



September 16, 2012

PHASE I DESCRIPTION

Site 1 of 3: Draper University (44 E. 3rd Ave, former Ben Franklin Hotel)

Proposed Use: Draper University is a school for entrepreneurs, ages 18-24, who will come from all over the world. The hotel site will function as the main campus facilities: student lodging, classrooms, group breakout rooms, speaker/guest accommodations when needed, and reception/event space.

Parts of the university, primarily the lobby, will be accessible to the community, ideally for those who want to advance the school or entrepreneurship.

Phase I consists of the entire hotel with the exception of the existing penthouse. The penthouse will remain vacant and unoccupied for Phase I.

Phase II consists of the buildout of the penthouse on the top of the hotel as a lounge/student meeting space and elevator going up to the penthouse. The lounge will not be open to the public. The existing elevator does not go up to the penthouse and does not meet code; hence, a new elevator is proposed. All activities and proposed use in the penthouse lounge is for student and school use as to not impact parking demand on the City.

Note: In our long-term growth strategy, the school will eventually offer an online option for students who fall outside the age group or are not admitted to the boarding school, but still want to participate in the curriculum, the discussions and the speakers.

Major activities/ Program information: The program curriculum is designed to teach fundamentals in business combined with creative encouragement and experiential (hands-on) activities. It is expected that the school will have regular guest speakers (successful entrepreneurs, lawyers, accountants, bankers, real estate brokers, headhunters, investment bankers, venture capitalists, scientists, artists) from industry and a steady stream of events connecting the students with the entrepreneurial world of the Silicon Valley.

The school will have 4 sessions per year, varying between 6, 8 and 10 weeks long, that ideally coordinate with Stanford University's quarter system, and we expect to be a good fit for top students who want to do an exchange to Draper University to pursue entrepreneurial endeavors. We expect to be able to give students academic credit for their work, depending on the student's home school policies.

The program curriculum consists of classes and experiential activities. Each day is centered on a different superhero theme, i.e. Speed, Vision, Flexibility, Resources and Justice. A typical day includes a few speakers on the topic in the morning and related activities in the afternoon. For



the Vision-themed day, topics could include Futurology, Predictive Analytics and Future of Medicine. Team projects and individual work is expected outside of the formal curriculum. Evenings will be used for homework, meetings, project collaborations and working on their individual business ideas. The weekends will be filled with physical education, brainstorming activities, strategic and imagination games and social events. The school will also bring students to off-site company visits to Google, Tesla, Facebook, etc.

The school actively communicates to students that they are not allowed to bring cars to campus. We stress that there is zero overnight parking available in downtown, that all transportation to events will be provided, that the curriculum does not offer enough free time to necessitate a car, and educate them on the convenient public transportation options available nearby (CalTrain, buses). For future students, the school can issue a penalty for non-compliance, ranging from a warning to dismissal for continued violations. As a point of reference, in the pilot program, there were no incidents of students bringing cars to campus. We do not tell them about the parking lot on Second Ave behind the Collective building. For this parking lot, we will have special signage and 'parking placards' for authorized users. We anticipate using the approximately 20 spaces for: (1) 5 spaces for a car share (either private or offer Zipcars), (2) 7 spaces staff (6 FTEs at Site 1 and Site 2 and 1 space for Tim Draper), though this is a high estimate because some FTEs currently take CalTrain and do not drive to work and not all FTEs will be working the same hours, (3) 2 spaces for resident assistants (though not all will bring a car as some may be from out of town) and wouldn't be at the school year-round, (4) remaining 6 spaces for guest speakers and special events when school is in session. The current parking capacity of the lot should suffice because speaker talks are only 1 hour long, and do not overlap; and special events don't typically involve anyone other than students, staff and the speaker, and would likely take place in the evening. Of these regular users, the majority will not be overnight parkers. Only the car shares, RAs and the occasional FTE would park overnight. It is currently planned that each FTE will spend 1 night/week at the hotel when school is in session.

Number of students (clients): The school will be boarding, both single and double occupancy with a capacity of about 180. We expect to easily recruit top students from China, Singapore, Saudi Arabia, Dubai, Russia, Brazil, Vietnam, Korea, India, Pakistan, Europe, as well as the US, because we have strong relationships with people who are well connected with universities in each of those countries.

Number of staff: The school will employ 5 full-time employees (FTEs) for school operations, which consists of 4 administrators, 1 receptionist/office manager. We may also employ a small number of contract-based employees (i.e. someone to work on social marketing or special projects) and seasonal resident assistants (alumni who will not be hired full time, but who want to volunteer to stay at the hotel when school is in session). Contract-based employees will likely work remotely depending on the job, and for limited time periods. Speakers (aka teachers) are



not considered to be staff as they will be volunteer/guest speakers for only 1-2 hours at a time. The school will offer various mentors and coaches for students to get advice on their business ideas. The mentors and coaches will volunteer a couple hours a week to hold “office hours” out of the offices at Site 3, the Bank Building. The school will not employ its own janitorial staff- we will outsource this to a service provider.

Hours of Operation: The lobby and ground floor rooms will be in use approximately 9am-5pm for speakers, lectures and activities during the week. The school may also hold occasional evening receptions (6pm-8pm) on the ground floor. As the school is residential, students will be in the hotel 24 hours a day when school is in session. There will be “Resident Assistants” over the age of 21 and staff onsite with the students overnight. Video cameras and key card access entry will be implemented to ensure security and safety of students and staff.

Community Relations: The school intends to build strong relations with our local community and the entrepreneurial community. We are in discussions with local businesses on how we can partner. Ideas include: students giving advice to local businesses, mentoring, etc.

Site 2: The Collective (3rd Street)

Proposed Use: The long term proposed use of the Collective is to be an Entrepreneurs Club Arena, a communal place in downtown San Mateo to foster an energetic and passionate community of entrepreneurs who can easily connect, share ideas and resources, and collaborate. By offering affordable spaces for gathering and working, the Club Arena will promote community, empower people to follow their passions and explore new ideas and share knowledge. Draper University students would also have access to the Club Arena. The proposed use for the Collective site consists of two phases, Phase I, which is included in this application, and Phase II, which will be a separate application.

Phase I consists of (1) a Speaker Forum room (~50 people) for guest speaker events for students on the ground floor of the Collective, and (2) a theater/live studio (~150 people) for student use. We also propose to relocate SnapLogic, a tenant currently occupying the basement floor where the theater/live studio would occupy, to the 2nd floor of the Collective. SnapLogic’s lease expires on 8/31/13. All activities and proposed use in the Speaker Forum room and theater/live studio is for student use as to not impact parking demand on the City. The relocation of SnapLogic would not have any impact on parking, as it is purely a relocation of an existing tenant.

Phase II consists of (1) expanding the Speaker Forum and theater/live studio events to be open to the public, (2) creating 30 enclosed offices and lounges on the 2nd floor, (3) creating the Club



Arena on the ground floor offering affordable daily, weekly, monthly access passes to open “Hoteling” spaces (desks on a first-come, first-served basis), private conference rooms, open lounge spaces, a game room, a small ‘café’ area and a business services office, and (4) building a parking garage system in the basement floor of the Collective.

Major activities: Phase I activities at this site consists of the Speaker Forum space and theater space for guest speaker events for Draper University students. It is our goal to invite at least one high-profile speaker per week to speak to students when they are in session, and to have a large enough space to accommodate all students to be able to attend such talks in a single room at the same time. Currently, our largest ‘classroom’ in Site 1 cannot accommodate more than 80 students comfortably, and is not ideal for audio/visual capabilities, which most speakers require. Phase I activities also include the relocation on tenant SnapLogic, but their operations do not impact our staffing or parking projections.

Phase II activities at this site center around creating the Entrepreneurs Club Arena for public use, and to offer the speaker events for the students to the public. The major activities of the Entrepreneurs Club Area are intended to create resources to attract and enable a thriving community of entrepreneurship in downtown San Mateo. The Club Area will offer daily, weekly and monthly ‘memberships’ to individuals and startups who need flexible term “hoteling” space (unassigned desks on a first-come, first-served basis, conference rooms, basic business services such as faxing, printing) on the ground floor of the Site. This activity is similar to other shared workspaces like RocketSpace in San Francisco, and is an economically favorable solution for resource-strapped startups. The Club Arena will also include premium enclosed, dedicated offices on the 2nd floor that are rented on a longer term basis. We will rent these offices to service providers like lawyers, accountants, software developers etc who will be useful advisers and resources for entrepreneurs. The other major activity of the site will be to build out parking space in the basement of the Collective. We include parking spaces as part of the membership fees to ensure that Club Arena members park in the basement and do not cause pressure on current limited parking options in the city.

Number of clients: *see architectural drawings for capacities of various spaces.* The 2nd floor offices will likely house the 15 employees of Snap Logic, who currently occupy the former Jud Green space.

Number of staff: The Collective building will employ 1-2 staff (receptionist, office manager) for Phase 1. The School curriculum and student activities will be located primarily in the hotel. We expect to use the Speaker Forum room and theater/live studio on a weekly but not daily basis. We will also leverage school administrators/staff to assist all student speaker events in the Collective building. For Phase II, we anticipate keeping staff at the same level but expanding



their responsibilities to office management. Cleaning services, IT services, etc will be outsourced.

Hours of operation: The Collective and the theater/live studio will be open from approximately 10am-7pm in Phase I, and 10am-10pm in Phase II.

Site 3: The Bank Building (4th Street)

Proposed Use: The Bank Building consists of 2 floors. The ground floor offices will be used for Draper University administrative offices and a Draper University retail store. The 2nd floor is currently leased to a startup whose lease ends February 28, 2014.

Major activities: The ground floor offices will be used for Draper University staff and affiliates including guest speakers, coaches, mentors, faculty, alumni, etc. The retail store will sell Draper University-branded items typical of a university – apparel, accessories, etc. When the 2nd floor tenant’s lease expires, our initial ideas include creating a modern office environment for a start-up accelerator/incubator for top student ideas and non-student startups, adding campus facilities for students that the school currently doesn’t offer (i.e. Alumni space, a ‘design lab’ where students can prototype their business product ideas, additional classroom space if needed, a ‘media’ room where students can create multimedia).

Number of clients: *see architectural drawings for capacities of various spaces.* The ground floor offices will be dedicated to Draper University staff and affiliates (coaches, mentors). The retail store will be able to accommodate retail customers based on how much open space is not occupied by displays and goods.

Number of staff: Draper University staff will split time between the hotel and Bank Building depending on whether school is in session and store hours. We do not anticipate hiring additional staff exclusively for the store.

Hours of operation: The retail store and offices will be open from approximately 10am-7pm on weekdays.

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