

Promprylad.Renovation



PROMPRYLAD
RENOVATION

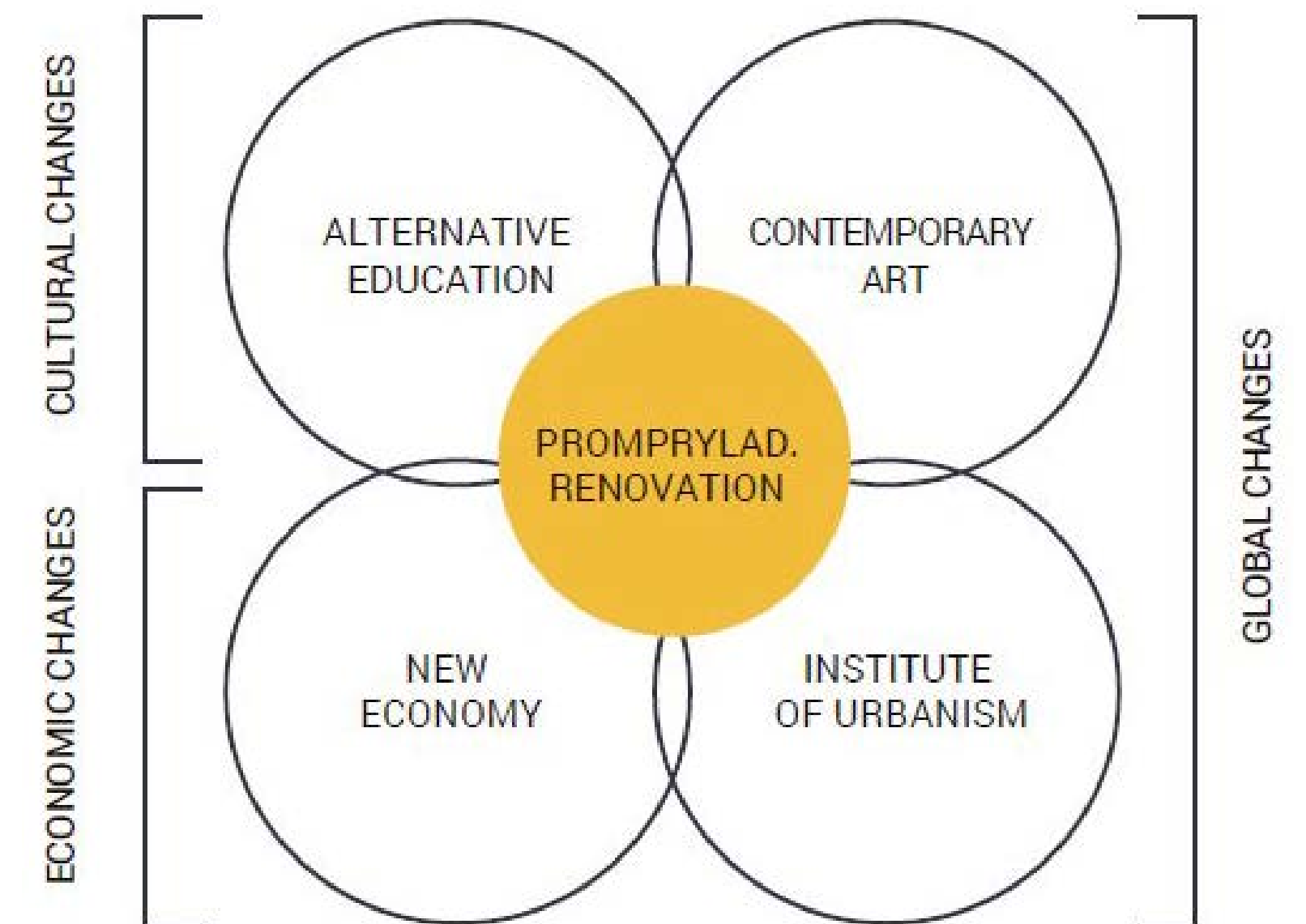
Investment Presentation

www.promprylad.ua



Promprylad.Renovation is an innovation center on revitalized premises of «Promprylad» plant in Ivano-Frankivsk.

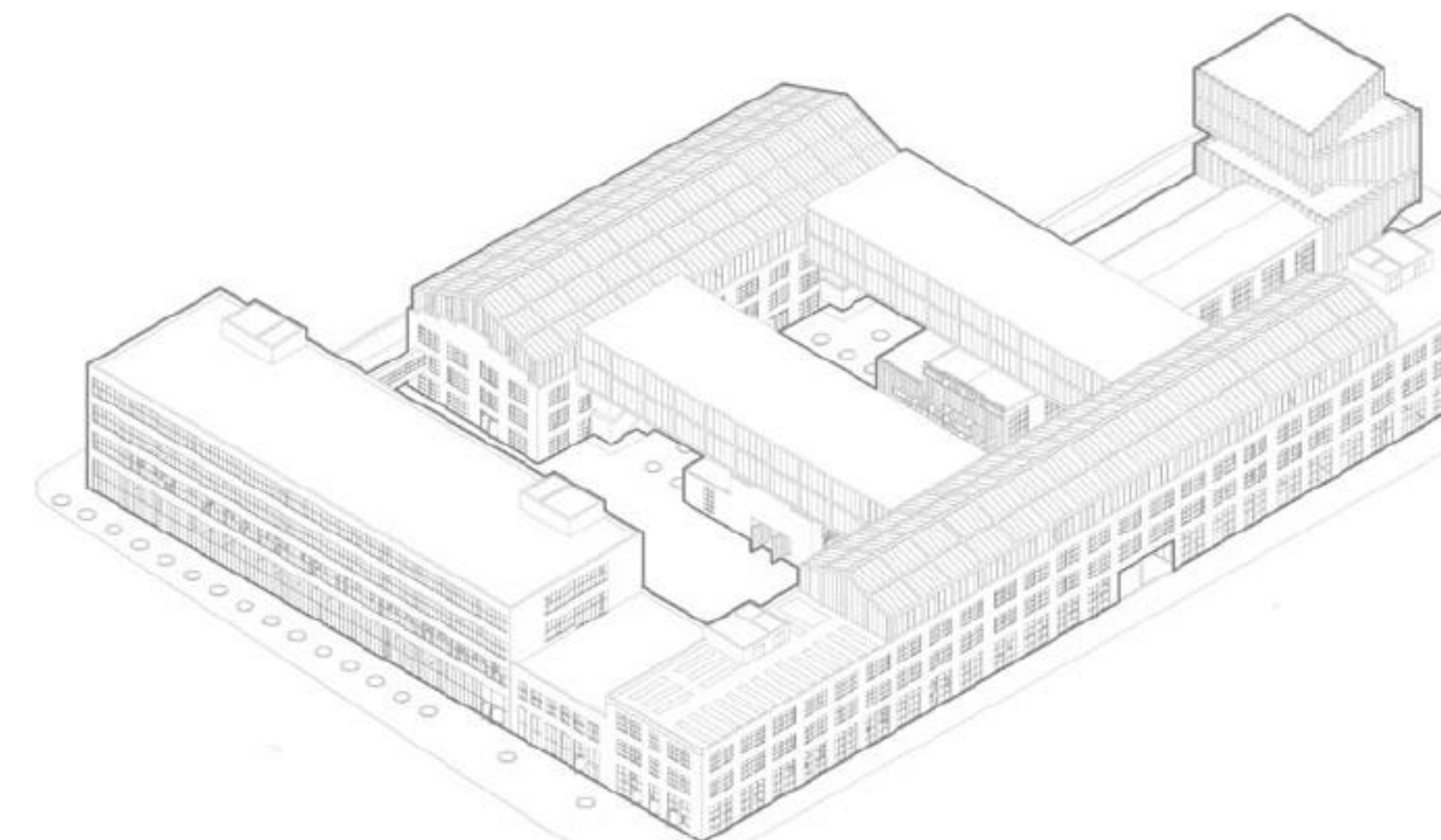
The project of **over 38.000 m²** will create conditions for business and social initiatives focused on the development of **new economy, urban planning, contemporary art, and informal education** in the region.





During 2019-2023 the project is going to raise **\$30 millions from private investors, organizations and long-term loan from International financial institutions to gradually launch six buildings and a park.**

New territory will host a lot of facilities - offices, laboratories, shops, exhibition and entertainment centers, hotel and hostel, farmers' market, restaurants and many more.



Background



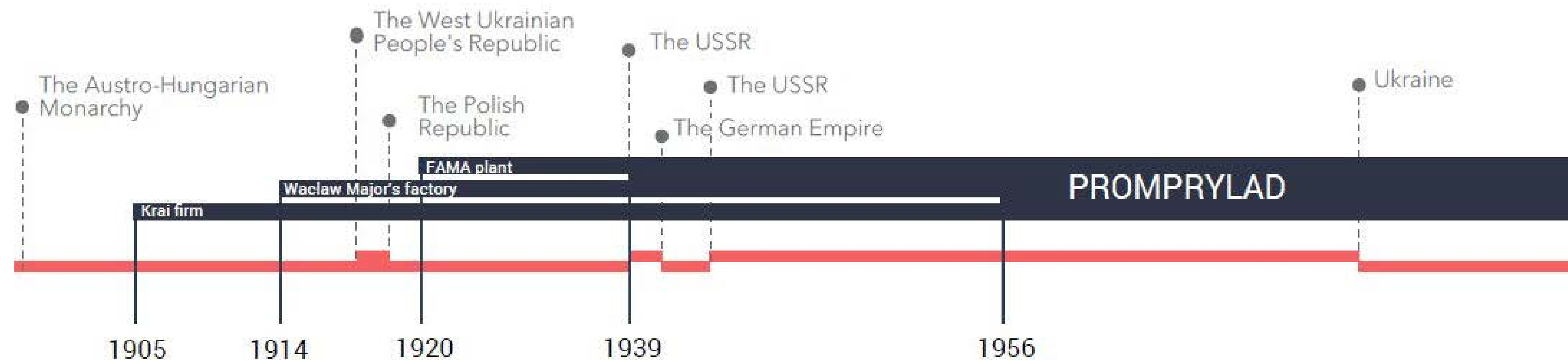
Ivano-Frankivsk is a city in Western Ukraine and the regional center of Prykarpattia with a population of 288.2k and a potential to grow further.

- 1st place in the Best Cities for Business ranking by Forbes Ukraine in 2020
- The most comfortable city for IT professionals according to the DOU ranking
- The most attractive Ukrainian city for investments according to the research by Transparency International within Transparent Cities program

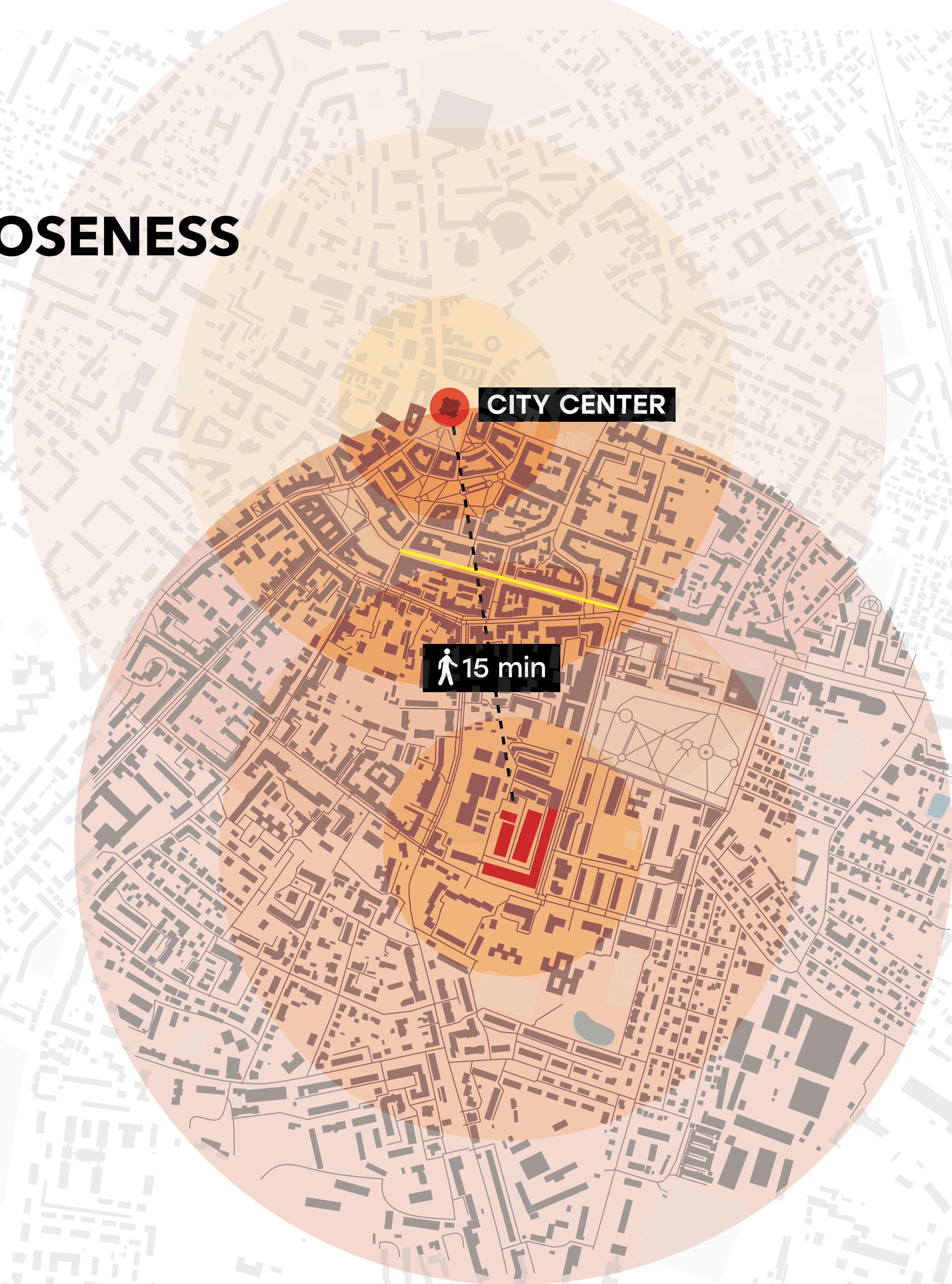




Promprylad is one of the largest industrial facilities in Ivano-Frankivsk originating from the 18th century, when blacksmith's and a locksmith's workshops were founded here. The plant reached its maximum size by the mid-80s when it was named 'Promprylad'.



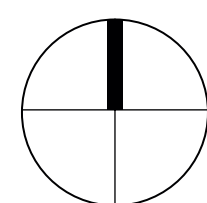
CENTER CLOSENESS



CITY CENTER

15 min

central street



Renovation





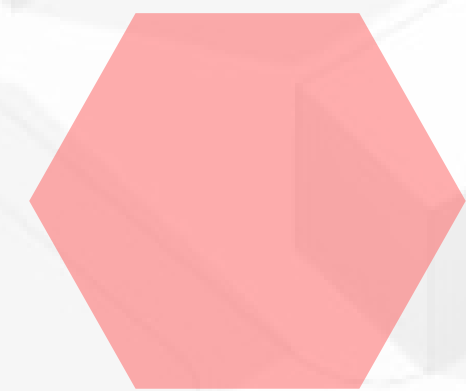
The plan allows for building up of economic and educational environment at the territory of the former plant to promote development of important business areas and create value for the city residents.



28.600
m²

10.000
m²

The plan provides for renovation of **26.44 thsd m²** of areas in the existing buildings and construction of two new ones covering **10 thsd m²**.



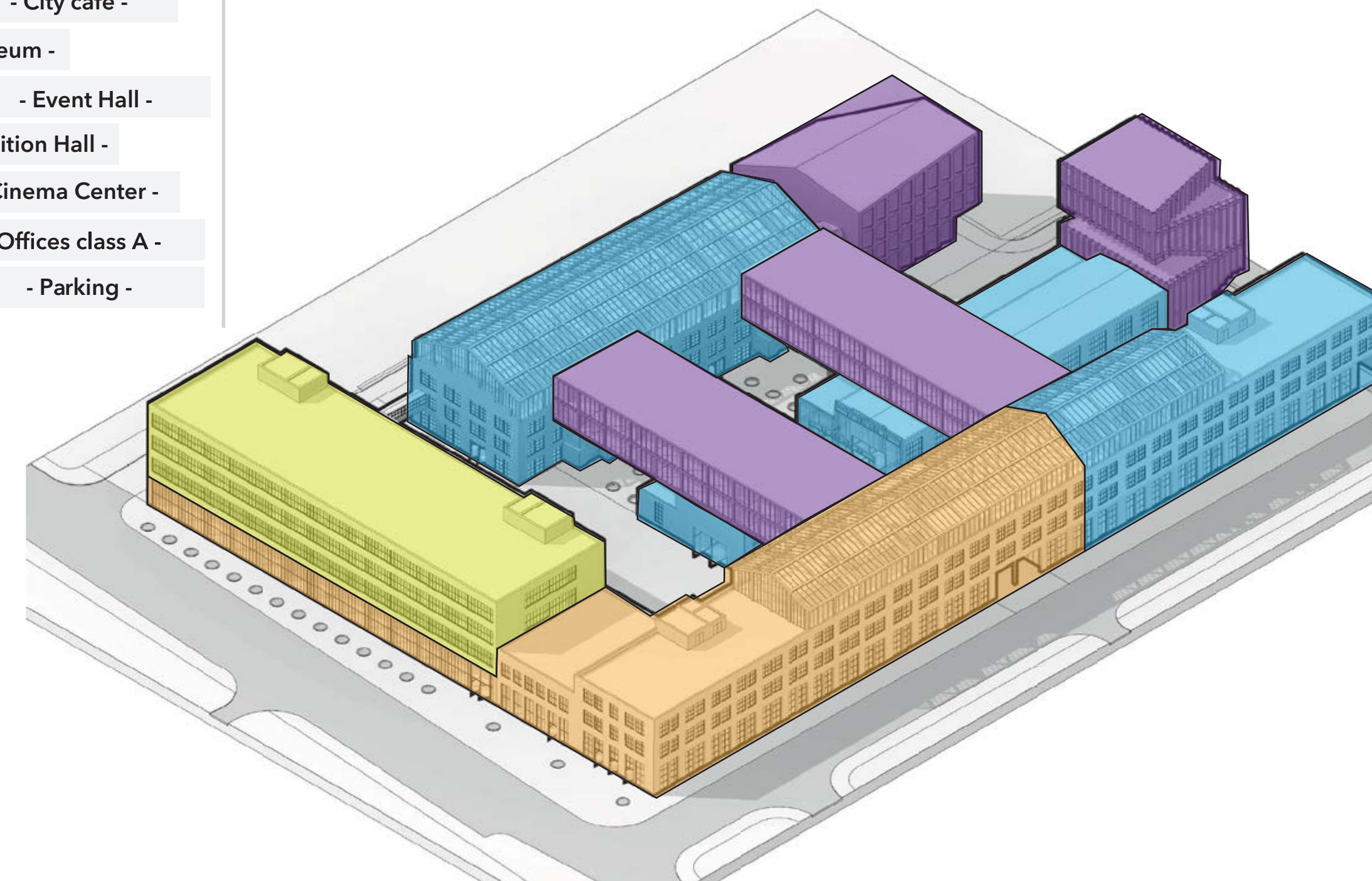


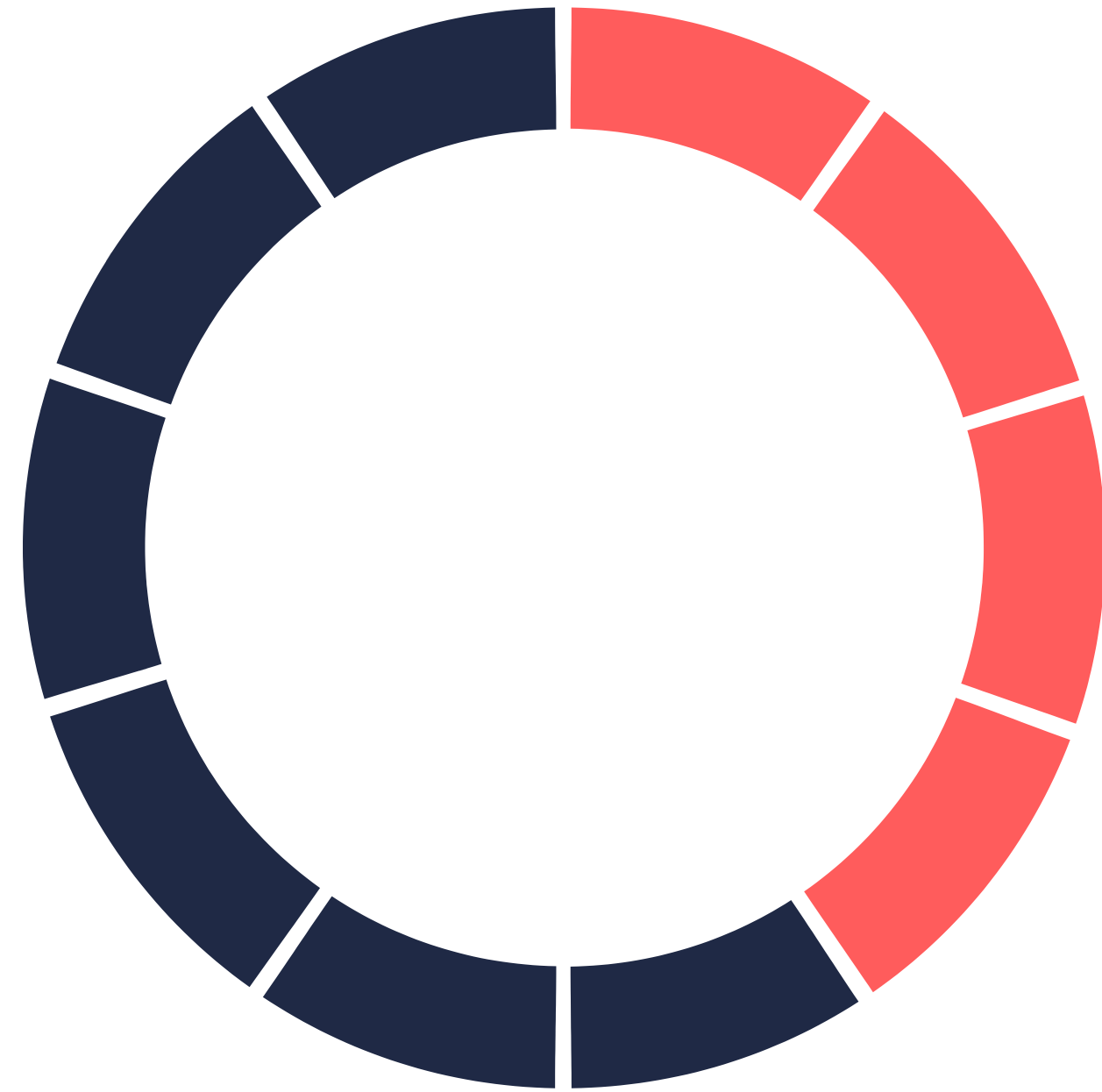
Reconstructions is planned gradually accordingly to investment attraction

Reconstructions time schedule

	2022	2023	2024	2025
stage I (pilot)	stage II	stage III-IV		
- Conference Hall -	- Offices -	- Business Restaurant -		
- Coworking -	- Food market -	- Hotel -		
- PromFood -	- Wine Shop -	- Hostel -		
- PromBar -	- Retail -	- Retail -		
- Offices -	- Gallery -	- Maker Space -		
- Dance School -	- Food-Hub -	- City cafe -		
	- Gym -	- Museum -		
	- Brewery -	- Event Hall -		
		- Exhibition Hall -		
		- Cinema Center -		
		- Offices class A -		
		- Parking -		

- Stage I (implemented)
- Stage II
- Stage III
- Stage IV





The premises are going to house workshops, educational and children's centers, hotels and restaurants, public initiatives, etc.

Up to 40% of the total area will be dedicated to office space.



















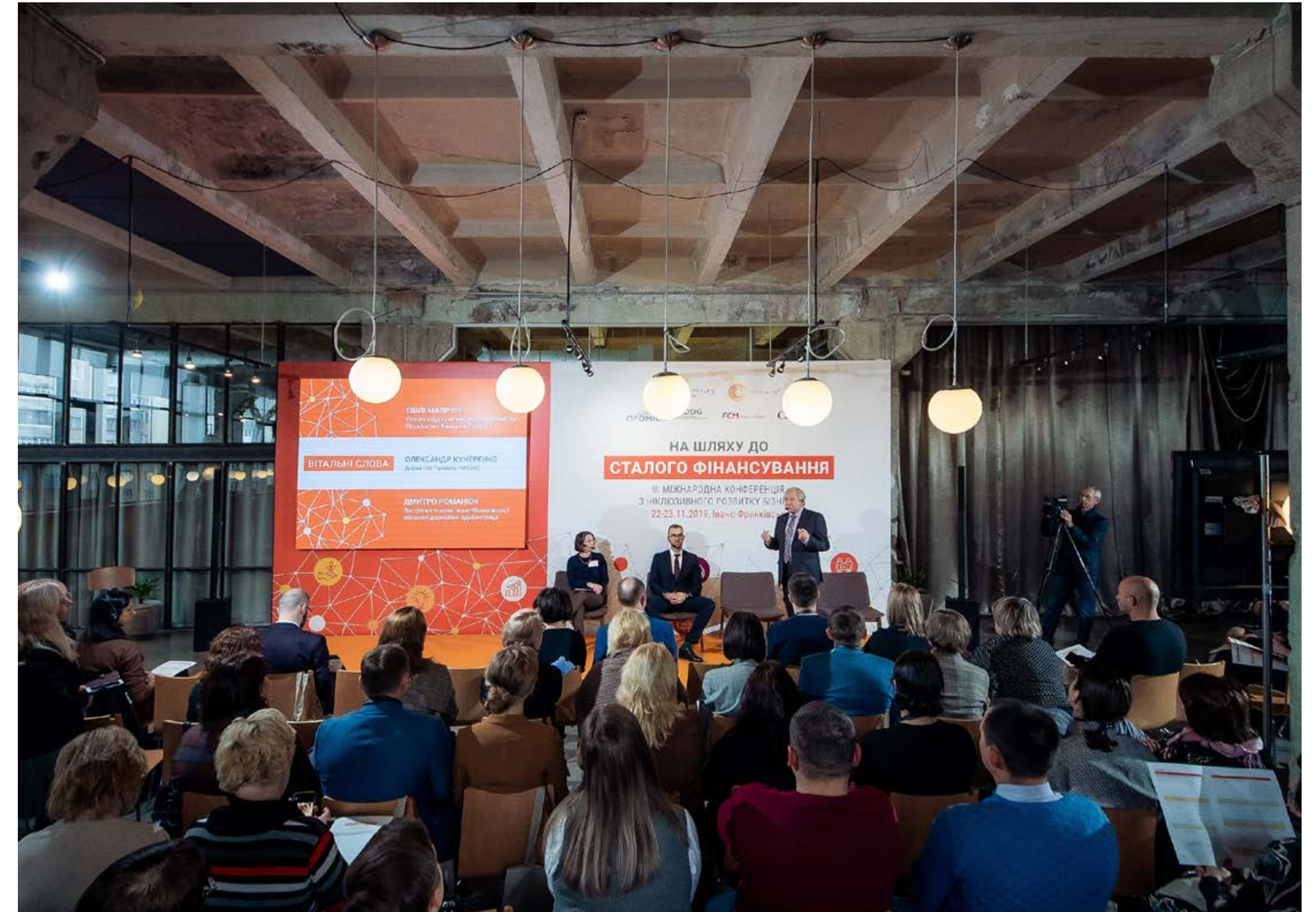
Pilot Project





In April 2018, we launched the Pilot project on the third floor of the building on Sakharova str. to test our hypotheses. The area of 1,800 sq.m houses 16 functions, which represent all four directions of the project's mission:

children's center, offices and co-working space, dance school, bar area, conference hall, robotics center, craft workshop, multimedia lab, urban development center, exhibition hall and city council's investment office - such a neighborhood illustrates the importance of cooperation in the community - business - authority triangle.



During the first four years of operation, the pilot floor held **1600 events** visited by **70,000 people**. The space also held **35 exhibitions** at the contemporary art gallery, **80 big conferences**, over **600 lectures** and educational events, several concerts and hackathons.



Promprylad.Renovation is meant to implement the following Sustainable Development Goals*



The 17 Sustainable Development Goals (SDG's) are the world's best plan to build a better world for people and our planet by 2030 adopted by all United Nations Member States in 2015.

\$1 = \$5

An important part of the investment project is its social contribution to the development of the city and the community.

Every dollar invested into the project will make 5 dollars worth of social impact. According to SROI calculations by PACT Ukraine.

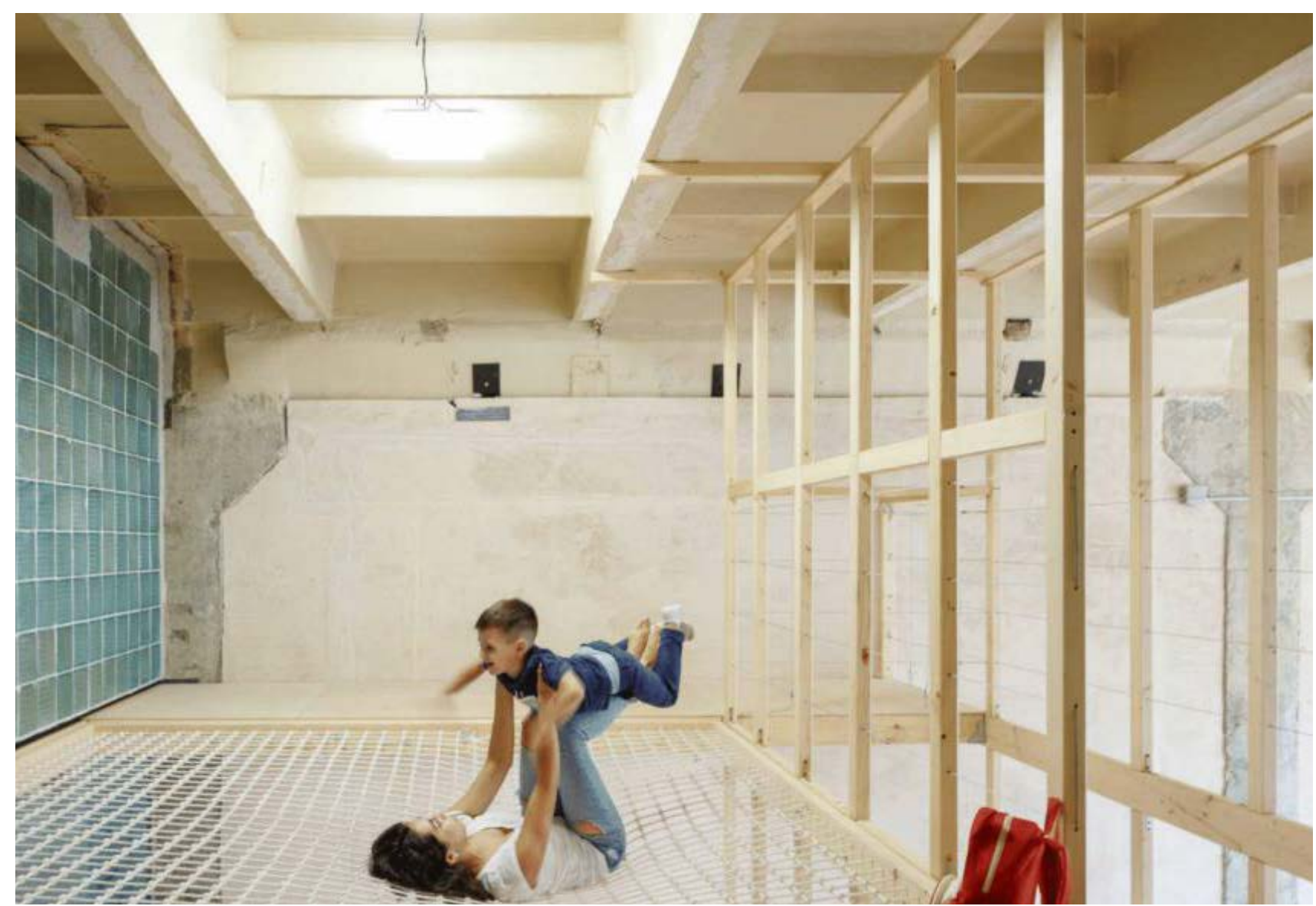
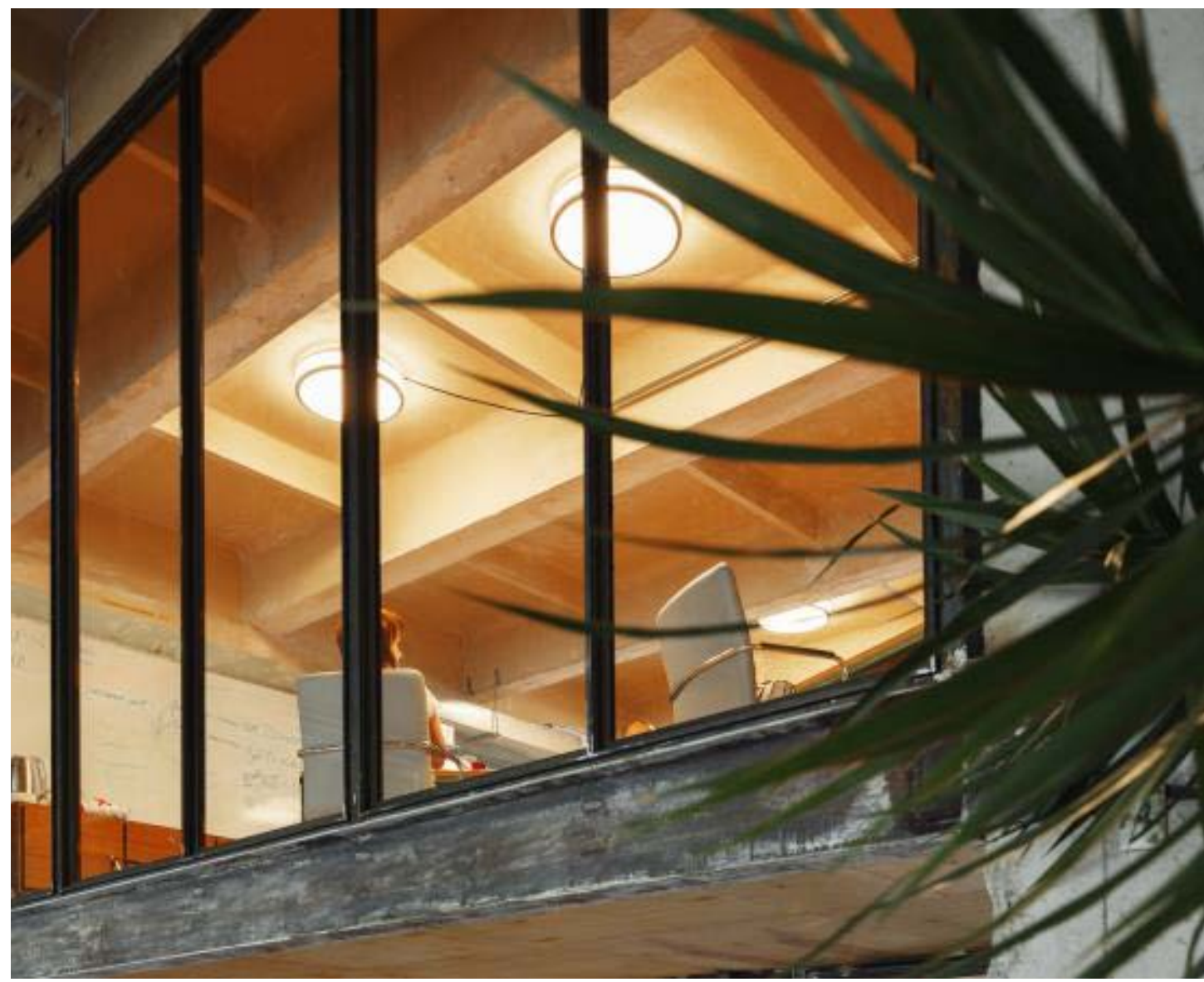
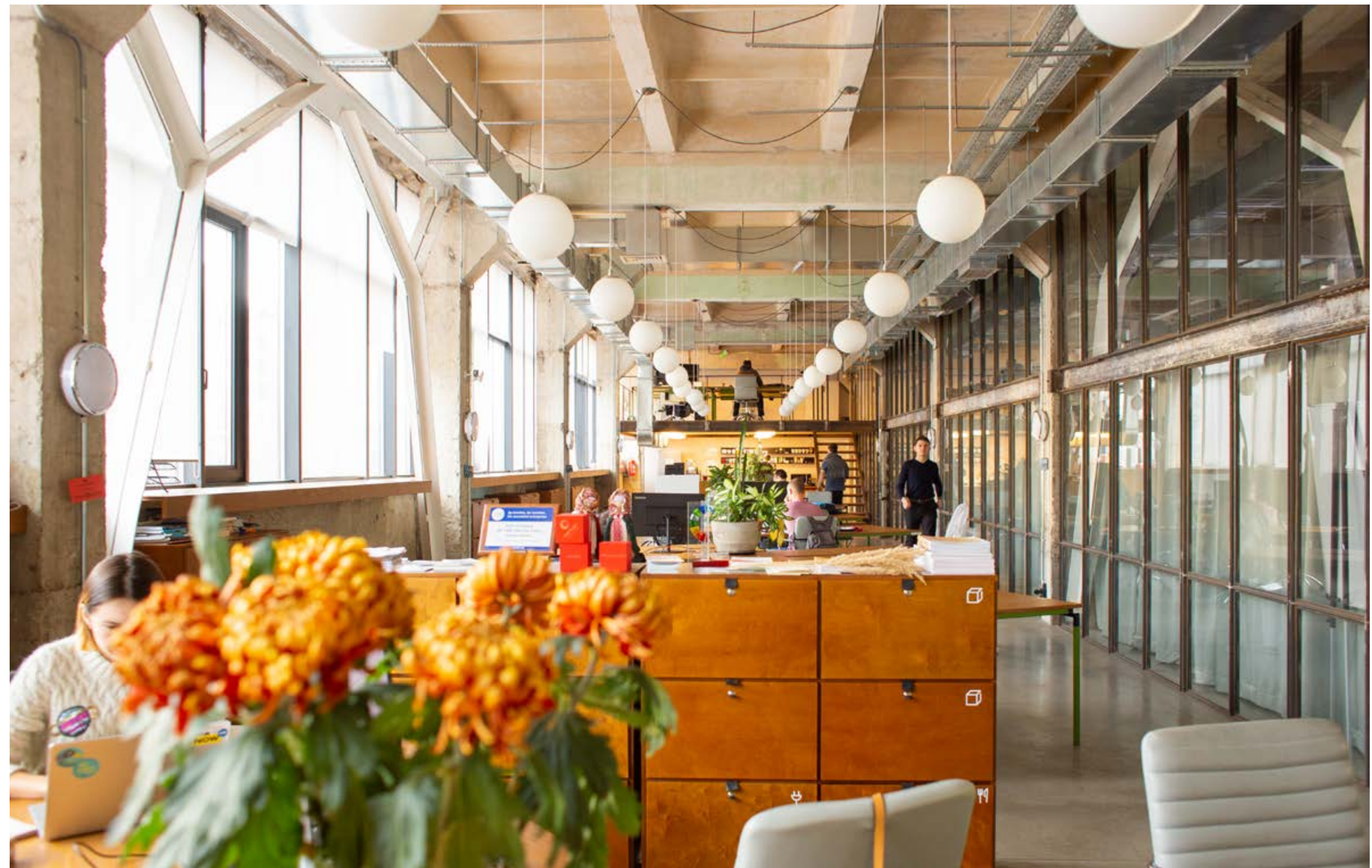
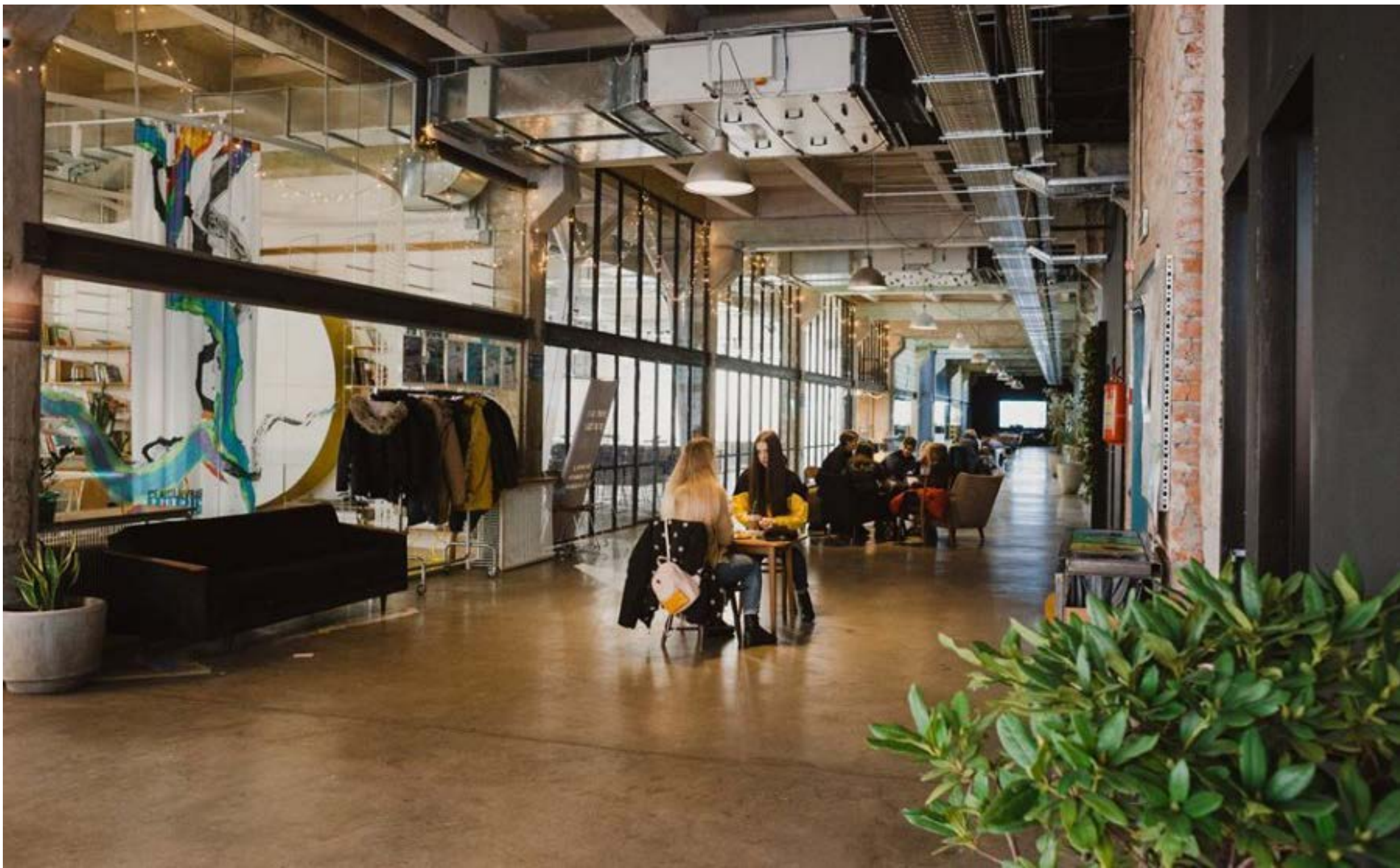
Measurable impact

The project will employ Social return of investment (SROI), a method of measuring social impact.

Advantages for community

Part of the profits of the innovation center will fund projects focused on four areas of regional development;

Up to 30% of the area will be rented out at a reduced rate to art, educational, and urban studies initiatives.







multimedia lab





Business





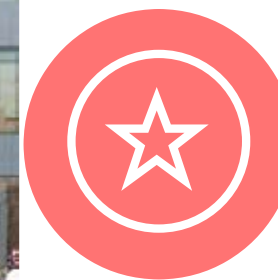
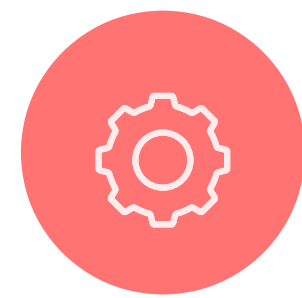
As a business, Promprylad.Renovation is a multifunctional commercial property aimed to generate income from operational activities.

Promprylad.Renovation is an impact investment project aiming to provide compulsory payback and return on investments alongside with generating a measurable, beneficial social impact and value for the community.

Up to one third of the total area will be provided at reduced rental rates to public, cultural and social initiatives which have a vision similar to that of the Promprylad.Renovation project.

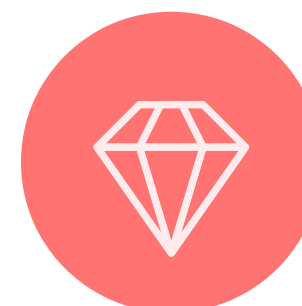
Main sources of income:

Income from renting out office spaces and special purpose areas



sale of tickets to events, short-term renting out of exhibition and conference complexes

hotel complex operation



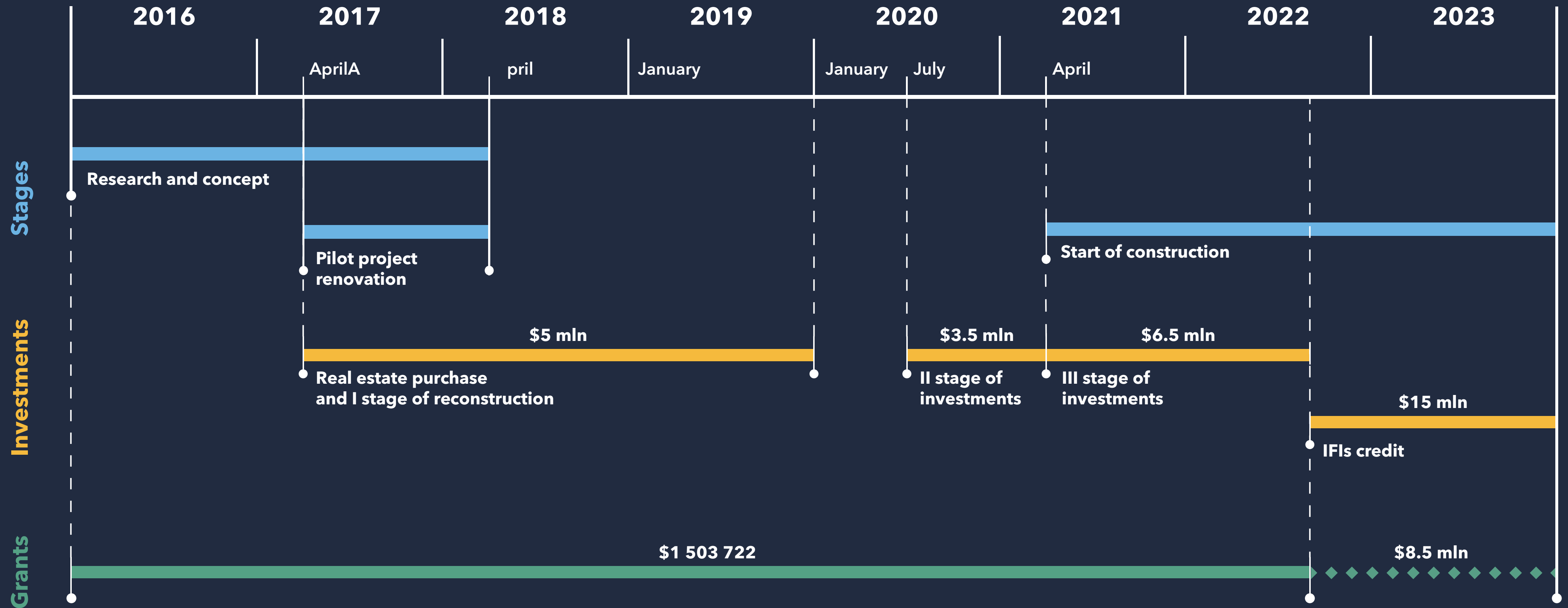
income from other operational activities of the project



**The Project profitability
after the completion of
reconstruction is
8% yearly***

*For the inverstors of III stage

Project timeline



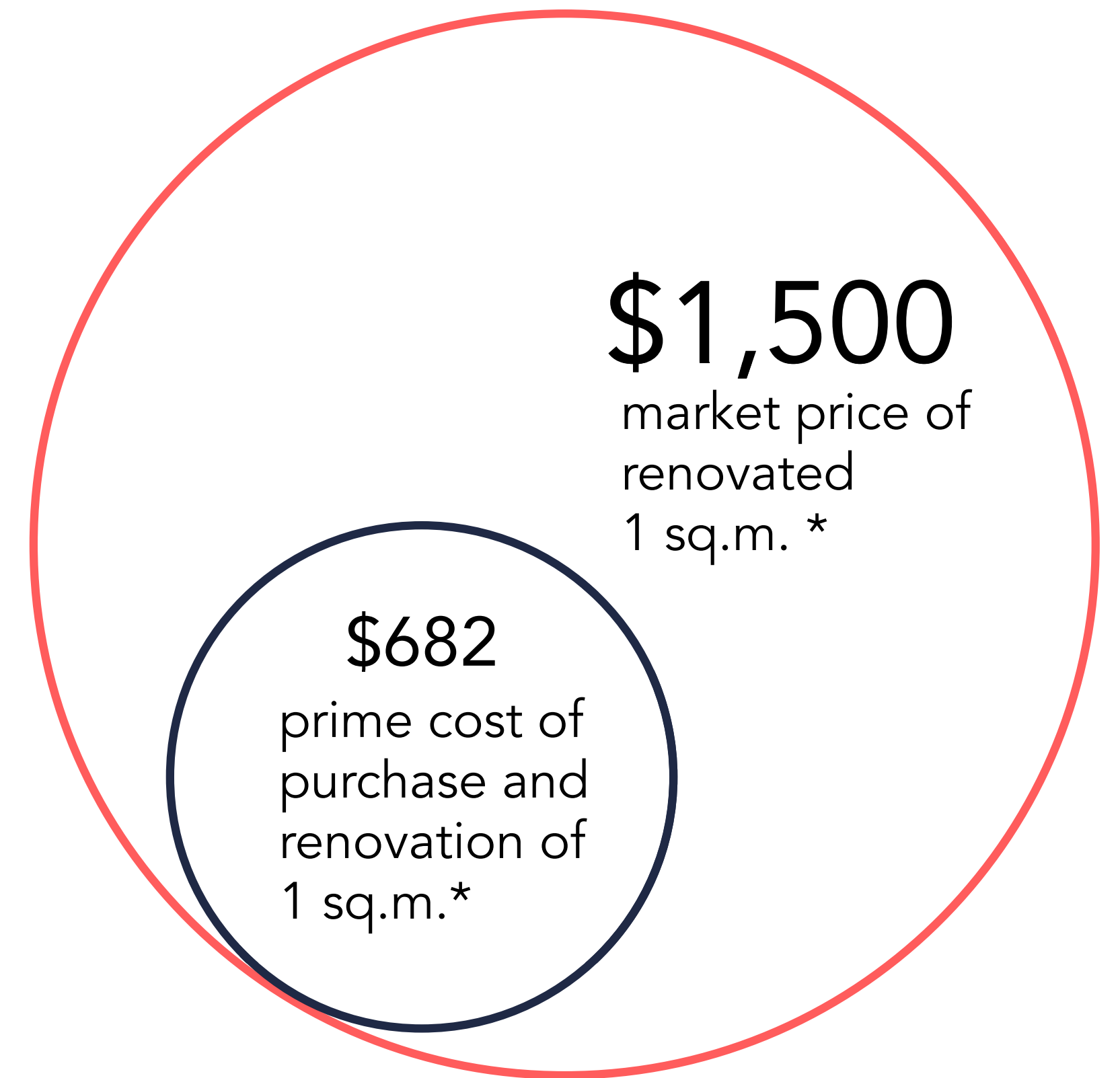
Why is it smart to invest in the project?

Value of shares is increasing
as the project advances

Number of requests for rent has already
exceeded the planned area

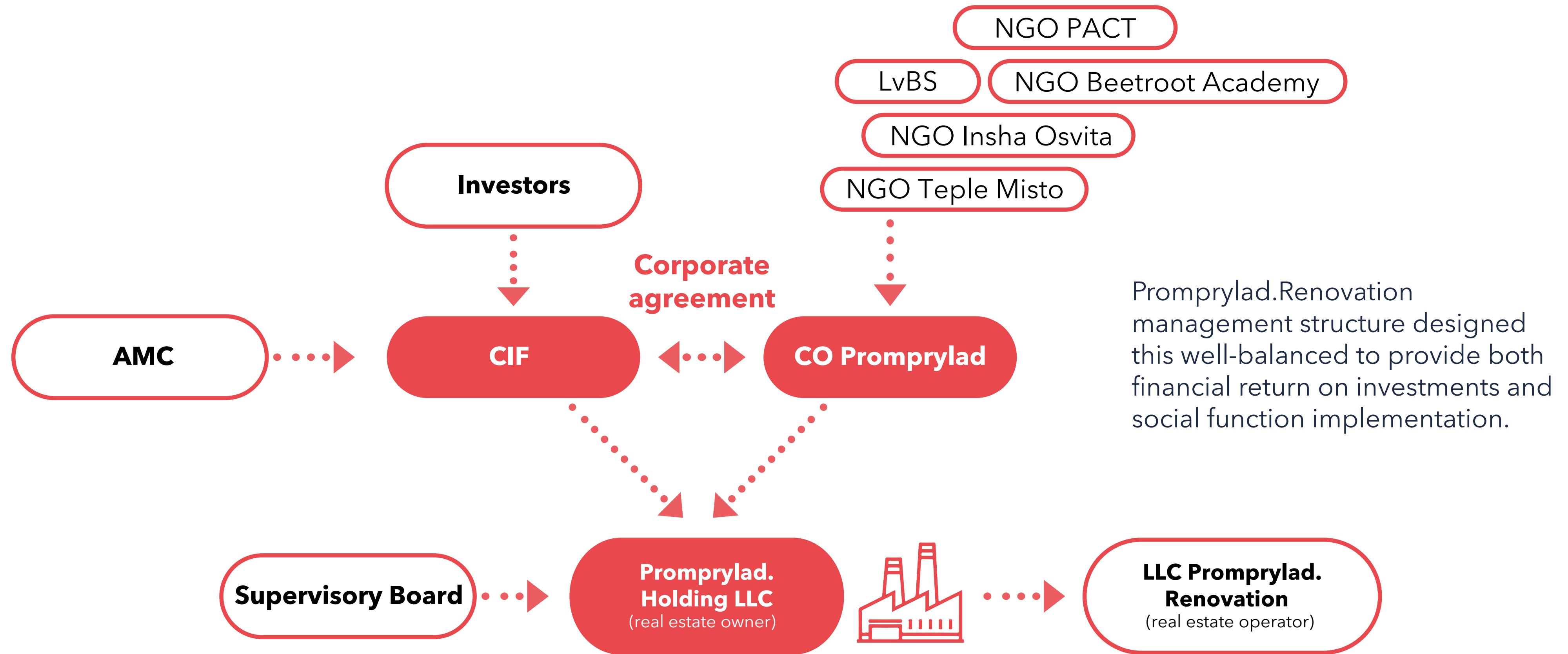
Facilities are located in the central
part of the city with high traffic flow

One-of-a-kind set of tenants and functional areas
make the project socially significant

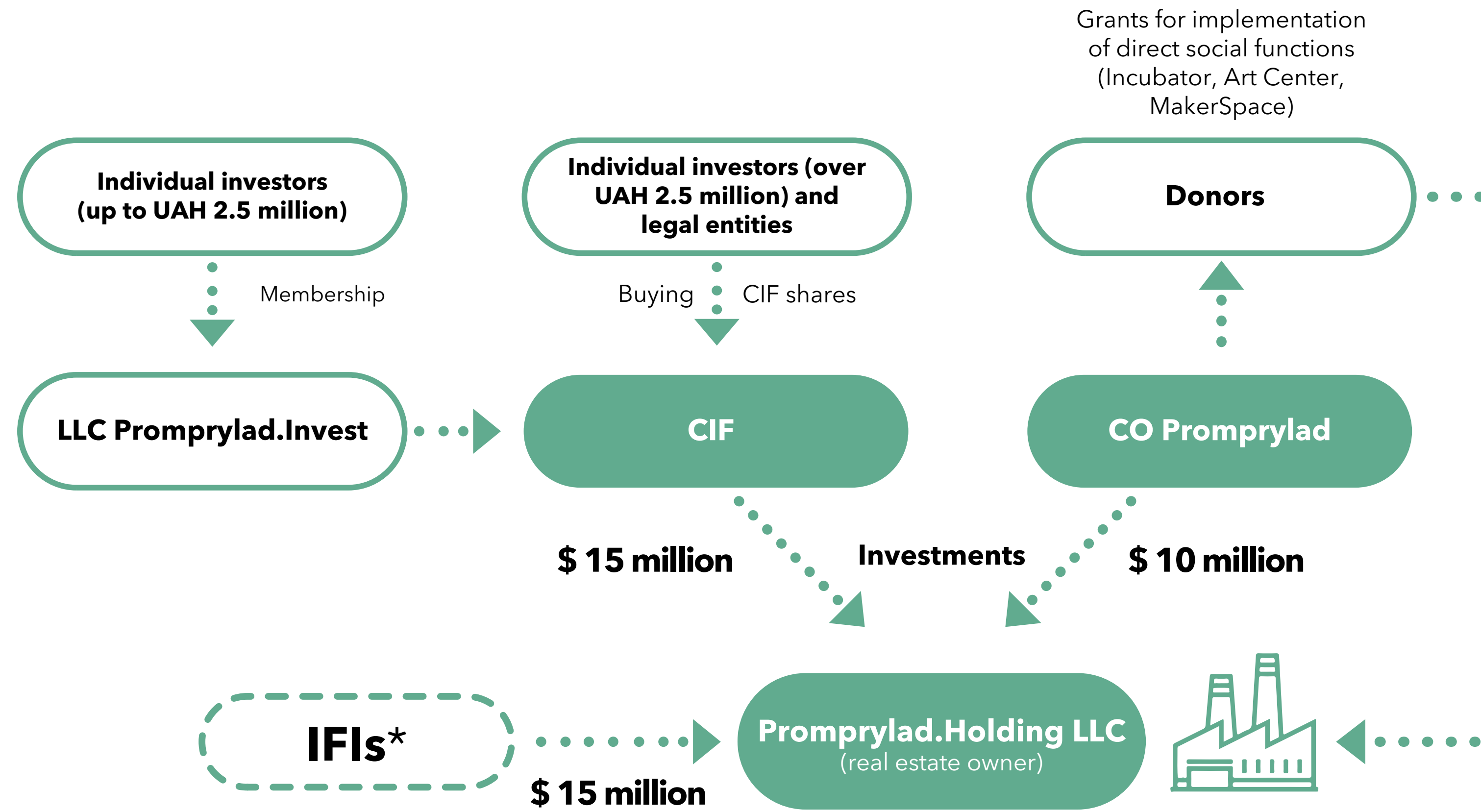


* Approximate average figures for comparison

Management structure

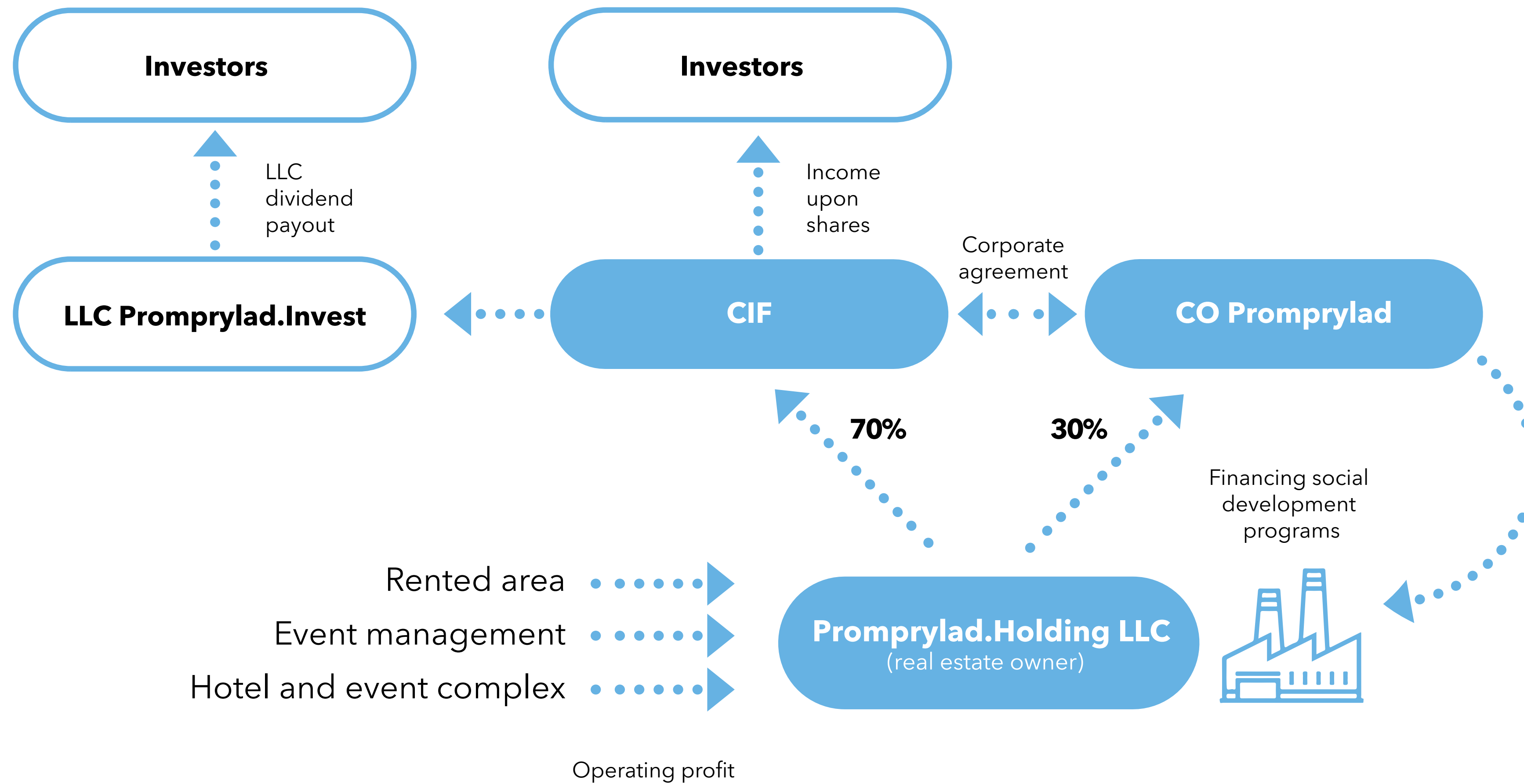


Investment structure



* **International financial institutions**
Raising long-term loan

Income payment



Project Team

The project team is made up of experts with extensive experience in business and social entrepreneurship background (**Teple Misto**, **Urban Space 100** and others).

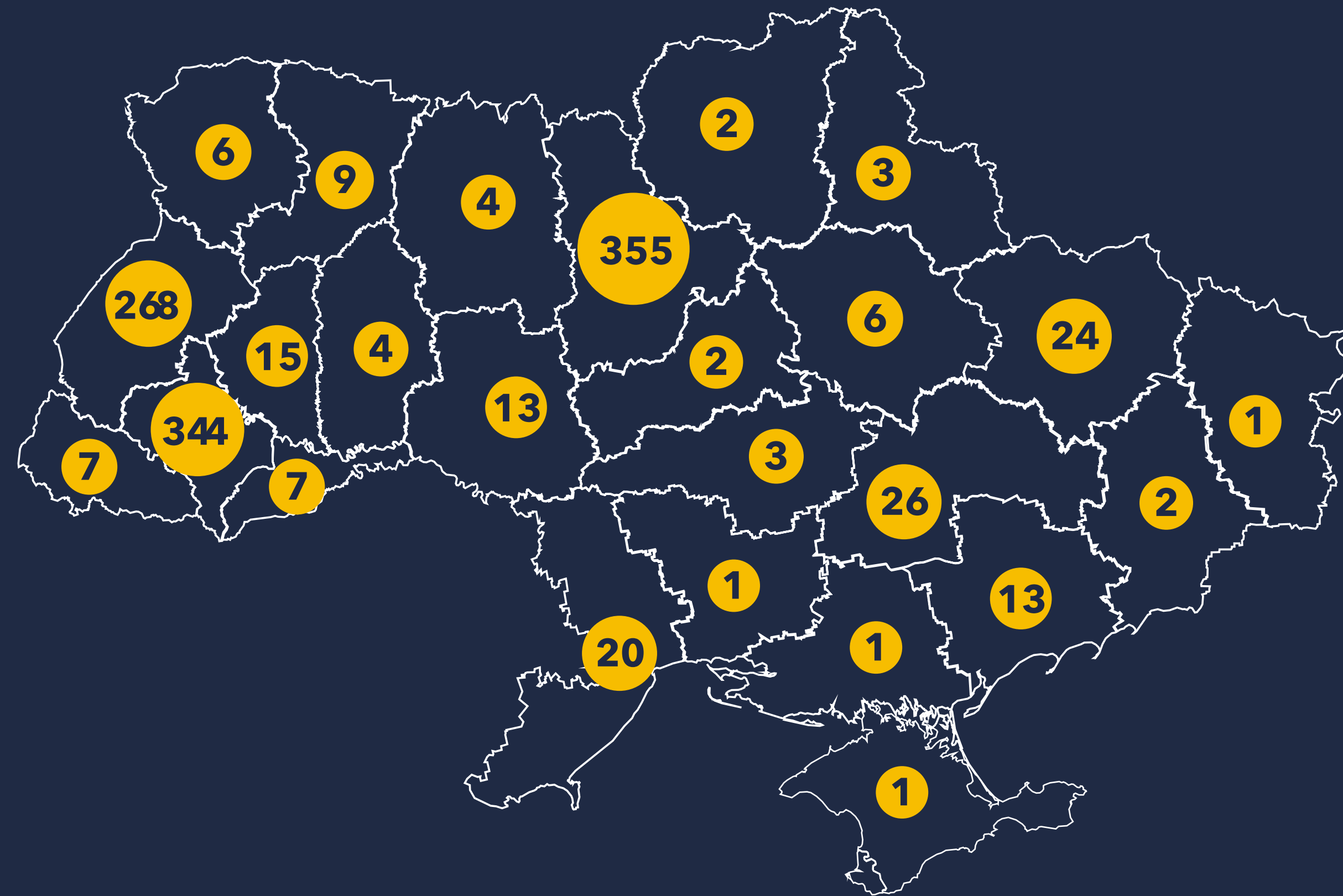
Participation of the strategic project partners – Teple Misto (Ukraine), LvBS (Ukraine), Beetroot Academy (Ukraine), Insha Osvita (Ukraine) and PACT (USA) – serves as profound expertise for implementation of the main 4 activities and management support.

The project initiator and leader is **Yuriy Fylyuk** – native Ivano-Frankivsk entrepreneur, restaurateur and founder of social projects, the most famous of which (Urban Space and Teple Misto) are among the best examples of public initiatives in Ukraine.



Investor community

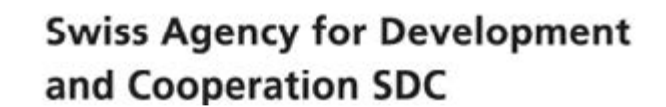
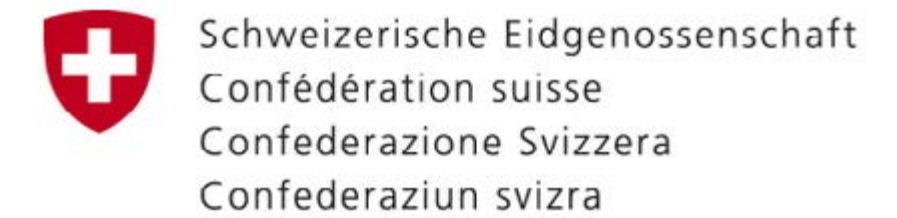
Project geography in Ukraine



Project geography in the world



Our partners



DELTA Ukraine	Sweden	Igor Liski	SELECT*	FinStream	International Renaissance Foundation
			RANI	Andriy Bozhok	Moris Group
	Canada	Nadiya Hladkevych	Volodymyr Kurgansky	V.I.Tech	HD Group
			Allrise Capital Inc	Nazarii Tatsakovych	Taras Lukachuk
Yuriy Fylyuk		Serhii Kovalchuk	Rostyslav & Yuliana Vovk	Dmytro Lider	Viacheslav Klymov
			Yulia Kyrpa	Maryan Karpyk	Volodymyr Popereshniuk
		Arturas Kvederis	The Buben Family	Umanpivo	Iryna Avetisian
			Mykhailo Korylkevych	Andriy Palkin	CAPS

The investors with significant contribution over **100 000 USD** will be acknowledged in memorable exterior complex on the front wall of main building along Sakharova street in Ivano-Frankivsk.



PROMPRYLAD
RENOVATION

Invest in Promprylad.Renovation

Invest

www.promprylad.ua

 /promprylad.renovation

 /promprylad