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## **2019 Closer: Spacebase opens up new growth**

11.12.2019, Berlin - 2019 has brought major developments for Spacebase, the online booking platform for meeting rooms and work event locations. "Back in January 2019, we had high hopes for the coming year," shares Julain Jost, CEO and co-founder. "I'm thrilled now, at the close of 2019, we can look back and see how we delivered on the expectations we set ourselves."

Doing so has been a case of long-term strategic decisions for the startup: to both expand Spacebase into new markets, while at the same time pushing to optimise the technology and service which Spacebase offers to customers around the globe.

"This was the year for us to make many transitions and I'm extremely proud of all we have managed to achieve," said Jost. "From improving our software and platform, to diversifying our activities and breaking into new market segments, to iterating an even stronger brand identity - 2019 has been a year of big opportunities."

- **Acquisitions**

Spacebase acquired two of its competitors in 2019: eventsofa and Okanda.

**eventsofa** is a subscription-based platform for B2B and B2C event locations. Since being founded in 2011, it has become an established name in the MICE industry. The April takeover has allowed Spacebase to grow its presence via eventsofa's impressive portfolio, including large-scale corporate venues, while significantly boosting market share in Germany and Austria.

Spacebase then bought **Okanda** in October, the number one German portal for hotel meeting room bookings. This move extends Spacebase's reach into the highly profitable market for hotel meetings and conferences. Spacebase brings its unique instant booking technology to a sector where such solutions are still relatively undeveloped and have high growth potential.

Both deals have allowed Spacebase to expand outside its core B2B business of unusual and inspiring meeting rooms and to pursue growth in neighbouring market segments. eventsofa and Okanda now join Craftspace in the Spacebase family of brands.

In recognition of a remarkable growth rate, Deloitte awarded Spacebase a coveted **Tech Fast 50** award in November. Spacebase is now extremely well-positioned to carry on its series of acquisitions into 2020.

- **Optimisation**

Over the course of the year, the Spacebase platform was also updated with a host of new features and improvements.

The launch of **Auto-Confirm** consolidated and extended Spacebase's instant booking capability. This makes booking faster, easier and more reliable - bookings are processed instantly, without further waiting times or contact between booker and provider. Just under half of all bookings on Spacebase are now made using Auto-Confirm and about half of new spaces make this feature available on registration. Spacebase is looking forward to increasing these numbers in 2020.

Another aim of 2019 was to enhance the booking experience for large-scale business users. Spacebase introduced **company accounts** which make it simple for organisations to manage bookings among team members and provide a single overview of billing information, invoices, favourite spaces and other booking preferences.

Space providers are just as important partners in Spacebase's success, and the startup continued to invest in strengthening this working relationship in 2019. **Hero Badges** were added to the site in April, to highlight providers who have met strict criteria for excellent service and top-quality meeting spaces. The **Space Awards 2020** were also announced, in recognition of the year's top performing and most popular spaces.

In terms of **portfolio** management, Spacebase has widened its presence in core cities in Europe and North America, as well as scouting and opening up new offerings in middle-sized cities. The platform remains a reliable, profitable platform to list venues and receive bookings.

- **Space management**

In May, Spacebase moved into new premises and began managing a number of its own spaces directly.

The **Spacebase Campus** is a one-stop location in Berlin Kreuzberg, with over 700 m<sup>2</sup> of offices, meeting rooms and event space - all of which can be booked online. The move has also allowed Spacebase to learn more about the daily organisation and management of meeting venues, and to trial different innovations for bookers and guests. The benefits of these insights have in turn helped Spacebase to better support space providers, with practical advice on optimising their meeting spaces.

The Campus further strengthens Spacebase's place in the Berlin startup community, not just as an 'online' presence but also a hub and incubator. Here, the Spacebase team put into practice their knowledge of workspace design. The interiors are minimal and uncluttered, with plenty of

greenery and natural light - for a calm, refreshing work environment that enhances productivity and collaboration.

- **Company**

As a result of 2019's expansion and diversification, the Spacebase team have also been hard at work to refine the company's vision and culture.

Spacebase's **mission** remains the same - to bring together inspiring spaces, expert advice and professional services for all kinds of work occasions.

Now, the team is even bigger and supported by new HR procedures implemented this year - from more streamlined recruitment processes to ongoing training opportunities, such as a series of in-depth communication workshops with an organisation development coach.

To share the evolving story of Spacebase, an overhaul of the startup's visual identity was also undertaken. A comprehensive branding illustration system was designed for use across Spacebase's website, brand communications and other assets - to communicate a unique ethos of warmth and professionalism.

- **2020 wishlist**

"Our outlook for 2020 is strong," Jost says. "The main priority will be to keep our momentum and keep expanding Spacebase with new acquisitions - these might come sooner rather than later."

"We also want to keep up our high standards of service," Jost adds. "That's something we had occasional issues with this year, especially in the handling of payments, due to limited capacity and increasing demand. We've been investing in our team though and upgrading our processes, so I'm confident we'll be able to offer even faster, more efficient service for bookers and providers in 2020 - even as we scale up our activities."

"What's true for us is true for our industry too. Across the MICE industry, next year I'd like to see more investment in new technologies, to keep the movement towards flexible, transparent and scalable event booking solutions."

**About Spacebase:**

Spacebase is a B2B booking platform that connects people with the spaces they need for extraordinary meetings and work events. Founded in 2014, Spacebase has a portfolio of more than 8000 inspiring spaces, in over 50 cities and 16 countries. Its dedicated team also provides professional services, from planning advice to catering and audiovisual equipment, to make the success of every meeting simple.