

ANNUAL REPORT

2019
EDITION

"How people work is changing every day with new technology, spaces, ideas and options that allow for full control over who you work with, where you work and when you work."

Spacecubed has been exploring this change over the past seven years with our coworking spaces, innovation programs and now our platform to enable this new world of work."

BRODIE MCCULLOCH, SPACECUBED FOUNDER



CONTENTS

4

OUR PURPOSE

5

FROM THE CEO

6

STRATEGIC PRIORITIES

8

OVERLOOK OF GROWTH

9

GUIDING PHILOSOPHY

11

OUR TEAM
COMMUNITY
SALES & MARKETING
EVENTS
PROGRAMS

24

OUR PARTNERS

27

SPACECUBED COMMUNITY

28

SPACECUBED FOUNDATION

29

CONTACT

OUR PURPOSE

Founded in 2010, Spacecubed's purpose is to empower positive change through community.

Our mission is to create healthy communities, new industries, plentiful jobs and a thriving environment that supports people with big ideas.

As an incubator for innovative projects and ideas to address social, environmental and economic challenges, Spacecubed has been able to continuously grow locally, nationally and globally.

Currently, Spacecubed supports over 3,800 active members, and is home to 55 larger teams. In the 2018-2019 financial year, our accelerator programs have successfully helped 104 startups take their idea to full implementation. With ongoing internal team growth, Spacecubed now employs 20 staff and partners with 31 businesses across Australia.

Spacecubed is on track to empower and connect 100,000 businesses and innovators by 2025.

VALUES



Ubiquitously Connected



Candid



Lead from the Front



Pay It Forward



Impact Driven

**MARCH 2012**

A WORD FROM OUR FOUNDER

Thank you for reading this report. I am excited to share the growth and impact Spacecubed has had over the past 12 months and where we see future impact and growth coming from. This impact wouldn't be possible without our dedicated and driven Team, Board, our many supporters, partners and of course, our members and community. Without our community seeing what is possible, and working each day to deliver on empowering change, we wouldn't be where we are today and so well setup for future opportunities to deliver more value to members and the community.

The last 12 months has provided an opportunity to refine how Spacecubed delivers value to our members with the completion of both FLUX and Riff along with the expansion of a range of programs of support. It has also given us the opportunity to invest in our platform which we see as an opportunity to drive value to our members both inside and outside our spaces. Delivering on our purpose has clearly been demonstrated through our focus on Spaces, Programs and Platform which we intend to grow further in the coming years.



With the finalisation of our hybrid social impact structure, we have locked in Spacecubed's social impact purpose through both a foundation and a ventures arm of the business. As Spacecubed Ventures grows, so will the Foundation, and allow us to continue to support entrepreneurship in education and increasingly larger projects that have a significant impact in WA and beyond.

I am proud of the growth and impact demonstrated in this report and all the people and groups that came together to make it happen. In the seven years since Spacecubed started we have seen considerable change and I am really excited about the next seven years and the potential for our spaces, programs and platform to increase our impact. I look forward to you joining us on that journey.

BRODIE MCCULLOCH
SPACECUBED FOUNDER

2018-2019 STRATEGIC PRIORITIES

Our Strategic Priorities for 2018-2019 were developed following substantial consultation with our partners and collaborators, and evaluation of our work to date. By identifying past, current and key upcoming opportunities and challenges, Spacecubed can enter the new financial year ready to deliver new value to our members.

The contents of this report identifies each priority, sharing key department issues, highlights and partnerships formed over the 2018 - 2019 period.

The 2019 - 2020 financial period will have a significant focus on our community, programs, technology, and partnerships and what we can do both internally and externally to assist our members growth.



Who's in our Space?

STARTUP

myKicks 

KODA
BEYOND WASTE

udrew 

 SpacetoCo

 HUMM

GROWTH

 **VGW**
VIRTUAL GAMING WORLDS

 **GAIA RESOURCES**
ENVIRONMENTAL
TECHNOLOGY
CONSULTANTS

wide open
AGRICULTURE

 **REDBACK**
ENERGY

ENTERPRISE

Google

 **synergy**

BHP

 **Microsoft**

bankwest 

 **unispace**

MEMBERSHIP INCREASE

Over the 18-19 Financial Year, the number of members in our spaces has grown by **40.5%**



NEW PARTNERSHIPS



HATCHET
GET IT DONE



Curtin University

WEST
TECH
FEST



Google Cloud
for Startups

STARTUP NEWS
... covering West Australian startups



City of Perth



WEB
BUSINESS HUB



NEW INDUSTRIES WA

AusIndustry
BUILDING BUSINESS • POWERING PRODUCTIVITY



GUIDING PHILOSOPHY

OWNERSHIP

We select the best ownership model to serve our members, employees and the community.

LEADERSHIP

We create an environment that enables leaders in our business and the community.

CULTURE

We are building an organisation that people like to work for and it gives them the opportunity to embrace our values as the leaders of tomorrow.

PEOPLE

We support our people to grow to pursue their passions.

FINANCIAL

We create sustainable business models based on the needs of our community and the impact we are making.

STAKEHOLDERS

We nurture long term and value aligned relationships with all our stakeholders.

ARCHITECTURE

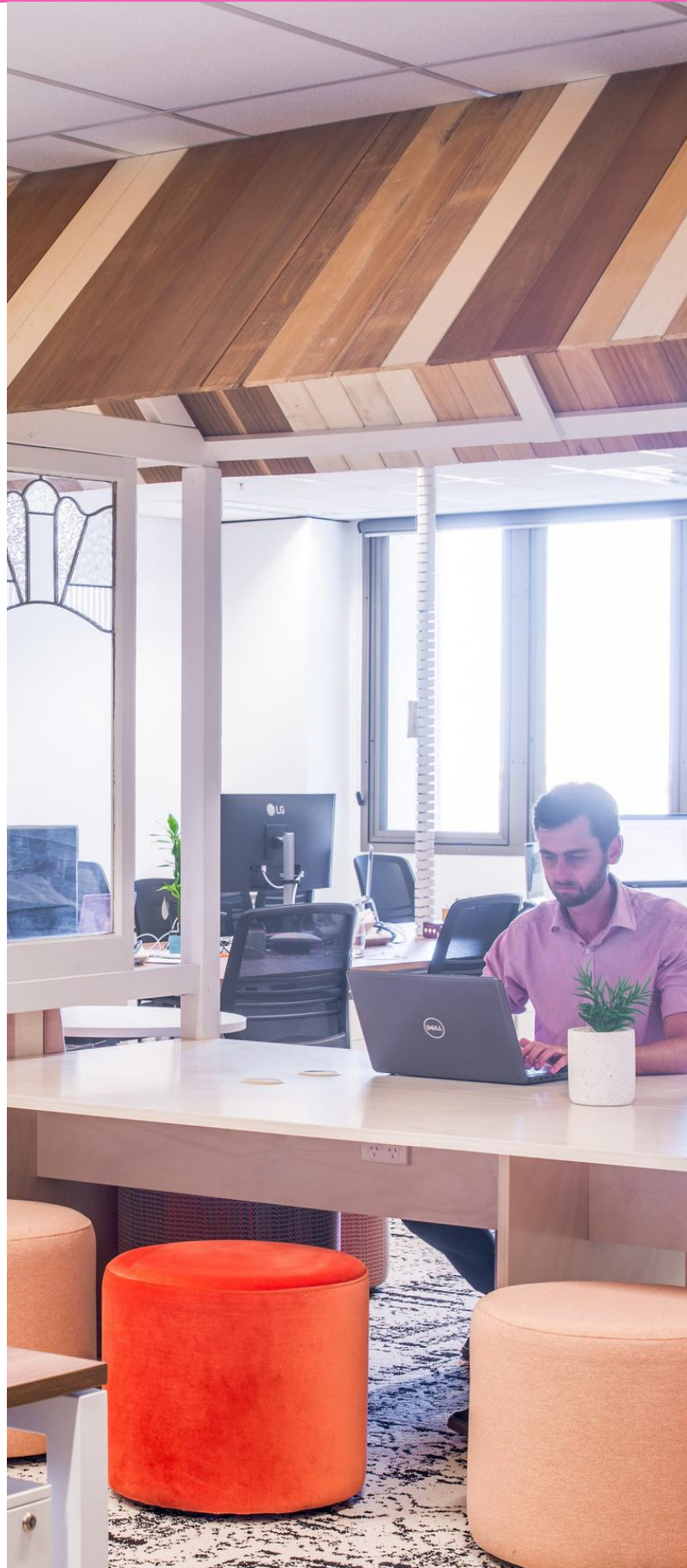
We are open to using the most effective model to achieve the biggest impact.

VALUE STREAMS

We develop spaces, learning and funding opportunities to support entrepreneurs to have a global impact.

PRODUCTS

We codesign world-class products with our community.





*We aim to influence positive
change through the
community, by empowering
and connecting 100,000
businesses and innovators
by 2025.*

Meet Our Team

Our team is comprised of creative, analytical and driven individuals.

Community

Ashleigh O'Meara
Amilia Bakhtiar

Member Experience

Alastair Cockman
Jordan Fox
Amandine Trouillet

Growth

Kali Norman
Brodie Kleeman
Lauren Quinn

Events

Eleanor Friend

Programs

Kate Kirwin
LJ Kenward

Finance

Wendy Le

Regional

Katie van der Brand



BRODIE MCCULLOCH
Founder and Managing
Director



**CHANDRA
SUNDARESWARAN**
General Manager



**OPHELIE
CUTIER**
Operations Manager

Board Members

Matthew Macfarlane

(Ventures and Foundation)

CEO at iCetana, Co-founder of Yuuwa Capital VC

Richard Kilbane

(Ventures)

General Manager of Office Buildings, Hawaiian

Kat Clements Bridge

(Foundation)

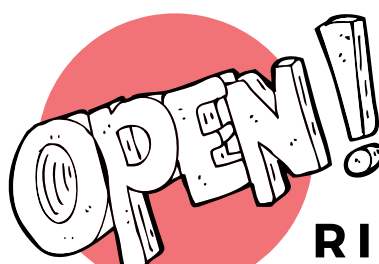
Manager, Career & Leadership Development,
Curtin University



COMMUNITY

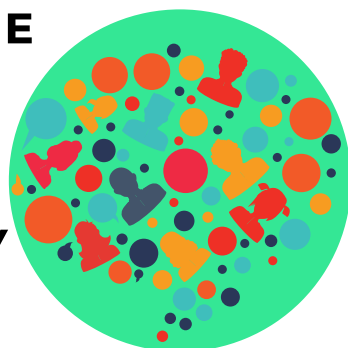
Over the 2018-2019 financial period, the Community and Operational team have implemented new staff members, reviewed existing processes and implemented changes throughout.

With an aim to not only maintain a high-quality space that is usable, the Community Team aim to maximise productivity by creating a workplace culture that allows for flexibility and growth. Individuals, small teams and businesses benefit from the day-to-day operations, as well as the relationships built with this team.

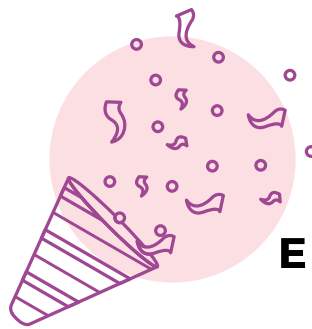


**RIFF GROUND
FLOOR REOPENED
IN JANUARY 19**

**AN AVERAGE
OF 227
MEMBERS
ATTEND
COMMUNITY
EVENTS A
MONTH**



**OVER 1,100
MEMBERS
ATTENDED
ANNUAL
COMMUNITY
EVENTS IN THE
LAST YEAR**



"Our role is to create more than just a workplace, it's about members being part of a bigger community, creating a culture that allows for flexibility and growth"

**ASHLEIGH O'MEARA,
OPERATIONS MANAGER**



GROWTH OF OUR COMMUNITY

63%

of community

members have been a part of
Spacecubed for 12 months, or longer

420+

members have

been successfully onboarded
recently with a 4 week program
including cultural and space checks

28,032

members across

our extended
Spacecubed Community

58%

of community

members joined Spacecubed to create
meaningful, professional connections
with others

31

*local
partnerships*

can be enjoyed by members

SALES & MARKETING

THROUGH THE EXPANSION OF RIFF, SPACE CAPACITY HAS INCREASED TO 5,000 SQUARE METRES

SECURED CORPORATE MEMBERSHIPS WITH GOOGLE, SERVICE NOW AND RAC

MEMBERSHIPS HAVE INCREASED BY 40% OVER THE LAST FINANCIAL YEAR IN BOTH SPACES

SOCIAL MEDIA GROWTH



+1,824

8,516



+75%

2,455



+354

7,976



+54%

2,921

TEAM GROWTH

Following the rapid growth of each space, a new Sales Coordinator Role was appointed, allowing the team to grow substantially in the last 4 months.

This has increased business development capacity across the business and allowed for further growth and market share.

A new hire in the Marketing Department, with agency background and a strong revenue focus to implement long-term strategies.



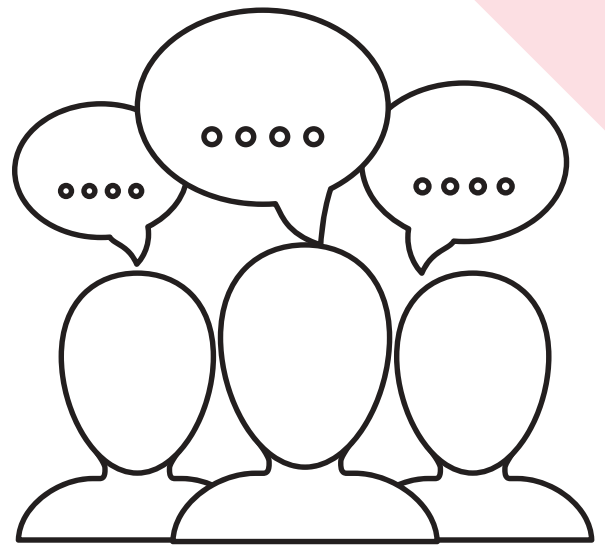
DANIEL GOUVIGNON | HATCHET

“

With a seemingly endless amount of events at all times of the week, there is always something that interests us allowing us to network and further our business and contacts.

”

EVENTS



**OVER 160 EVENTS
IN 12 MONTHS**

*"IN THE LAST FINANCIAL YEAR OVER 5,000+ PEOPLE
HAVE ENTERED OUR SPACES FOR EVENTS ALONE"*

ORGANISATIONS HOSTED IN THE SPACE



CommonwealthBank



iNNOVAT!ON BAY

BHP



PROGRAMS

By supporting the startup ecosystem across WA and wider regions, as well as the broad community of young innovators, our Programs team are committed to delivering high-value programs that support projects from early inception to high growth.



meshpoints

We've seen a growth in our regional team, as MeshPoints, a team of innovative facilitators in regional WA, was auspiced by Spacecubed.



Previously Perth{web}Girls, She Codes has expanded their programs now offering a one week Flash Program as well as a six month Plus Program across Australia.



Our Plus Eight Academy has expanded to facilitate programs in wider metro regions, such as the City of Canning.



"Our major focus has not been on reinventing anything, but delivering the same high-quality programs across other regions, and to innovative areas."

CHANDRA, GENERAL MANAGER

PLUS EIGHT ACADEMY



We invest in great founders, ideas and teams.

6 MONTH ACCELERATOR PROGRAM

Helping aspiring founders build great technology companies that strive toward having a global impact. We've partnered with the best local and international startup mentors to deliver world-class events and programs to help WA startups succeed.



SEED FUNDING

\$40K+ seedfunding on a convertible SAFE (Simple Agreement for Future Equity) note.

MENTORS & ALUMNI

Connect with a network across Australia, Silicon Valley, Singapore, Israel and China.

GOING GLOBAL

A core component of the Program is to think global and access bigger markets.

CONNECTIONS

Connections to support you to keep growing fast.

GROWTH NETWORK

Powered by muru-D and backed by Telstra, Seven West, Vukelic Group and Hawaiian.





LEAP

Plus Eight Leap is a full-day startup bootcamp for those looking to make the entrepreneurial leap and rapidly develop the capabilities needed to build a successful startup business.

SPRINT

Plus Eight Sprint is a 6-week, part-time, pre-Accelerator program that connects you with a community of successful mentors, investors and advisors to help you take your startup idea to the next level and provide the content and environment to grow your skills as a founder.

City of Canning Sprint Program

Collaborating with Plus Eight and Skills of the Modern Age, the City of Canning Sprint Program provided an opportunity for startup founders not located in the CBD to grow their business.

Businesses in the City of Canning lacked the support and the access to the modern business education programs to empower business owners with the skills to launch and grow their businesses.

By applying the startup thinking approach (shortening product development cycles and rapidly discover if a proposed business model is viable), we empower business owners over the 6-week Sprint program where they will have the opportunity to focus on their business through a practical curriculum of topics critical to any successful new business. By the end of the program, business owners will have both a stronger business strategy as well as improving their founder skills.



SHE{CODES}

SHE{CODES}

PREVIOUSLY PERTH{WEB}GIRLS

With a vision to inspire curiosity and interest in technology, She Codes works to demystify coding, and to create pathways for further education, internships, and careers in the WA tech community.

**SUPPORTED
OVER
2,000 WOMEN**

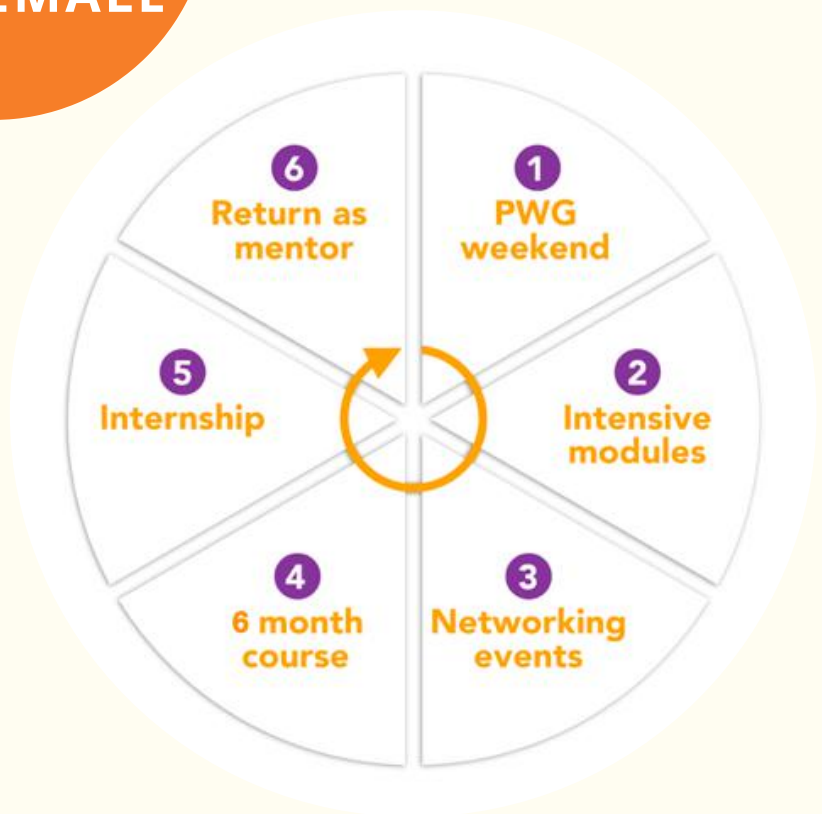
**60% OF
MENTORS AT
EACH EVENT
ARE FEMALE**



BHP



ROBERT WALTERS



OTHER PROGRAMS

STARTUP WEEKEND

Startup Weekend is run as a fast-paced, non-competitive hackathon aimed at teaching people the foundations of building a startup business.

BOOSTED SERIES

Boosted is an exclusive opportunity to get knowledge directly from world's most renowned and successful tech startups. Hear their stories and take away valuable insights to help your business grow and succeed in the global economy.

WHERE ARE THEY NOW

Perth{web}Girls Case Study

Shayla, who attended a PWG event, shared her experience on scoring a tech internship at Cash Converters.

"Thanks to the collaboration between Perth Web Girls and Robert Walters, I am currently in an IT internship at Cash Converters on the Data Science team. I have been involved in programming in C#, .NET framework and using Excel, then meetings and discussions with co-workers from different divisions."

Shayla has since completed her internship at Cash Converters in April of this year where she successfully worked on the execution of a predictive model to be used to prioritise the assessment of loan applications, improving customer satisfaction.

Shayla is still pursuing career development in the Engineering and Data Science field, actively seeking internships which will allow her to get hands-on in the business.



”

**SPACECUBED HAS
BEEN A GREAT
AVENUE FOR US TO
GROW AND MEET
OTHER LIKE MINDED
PEOPLE AND
BUSINESSES WHO ARE
WILLING TO CHAT
AND GET TO KNOW
EACH OTHER.**

“

KRISTEN TURNBALL
CORE DATA WA

PARTNERS

We partner with businesses, startups and governments across the state to grow WA's innovation hub.

PASSPORT PROGRAM

We partner with other coworking spaces across Australia to make your business travels as seamless as possible.

CORE INNOVATION HUB

CORE is where the resources and energy sector powers the human enterprises of tomorrow. Building on our strengths in resources and energy, CORE is Australia's first collaboration and innovation hub focused on resources technology, positioned alongside world-leading resources companies in the Perth CBD.



B CORP COMMUNITY



As a Certified B Corp, we are proud to be part of a community of companies developing better business practices, creating new ways to measure success, working with dignity and purpose, and using business as a force for good. We believe that being part of the B Corp community will accelerate and scale our impact to a global community, well beyond our footprint.



SPACECUBED FOUNDATION

As the owner of the Spacecubed brand, Spacecubed Foundation is the largest shareholder in the commercial “for purpose” company: Spacecubed Ventures Pty Ltd described below.

Spacecubed Foundation Ltd receives funds from Spacecubed Ventures Pty Ltd on a quarterly basis which can focus on social impact activities including supporting youth entrepreneurship, providing grants and scholarships, funding research and supporting system change innovation.

SPACECUBED VENTURES

As the operating entity, shareholder of partnering subsidiaries and the employer of all Spacecubed staff, Spacecubed Ventures Pty Ltd is a for-purpose company that has the goal of supporting entrepreneurship and innovation through spaces, community, learning and programs.

Spacecubed Ventures Pty Ltd has additional flexibility to secure equity funding partners, including using equity crowdfunding, incentivise staff with an employee share option plan and enter into commercial arrangements to drive growth and services to Spacecubed members.

THE NEXT 12 MONTHS..

OPPORTUNITY FOR COLLABORATION AND CONNECTIONS

**IF YOU'RE LOOKING TO
GET INVOLVED IN HELPING
US ACHIEVE OUR MISSION,
CONTACT US TODAY.**

SPACES

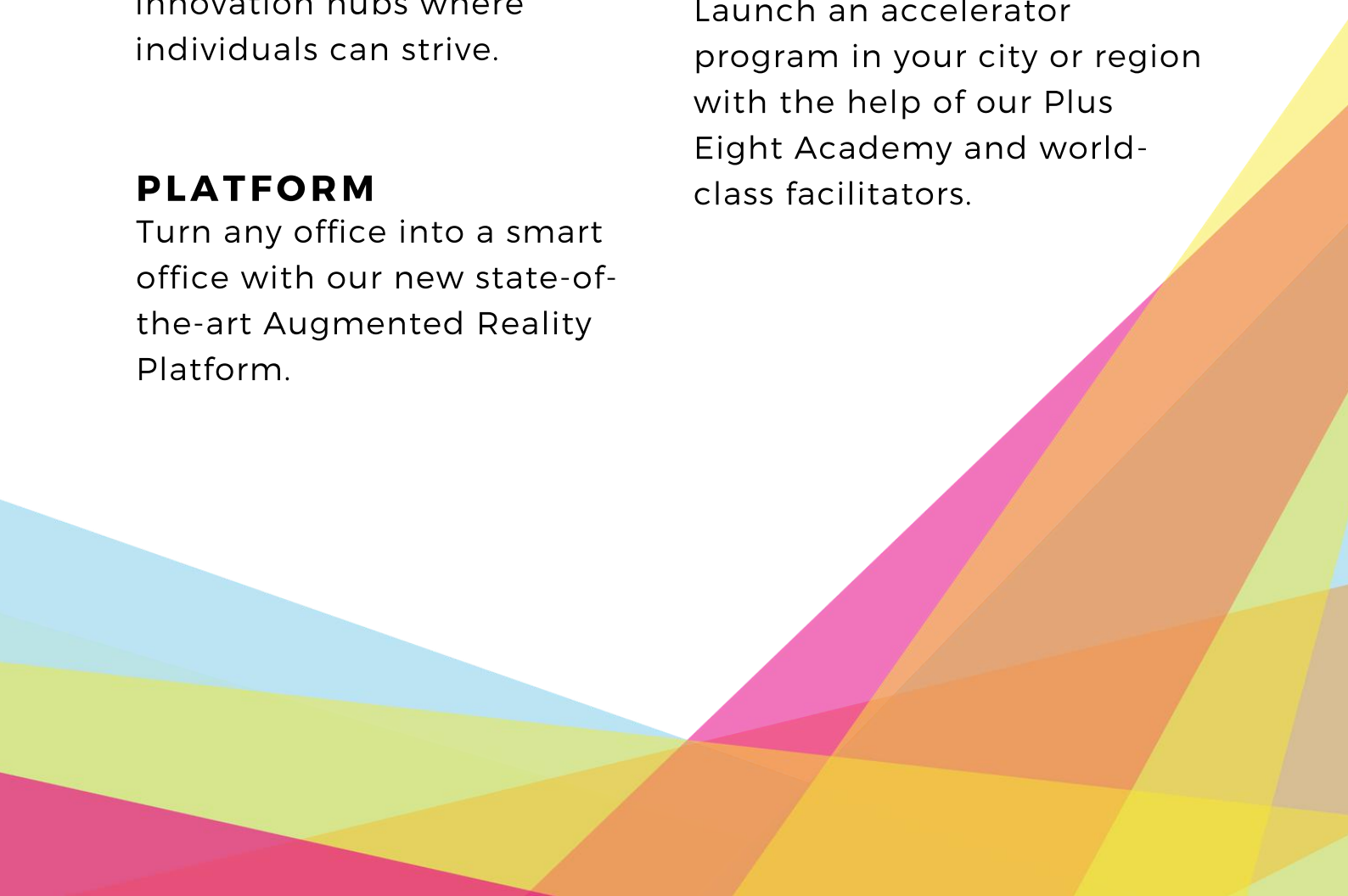
We're able to activate spaces across Australia and create innovation hubs where individuals can thrive.

PLATFORM

Turn any office into a smart office with our new state-of-the-art Augmented Reality Platform.

PROGRAMS

Launch an accelerator program in your city or region with the help of our Plus Eight Academy and world-class facilitators.





**45 ST GEORGES TERRACE,
PERTH CBD, 6000**



(08) 6102 0225



INFO@SPACECUBED.COM