



Portable
Modular
On-Demand
Workspace



The Gist

BLOX is an idea for flexible workspace that meets the needs of start-ups and small businesses better than current commercial real estate.

BLOX is also an idea for an open market of new business opportunity untethered from buildings and business districts.



The Need

Commercial buildings are fixed in both space and function... you can't move them and it's difficult to repurpose them. As a result, landlords usually offer their tenants only two choices:

1. Sign a long-term lease and have the space built to suit the tenant's needs
2. Sign a short-term lease and take the space as-is

Unfortunately, neither of these options works for start-ups because their needs change rapidly.

Commercial real estate is poorly designed for investors too. There's a huge segment of businesses (particularly small businesses) that opt-out of leasing space all-together. As such, vacancy rates are high and investors lose money.

BLOX strives to solve these problems by delivering **flexible workspace** options for the tenant while also creating a **profitable new business model** for the investor.



BLOX is Mobile

BLOX workspaces go where the work goes. They can be delivered directly to your worksite or you can use them at one of many BLOX campuses nationwide.

BLOX modules travel by rail over long distances and truck over short distances. This allows each individual BLOX module to efficiently travel to the point of greatest demand.



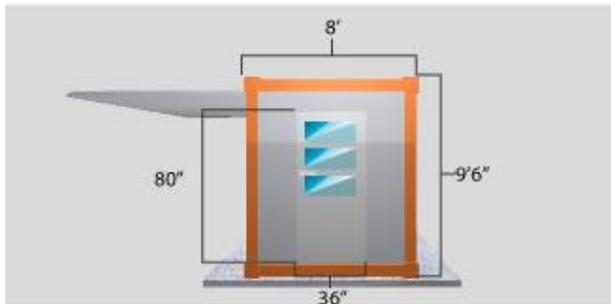
BLOX is On-Demand

BLOX modules are rented on a weekly, monthly, or yearly basis. And you can port your BLOX modules to a new location within the term of your lease.



BLOX is Modular

BLOX modules convert from one function to another. That's because each module uses a common footprint... the precise dimensions of a standard shipping container. It's a little bit like a desktop computer where you have an external shell and a variety of different 'cards' that plug-in. By replacing the cards you create an entirely new device.



BLOX modules come in a variety of forms

Office BLOX – Space for individuals and teams to work

Meeting BLOX – Space to meet and collaborate

Print/2D BLOX – Space and equipment to print in various sizes and media

Tool/3D BLOX – Space and equipment to build, construct, and prototype

Lab BLOX – Space and equipment to test and experiment

Med BLOX – Space and equipment to administer patient care

Class BLOX – Space and supplies to teach

Dine BLOX – Space and equipment to prepare and serve food

Wash BLOX – Space for sinks and restrooms



BLOX is Configurable

BLOX modules are stackable and connectable because they're built on a common footprint. You can also configure BLOX modules like a mini-campus, with a shared outdoor courtyard.

BLOX's online system makes it easy to configure your work camp. Simply select which module you want, specify the lease term, and select a location for delivery. You can also upload your company's logo and your BLOX module will arrive with custom signage (on digital screens inside/outside the module).

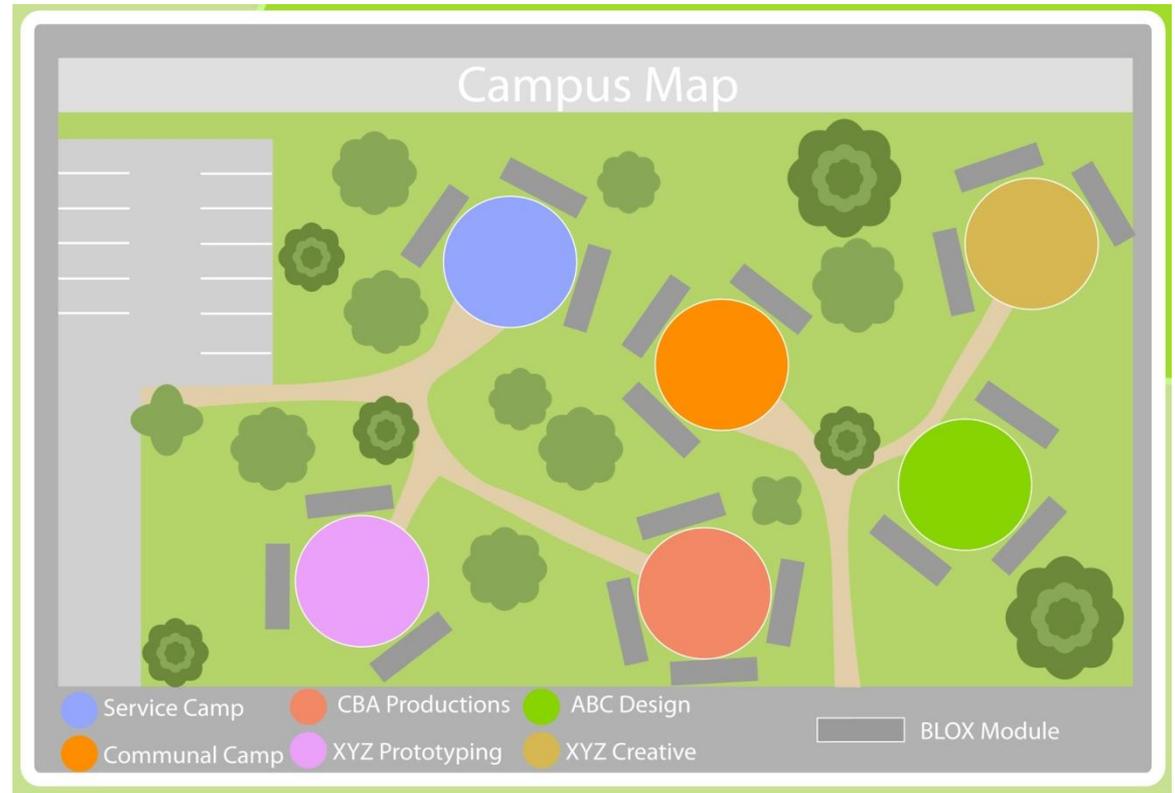
Each BLOX module is leased separately. You can flexibly plan your workspace needs with some modules leased short term and others long term.



BLOX is Networked

BLOX modules are part of a nationwide network of campuses. BLOX campuses will become the flexible business districts of the future.

BLOX campus space is leased on-demand. You select the term (weekly, monthly, or yearly) and you're free to switch from one campus to another within the term of your lease.



BLOX campuses naturally will develop interrelated communities over time, with businesses sharing BLOX modules and third party service providers setting up shop as well.

BLOX is New Business Model

BLOX's portability and modular design are a better way to make money.

Investors no longer have to worry about the proverbial abandoned office building. They can invest confidently knowing that they can port their BLOX modules and/or convert them into different modules to meet changing needs.

Investors can also invest in BLOX Campus real estate... buying and selling plots in BLOX Campuses nationwide.



BLOX is Open

BLOX is an open business model, so it creates economic opportunity for third parties.

3rd party brands can design/build BLOX modules to promote their products. For example, tool designers can create module(s) featuring their power tools. Office furniture designers can showcase new concepts for chairs, tables, and desks... and so on.

3rd party services can set up shop in BLOX's nationwide campuses. BLOX campuses will become the business districts of the future because they reduce the risk of starting a service business. If regional demand shifts, you have the flexibility of moving to another campus.

BLOX modules and BLOX campuses will attract national brands that want to plug-and-play in this new economy. Coffee shop brands will design proprietary BLOX modules and launch corporate stores in BLOX campuses (and rent BLOX modules to franchisees too). Office supply stores will do the same... and print shops... and shipping companies... and so on.



Open Design

Anyone can design a BLOX module as long as it fits the standard dimensions. For example, Starbucks' BLOX module(s) will look different than Caribou's. Steelcase's will look different than Herman Miller's... etc. In this regard, BLOX is more of a business model design than a specific industrial design. The ID is open to everyone. Even individuals can create BLOX concepts. You don't have to be a big brand. You can design a BLOX module, patent it, and sell it to industry... or build it yourself and launch the next big brand.

Perhaps that's what's so exciting about BLOX... it changes the status quo. You can jump in on this new economy when it's still in its infancy. You, the individual designer, get to define the space. You get to design the business districts of the future.



Learn More...

Contact Reflect Research to learn more about the research that inspired the idea for BLOX.

BLOX was a collaboration between Reflect Research and Oro Design. Reflect did the research... and Oro created the illustrations and designs.

Are you a designer or inventor? Do you want to collaborate on a future project... combining your world-class design skills with Reflect's world-class research skills. Give us a call. We look forward to hearing from you.



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