WE OPEN STOREFRONTS TO POSSIBILITIES
BY ACTIVATING URBAN NEIGHBORHOODS FOR POPUP ENTREPRENEURSHIP

IDENTIFY: SPACE
Landlords
Tenants
Property Managers
Brokers

MATCH: INDIVIDUALS
Entrepreneurs
Creatives
Locals
Teachers
and more...

SUPPORT: TOOLS, TALENTS
COLLABORATORS
Product display
Consulting
Collaborators
and more...

CREATE: EMERGING IDEAS!

The New York Times
FAST COMPANY
HUFFPOST
ideo
and legally, including issuing license agreements, security deposit, insurance, & credit check.

We manage all the paperwork that would require to get the popuppers in your space safely

We manage scheduling and payment of the popuppers on your behalf to save you the headache.

3. SCHEDULE

We brand your space as a Pop-up Launchpad to cultivate artists and artisans that have emerging ideas or products.

1. BROADCAST

We list your storefront as a space for popup venue offering

5. LAYOUT

We produce and maintain a currently architectural layout of your space.

We depend on specific needs, we either equip your space with appropriate furnishing or design customed furnishing to fulfill the needs of popuppers at additional costs.

1. IDENTIFY

We produce and maintain a currently architectural layout of your space.

We would match your space with aligned short-term users and community that you desire.

2. BOOKING

We list your storefront as a space for popup venue offering weekly or monthly short-term uses at a rate suggested by us but determined by you.

3. PRODUCE

We list your storefront as a space for popup venue offering

4. MANAGE

We list your storefront as a space for popup venue offering weekly or monthly short-term uses at a rate suggested by us but determined by you.
$\text{POP-UP}$. A NOUN, A VERB, AN ATTITUDE, AN INVITATION.

CELEBRATE THE MAGIC OF THE SHORT-TERM AND THE SMALL-SCALE. TRY OUT YOUR IDEAS. TELL YOUR STORY. INVITE THE PUBLIC INTO YOUR VISION. LEAVE SPACES BETTER THAN HOW YOU FOUND THEM. BE FLEXIBLE. PROTOTYPE YOUR DESIGNS. TEST YOUR AUDIENCE. FIND UNEXPECTED LOCATIONS. TURN SPACES INTO PLACES. CARE FOR THE COMMUNITY. GET INSPIRED BY EVERYDAY OBSERVATIONS. CREATE WHAT YOU DREAM.

BUILD YOUR PASSION. TRY, FAIL, LAUGH, LEARN, PIVOT, IMPROVE. EXECUTION IS KING. AUTHENTICITY IS EVERYTHING. SHARE YOUR IDEAS OFTEN & BUILD UPON OTHERS’. PARTNER CREATIVELY. PLAN IMAGINATIVELY. DO IT TOGETHER.

#POPUPMANIFESTO
by miLES

JOIN OUR MOVEMENT @madeinlfe
SIGNUP AT...
POPUP ACTIVATION (STOREFRONT) – PET ACCESSORIES SHOP BY A LOCAL SMALL BUSINESS
POPUP ACTIVATION (STREET & EMPTY PROPERTY) – ART FESTIVAL W/ PROPERTY DEVELOPER
POPUP ACTIVATION (CITY BOROUGH) – MADE IN QUEENS LOCAL PRODUCTS STORE W/ QUEENS EDC

SUPPORTED BY CAPITAL ONE BANK
POPUP ACTIVATION (3 CITIES) – SMALL BUSINESS WORKSHOP WITH SQUARE
140+ POPUPS
since 2013

ARTISAN MARKET. ART SOCIAL. CHOCOLATE SHOP. CLASSROOM. COMIC MUSEUM. DESIGN / TACO SHOP. EATERY. EXHIBIT. FASHION SHOW. FILM FESTIVAL. INDEPENDENT JEWELRY SHOP. HAUNTED HOUSE. HOLIDAY SHOP. MUSEUM OF BEAUTIFUL PEOPLE. MAKER GALLERY. LIVE MAGAZINE. SEWING STUDIO. AND MANY MORE...

AVERAGE DURATION OF POPUP: 9.19 DAYS
LONGEST POPUP: 180 DAYS
SHORTEST POPUP: 1 DAY
MOST SALES: $18,000+ in 3 DAYS
MOST VISITORS: 4,000+ ppl in 1 DAY
MOST TALKED ABOUT: 2 million SOCIAL MEDIA IMPRESSIONS
TURN YOUR CITY INTO
A HUB FOR IDEAS INCUBATION
ONE NEIGHBORHOOD AT A TIME
CHALLENGES / OPPORTUNITIES
FOR SPACE HOSTS

ONE-OFF ACTIVATIONS → SUSTAINED INNOVATION
GETTING A CRITICAL NUMBER OF LANDLORDS & PROPERTY OWNERS WITH VACANT PROPERTIES TO SUPPORT GETTING TENANTS TO SUPPORT SHORT TERM ACTIVATIONS
THE UPWARD BATTLE:

GETTING LANDLORDS TO SUPPORT OTHER THAN FINANCIAL GAINS
AGGREGATING ENOUGH SHORT-TERM ACTIVATIONS
FINDING AN INTERMEDIARY BODY TO ACT LIKE A CONVENTIONAL TENANT
CONVINCING LANDLORDS ON RISK & LIABILITY OF UNCONVENTIONAL TENANTS
MOST POP-UP ACTIVATIONS FAILED TO CREATE A RETURN OF INVESTMENT VIA SALES

MOST POP-UP ARE SUCCESSFUL IN GETTING THEIR TARGET AUDIENCE TO ATTEND & SUPPORT
THE UPWARD BATTLE:

GETTING ACTIVATIONS TO BE FINANCIALLY VIABLE

CULTIVATING PEOPLE USING SPACE THAT THIS IS ONE OF MANY CHANNELS IN THEIR SALES / MARKETING STRATEGIES

SETTING THE RIGHT EXPECTATIONS

UNDERSTANDING THE WORK NEEDED TO PRODUCE ACTIVATIONS
FOR AGENTS / MEDIATORS

STREAMLINED OPERATIONS → HIGH-TOUCH CUSTOMED SUPPORT
CREATING A SYSTEMATIC WAY TO STREAMLINE ACTIVATIONS

CAREFULLY CURATE & SUPPORT “QUALITY” ACTIVATIONS
THE UPWARD BATTLE:

CONVEYING THE NEED OF RISKS TO CULTIVATE INNOVATION

PROVIDING RECURRING CONSISTENCY TO BE SELF-SUSTAINABLE

WORKING WITH MULTIPLE STAKEHOLDERS SIMULTANEOUSLY
WHO ARE THE STAKEHOLDERS?

EMERGING SMALL BIZ & CREATIVES

RISK-ADVERSE STAKEHOLDERS
CREATE AN ECOSYSTEM TO CULTIVATE EMERGING BUSINESSES & CREATIVES

MINIMIZING RISKS OF PROPERTY OWNERS & OTHER STAKEHOLDERS
THE UPWARD BATTLE:

BALANCING THE NEED OF THE TWO-SIDED MARKET

MINIMIZING RISK & PROVIDING SOMETHING THAT CORPORATIONS & PROPERTY OWNERS NEED, WHILE HAVING CULTIVATION OF THE EMERGING AS THE CORE MISSION
WHAT'S NEXT FOR US?

ADVISORY SERVICES FOR ECONOMIC DEVELOPMENT CORPORATIONS

INNOVATION SESSIONS WITH PROPERTY DEVELOPMENT TEAMS

PRODUCT CURATION TO SUPPORT SMALL-BATCH & LOCALLY MADE PRODUCTS