



The background image is an aerial view of a large, historic exhibition hall with high ceilings and arched windows. The hall is filled with various exhibition booths and a large crowd of people. On the left, a large blue curved structure features the Abbott logo. In the center, a large green rectangular overlay contains the text 'SPACE BOOK' in white. To the right, a white booth for 'Novolac' is visible, along with other booths for 'Wyeth Nutrition' and 'kabrita'. The overall atmosphere is that of a busy, large-scale event.

SPACE BOOK

THE PROBLEM & SOLUTION

In 2005 I started a business that required me to find trading space at events. What I soon discovered was the process was a nightmare. The market in temporary space is still as fragmented as ever, both for consumers and businesses.

As the thirst for space opportunities has increased people have set up groups on FB to share this information. After launching my own group I encountered a second problem. The level of fraud on FB is very high with many profiles posing as event organisers and many businesses sending money over with no verification process in place. Spacebook will be able to verify organisers creating value in safety and trust.

A third problem with running these groups on FB is that the information submitted by event organisers is differing in quality and accuracy and some events are busy and some not. Spacebook will have the added advantage of any high performing marketplace with sort, filters and stipulating information that has to be provided, allowing space seekers full and accurate information to make informed choices to find suitable space depending on need / cost / location / footfall / size etc. Reviews will be essential in order to ascertain which spaces and organisers are the best option for them to succeed.

The market is even more fragmented as you go up in price for temporary space.

There are solutions for people comparing properties, restaurants and builders, but no marketplace to search and filter opportunities to rent temporary space to help businesses and individuals thrive.

WHAT IS SPACEBOOK?

A marketplace akin to any other successful marketplace such as Rightmove, Airbnb and Booking.com but instead of houses and hotels it lists physical temporary spaces to hire. E.g

- Rent a stall space at a local festival
- Rent advertising space on the back of a bus
- Rent a Freshers stand space
- Rent an office for the day
- Rent a farmers field
- Rent a castle for a photo shoot

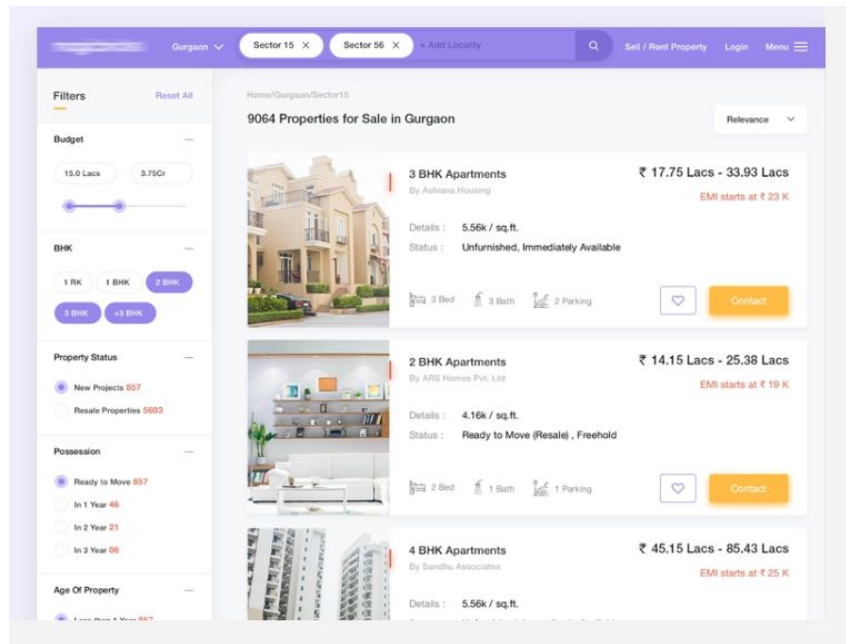
The possibilities are endless....



WHAT IS THE SPACEBOOK DREAM?

To bring together the fragmented opportunities in temporary space and create a marketplace so any business, brand, agency (even the public one day!) can find physical space opportunities and space sellers can make money from their space.





VISION

To create a marketplace to bring together the fragmented space market, whereby businesses and (one day) consumers can find opportunities to rent temporary space from anything from a stall at the local PTA fair to a mega yacht hire.

We want to go from providing space for business use to space for all within 5 years. Bringing intuitive searches, dynamic pricing and AI to the forefront.

We aim to create a familiar UX and UI so the marketplace is accessible, transparent and easy to use and is trusted as the world's number 1.

We aim to save local causes millions in advertising/resources costs and get their spaces filled quickly to prosper faster.

THE TEAM

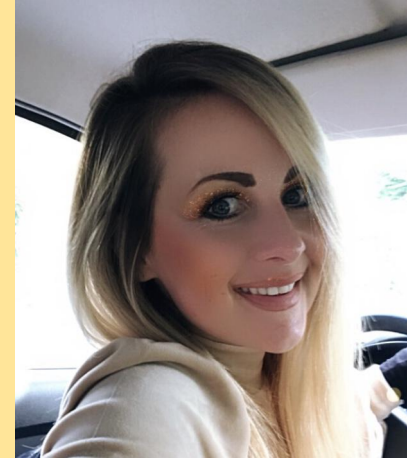
Shons Muller CEO / Founder

I've been self employed for 20 years in the events industry specialising in field marketing campaigns and experiential, up to Director Level. I've been fortunate enough to work for many international and upcoming brands as well as sole traders and the self employed seeking support with events / marketing.

I founded and ran a company for 20 years that sold niche event space opportunities to therapists. Retaining customers on average for 7 years. I had over 100 partner venues and acquired international brands as clients, including Betfair, Crocs, Fisher Price, Loreal, Nandos, Gala Coral and Thwaites as well as Aintree, Haydock & Newbury races. I also have extensive experience helping brands access student targeted activation space, with an onus on freshers fairs (In-agency) enabling brands such as Deliveroo, Gregs & Burger King.

I'm the current owner/admin of various Facebook groups with a combined membership of 150,000 small businesses seeking opportunities to grow through temporary space available at events. I have built a waiting list of 12,000 people who wish to be sent opportunities to trade or promote at events.

Seeking to launch an MVP by 8th September 2025



THE TEAM

Steven Noble, CTO

I've been designing and building for the web for nearly two decades, working with software companies and design agencies, either as a contractor or part of the team. Throughout this time, I've honed my skills as a digital designer and UI developer, constantly evolving to meet new challenges. My core skills span from helping clients with design (marketing and e-commerce) to development, including design systems, headless CMS, SaaS, animation, and more.

My main focus is on UI development using JAMStack technologies, but I have a work history in design. My experience in both technical and design fields leads to better user experiences in less time. I have extensive knowledge of HTML, CSS & JavaScript (ES6), experience with popular frameworks like React, and both REST and GraphQL APIs.

I'm able to speak the designer language and dare to make design choices while coding. This saves valuable development time, endless back and forth with designers and often looks even better than the original design. I also do not hesitate to work out something in Figma or Sketch myself. I bring curiosity, creativity and a GTD mentality.



TARGET MARKETS

Space Seekers:

Any size business in the world

Brands and representative agencies

The Public Sector

Charities, schools and Non-Profit Organisations

(In time) Consumers

(Space Sellers) who will be listing on the site:

Anyone who has Space to Sell

Partners that add further value:

Third parties with an interest in our target markets
who wish to become listed suppliers.



USP'S (ACES)

ACCURATE: Discover detailed listings with precise locations, transparent pricing, and reviews—helping you compare and make informed decisions.

COMMUNITY-DRIVEN: We're proud to support thousands of charities and schools by offering free promotion of their spaces, empowering local communities.

EXCLUSIVE: Gain access to opportunities that are listed on Spacebook first—or exclusively. Stay ahead of the curve with the best spaces.

SECURE: Say goodbye to social media scams. Every Space Seller is thoroughly verified, ensuring a safe and trustworthy experience for all.



FLIPPING THE MONETISATION MODEL

Currently all space platforms charge the space Seller, however in some sectors the demand is much higher from the space seeker.

We aim to cause mass disruption by offering space advertising for free to begin, with premium listing upgrades. We aim to get the majority of space onto our marketplace (exclusively) to monopolise the market, therefore the space seekers gain a huge variety of choice, value and exclusive opportunities.

A starting objective of 12 months free for the first 10,000 space seekers per 25 million adult population will be offered before launch in all countries





THE SCALE OF OPPORTUNITY

In 2023 there were 5.6 million UK businesses. 99% Were SMEs. Any business of any size can access SpaceBook to find temporary space for any purpose. They can find spaces to sell and promote products & services, to office space, to advertising space, to party space. One place to go, to compare sort, filter and enjoy!

We hope to be able to provide the same for consumers within 5 years. There are approx 34 million adults age 20-65 in the UK and 4 Billion in the world.

Outside of the UK, the US and AUS have huge space markets with the US being the leader in the world. There are 359 million businesses in the world.

WARNING

BEWARE OF FACEBOOK AND MESSENGER SCAMS

COMPETITION

There is no platform that currently provides exactly the same benefits and features as SpaceBook. The current method of accessing space is to go direct to a venue or organiser or to an agency who will add on a substantial margin. There are a few niche sector platforms who always charge the organiser and do not scale up to all space, only very entry level. This is the equivalent of RightMove only advertising studio flats leaving a huge fragmented market opportunity.

Facebook groups

There are various FB groups that advertise space however they are not sorted or filtered, often missing information, fraudulent/fake adverts and often spam/pornography filled. There are hundreds of these groups adding to the noise for space seekers. These groups are unregulated and often run by admins who are not incentivised/rewarded by FB.

FINANCIAL AIMS

Space Seeker £3.99 p/m (Inc Insurance)

Year 1 - 2500 = £119,700
Year 2 - 5000 = £ 239,400
Year 4 - 10000 = £478,800
Year 8 - 30,000 = £ 1,436,400
Year 10- 56,000 = £2,681,280

56,000 businesses account for 1% of all UK businesses. If Spacebook engaged just 1% of all businesses UK this could turnover £2.681,280 per year. If 1% of global businesses were engaged this is £17,188,920 per year.

Space Seller FREE (If exclusive or community cause)

Sponsored ad 1st in Listing £99 P/M
Year 1 - 500 Advertisers - £594,000
Year 5- 2000 Advertisers - £2,376,000
Year 10 - 5000 Advertisers - £5,940,000

Sponsored ad 2nd in Listing £79 P/M
Year 1 - 500 Advertisers - £474,000
Year 5- 2000 Advertisers - £1,896,000
Year 10 - 5000 Advertisers - £4,740,000

Sponsored ad 3rd in Listing £59 P/M
Year 1 - 500 Advertisers - £354,000
Year 5- 2000 Advertisers - £1,416,000
Year 10 - 5000 Advertisers - £3,540,000

Suppliers and Partnerships Supplier ads on website and Emails including sponsorship.

Year 1 - £25,000
Year 3 - £100,000
Year 5 - £500,000

Airbnb Turns over 99 mil increasing 12% year on year. The above figures do not include the B2C market opportunity.

FAQ's and Next Steps

Why are niche smaller competitors not excelling?

Most are bootstrapped and have not secured funding enough to scale and market the business. They focus on entry level spaces and these are very low cost. They charge the organisers / venues where we intend to flip the monetisation model to gain exclusive spaces. Allowing venues and organisers to advertise space for free as long as it's only with us. This will monopolise the highly sought after information making SpaceBook the only option.

What's stopping people going back to the same organiser/ venues ?

In the UK 60% of new businesses fail within 3 years, this provides a large turnover of people starting up and dissolving their venture. As the population ages a natural process of turnover is added to this. As with Airbnb you may go back to the same space provider but also you may want to go further afield or closer to home, try a bigger audience or a more niche one, or even choose a different type of space for you. Event organisers are also closing down and starting up all the time, and with the emerging franchise models in second hand goods markets the opportunities to run your own events are expanding rapidly. In the model exploits the churn on both sides of the marketplace and offers lots of opportunity for repeat business on both sides too.

How will you gain exclusive spaces as well as monetising Space Sellers?

By providing free basic advertising to all space sellers, with an option to upgrade to 1st, 2nd and 3rd in the listings. Ensuring a high amount of traffic and advertising so that spaces get sold easily and quickly due to the scale and efficiency available.

What are the next steps?

With AirBnB looking into the office space and B2B arena there is an urgent requirement to launch ASAP and to gain the monopoly. Thank you for taking the time to read this pitch deck. Your thoughts / ideas / suggestions are much appreciated and welcome. Any potential investors are welcome to apply through the contact details below, £500,000 sought for 5% at a pre-seed valuation of £10 Million. This is approx half of Airbnb valuation a year after concept.

Kind Regards,
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