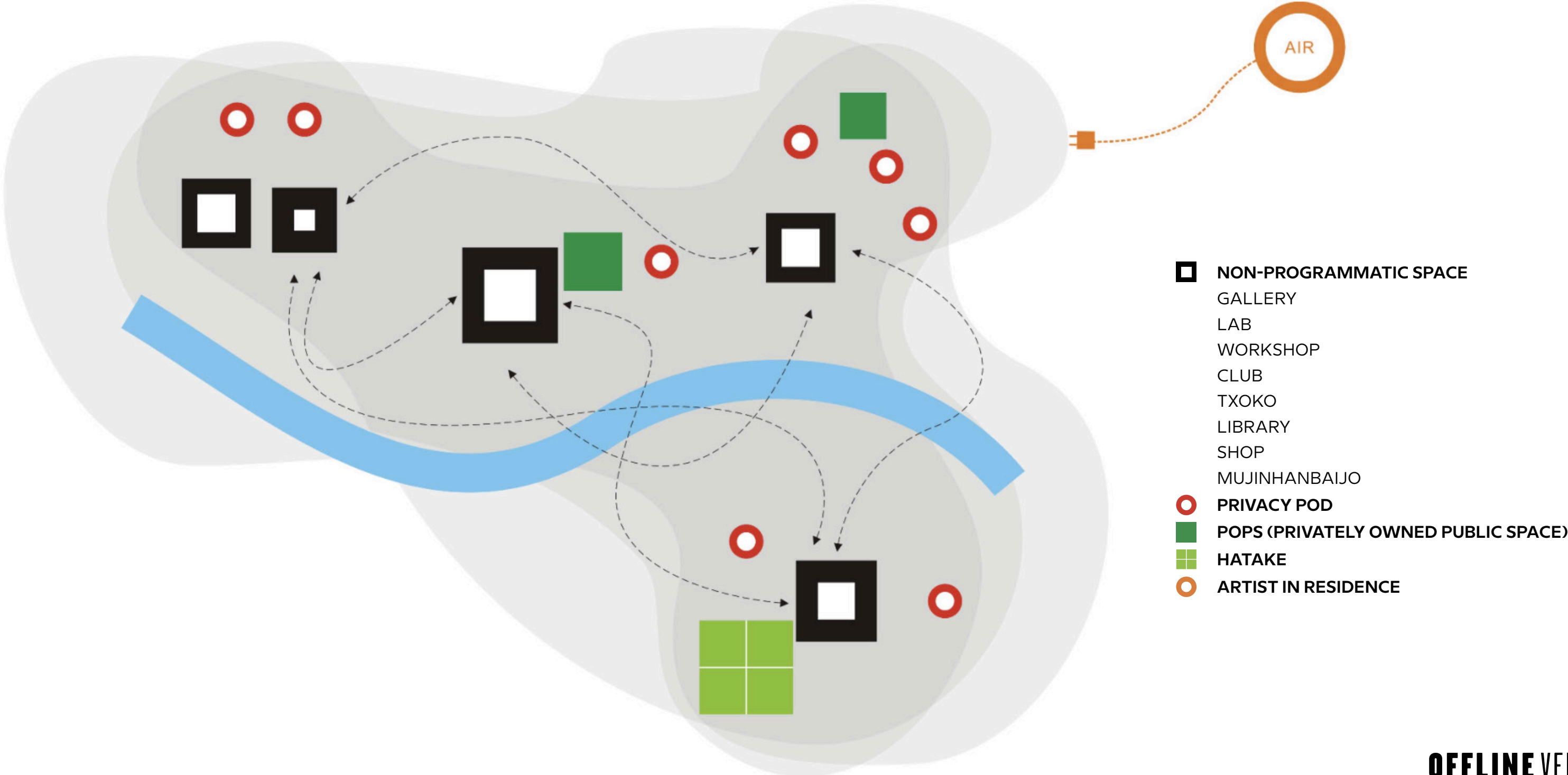
Key to their success is that users participate both in the **OP** conception and programmatic dynamics. The potential of a platform is enhanced when its users (or groups / teams of users) share a common purpose.

These **lifestyle devices** foster communication and collaboration, and could be better understood by imagining a user-led blend of concepts such as cultural center, laboratory, workshop, and social club.



OFFLINE PLATFORMS: SAMPLE VISUALIZATION

illustrative hybrid productivity scenario



OFFLINE PLATFORMS: PROJECT APPROACH

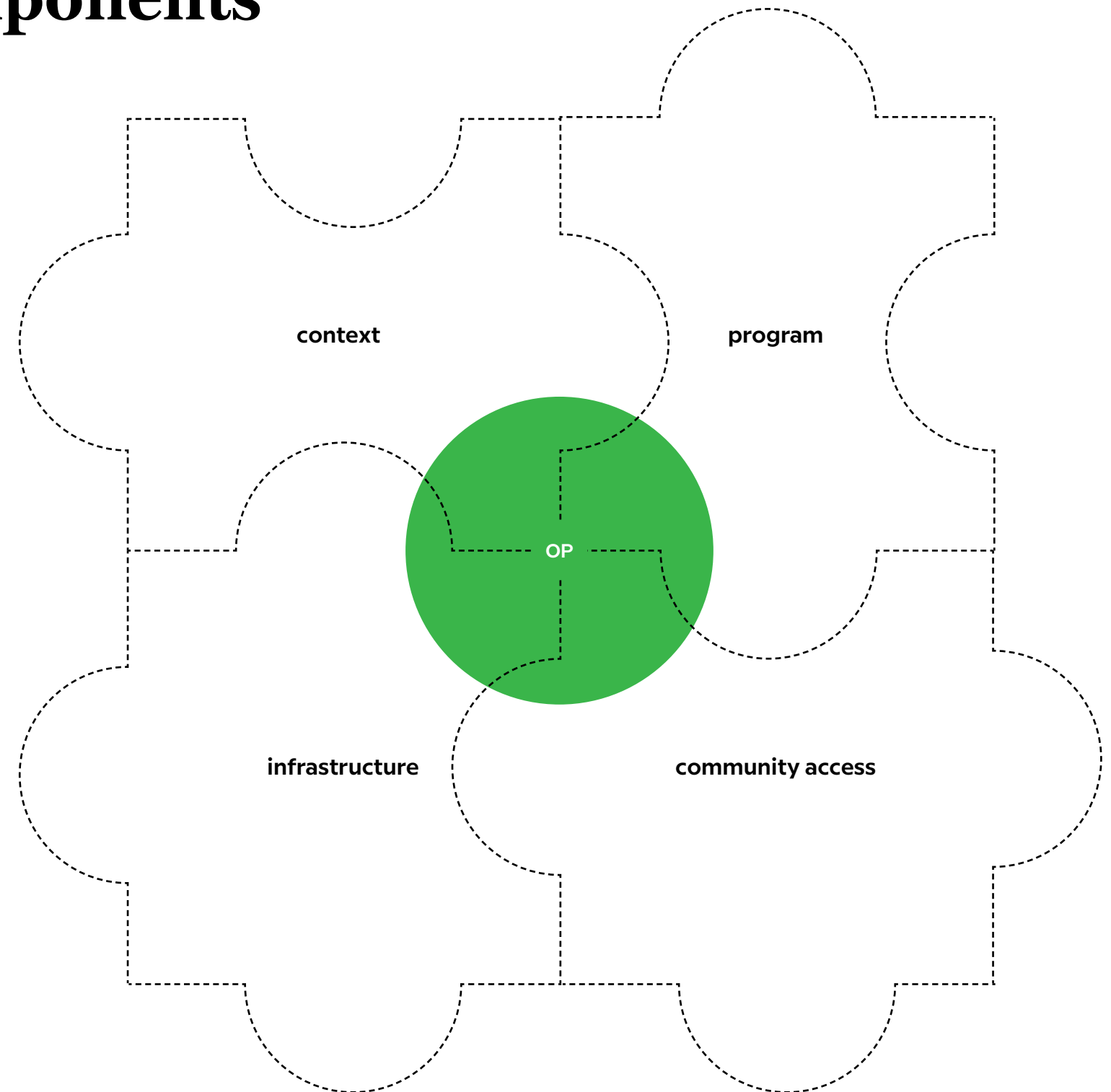
designed and developed under 4 components

Context means integrating an understanding of the local characteristics of the place where the **OP** exists.

Infrastructure is the **OP's** physical building(s)/plant and its modular adaptable systems.

Community access refers to the **OP's** interaction with a physical community by allowing forms of access to the value it generates (e.g. through usage of a shared green area, txoko, or participation at workshops).

Program refers to the features that will keep the **OP** dynamic (e.g. an Artist-in-Residence plug-in, used as a generative engine for both creative energy and offline content such as workshops or events).

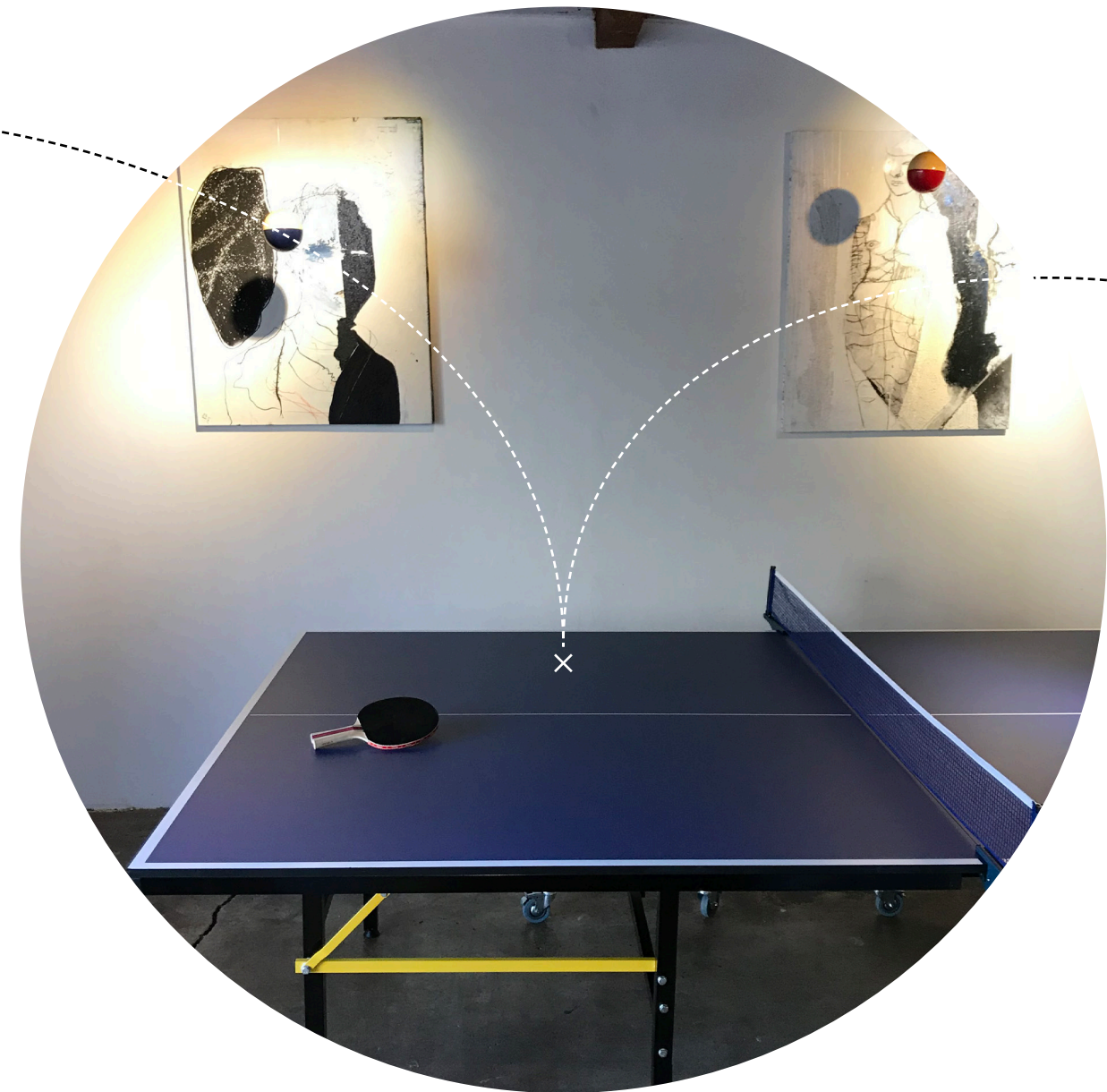


OFFLINE PLATFORMS: ACTIVE PROTOTYPE

Kyojima (Sumida-ku, Tokyo)

Please come visit us!

We are currently experimenting with our own Kyojima **OP** prototype in Tokyo's Sumida ward, both for profit (space rental, artwork sales, microresidencies, offline experiences) and non-profit intangible value (cultural workshops & community events).



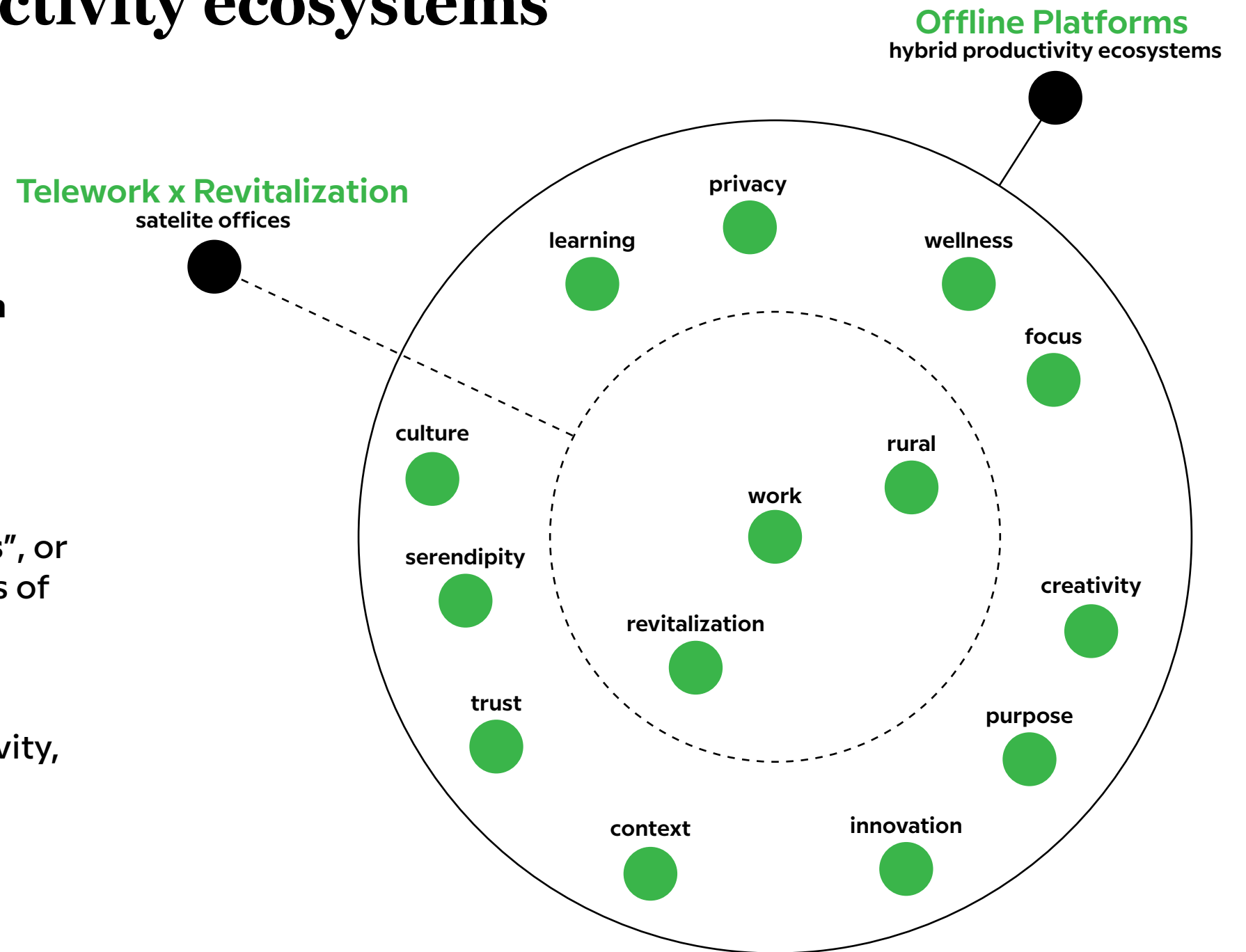
TELEWORK X REVITALIZATION: SUBSIDY PROGRAM

opportunity for hybrid productivity ecosystems

Teleworking as a driver for regional **revitalization** is an exciting new challenge for Japan, culture, sustainability, and the future of work.

The **new subsidy program** implemented by the Japanese government foresees people moving outside of cities to HQ-affiliated “**satellite offices**”, or an increase in local hires engaging in the business of the (metropolitan) HQ.

Offline Platforms are our **hybrid productivity** proposal for **articulated spaces** that foster creativity, innovation, context, trust, serendipity, focus, learning, wellness and privacy.



TELEWORK X REVITALIZATION: KEY PROGRAM ELEMENTS (I)

purpose, targets and requirements

PURPOSE

The new program foresees people moving to HQ-affiliated “satellite offices” outside of cities, or increased local hires engaging in the business of the (metropolitan) HQ.

REQUIREMENTS

Conformity with policy objectives: new flow of people from urban areas to rural areas; an attractive working environment in rural areas; smooth implementation of telework for regional revitalization.

Feasibility of corporate expansion, stay and migration: the project (i) makes use of the strengths and resources of the region, (ii) has a clear understanding of target companies to meet their needs and (iii) generates cooperative synergies.

Sustainability of corporate expansion, stay and migration: the project (i) is developed in collaboration with the private sector (public-private collaborations), (ii) has an entity in charge to effectively and continuously ensure its ongoing operation and (iii) is planned for operational sustainability following the development of the space(s).

Ripple effects on the local economy: the project (i) is expected to have ripple effects on the local economy (local employment and “liveliness”), (ii) improves the lives of residents and (iii) demonstrates high cost-effectiveness without excessive construction of facilities.

TARGETS

- Maintenance of facilities owned by local governments
- Support for the establishment of privately owned facilities
- Promotion of utilization of existing facilities
- Support for business expansion

TELEWORK X REVITALIZATION: KEY PROGRAM ELEMENTS (II)

grant type, cooperation potential and government actors

GRANT TYPES

High standard (subsidy rate of 75%) for projects that (i) set a high target for the number of new companies and immigrants, (ii) have a **high degree of self-sustainability** in their efforts to create a virtuous cycle of business advancement, residence and immigration, and (iii) include pioneering elements in terms of public-private collaboration and inter-policy cooperation.

Standard (subsidy rate of 50%) for projects that (i) set an appropriate target number of new companies and immigrants, and (ii) have sufficient initiatives to create a virtuous cycle of business advancement, residence and immigration.

GOVERNMENT ACTORS

- **Cabinet Office (Office for Promotion of Regional Revitalization)**
(decentralization of HQ functions, promotion of decentralized and dynamic local communities)
- **Ministry of Internal Affairs and Communications**
(local community development, satellite office “matching” support)
- **Japan Tourism Agency**
(workation)

INTER-POLICY COOPERATION POTENTIAL

Culture

- **Innovated Japan Expo project**
- **Project to promote the utilization of cultural resources**
- **Project to support exhibitions using local cultural assets**
- **Project to support new lifestyles for the inheritance of regional intangible cultural heritage**
- **Project for value enhancement of cultural resources**

Fiscal/Taxation

- **Furusato Nozei**

- **Ministry of the Environment**
(utilization of national parks)
- **Ministry of Agriculture, Forestry and Fisheries**
(regional experience seekers)