



ACTIVATION CAPITAL

From start to phenomenal



Carrie Roth
President/CEO

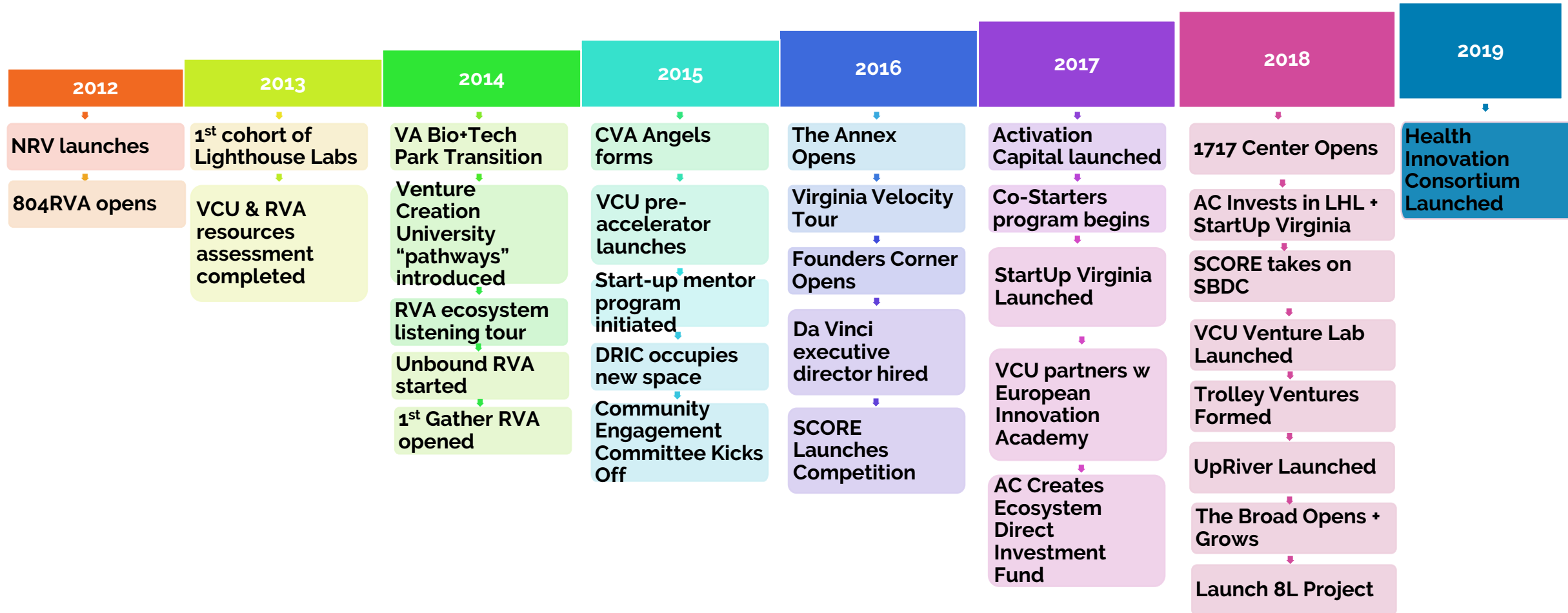


**ACTIVATION
CAPITAL**

From start to phenomenal

Activate RVA

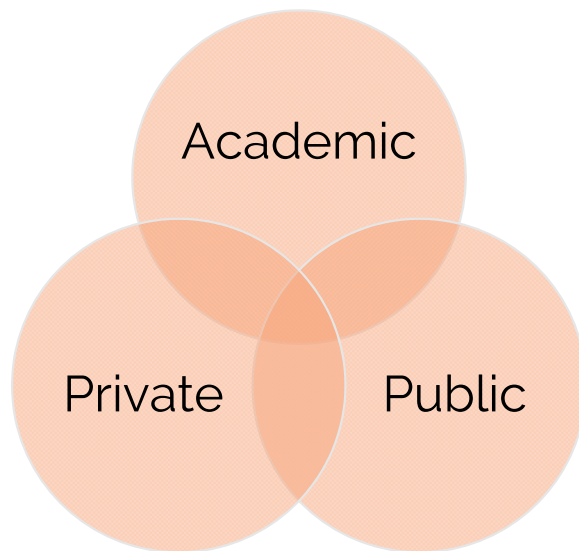
Our Destiny Will be Determined by the Density of Our Shared Experiences



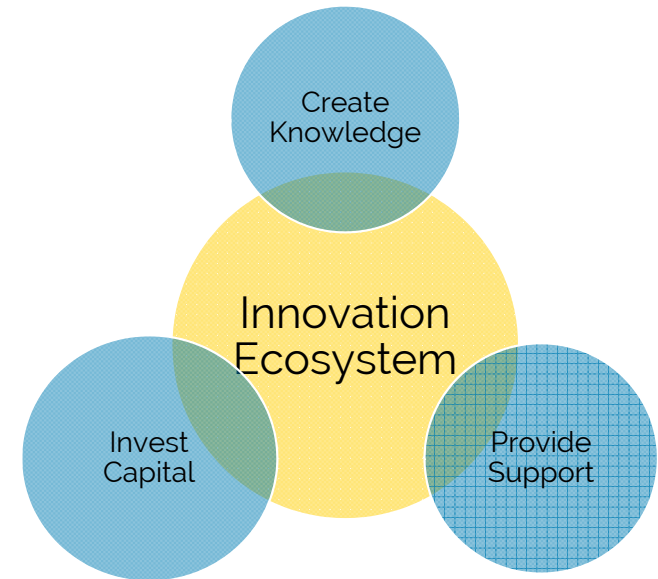
Why do we care? economic transformation



industrial economy
functions organized within sectors



knowledge economy
functions organized across sectors





an anchor for the knowledge-based I+E community,
providing the leadership + vision
with a willingness to invent, take and manage risks,
and share credit for success



ACTIVATION CAPITAL 2.0

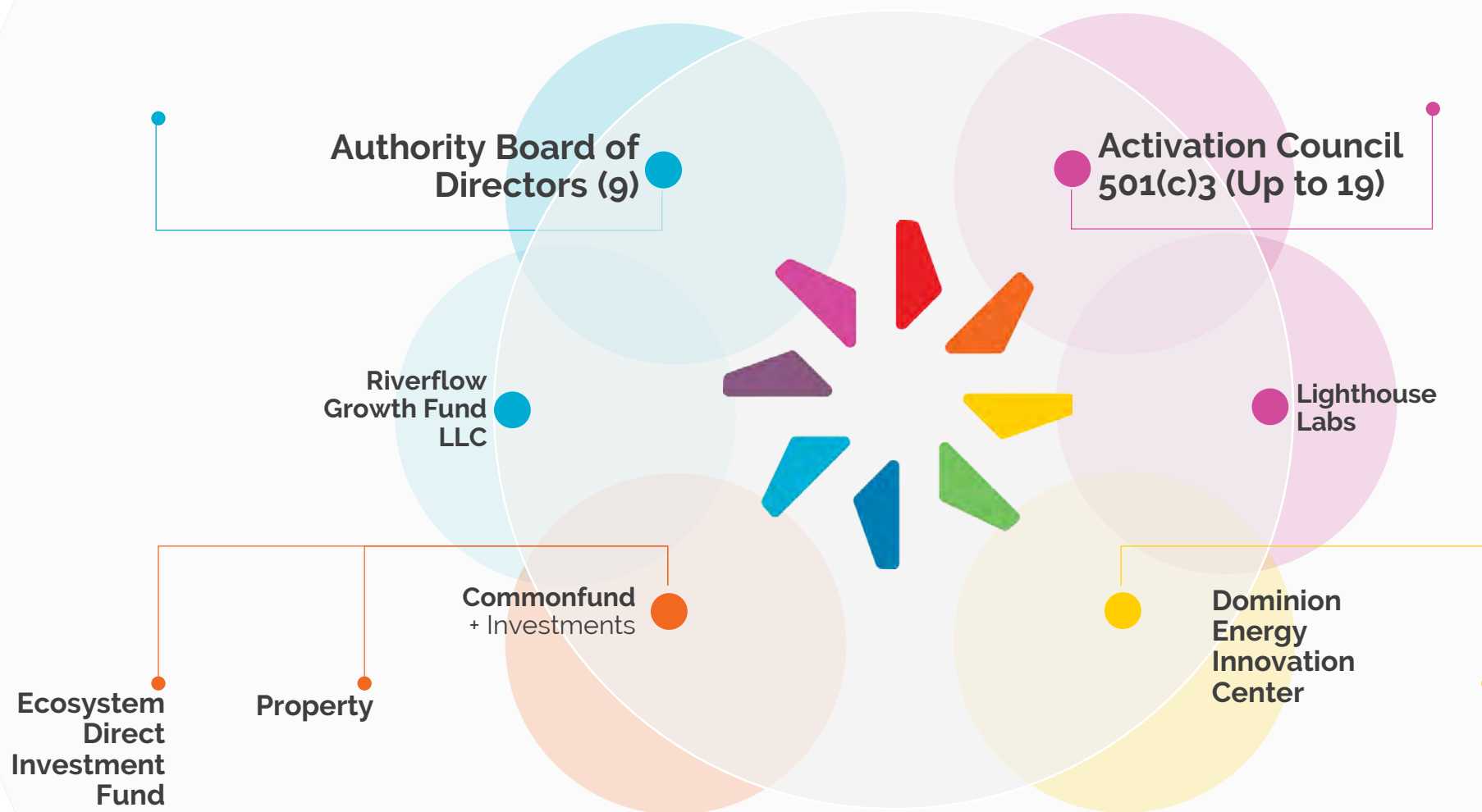
From start to phenomenal

Activation Capital, as an anchor for the knowledge-based innovation and entrepreneurial community, provides the leadership and vision for the ecosystem with a willingness to invent, take and manage risks, and share credit for success.

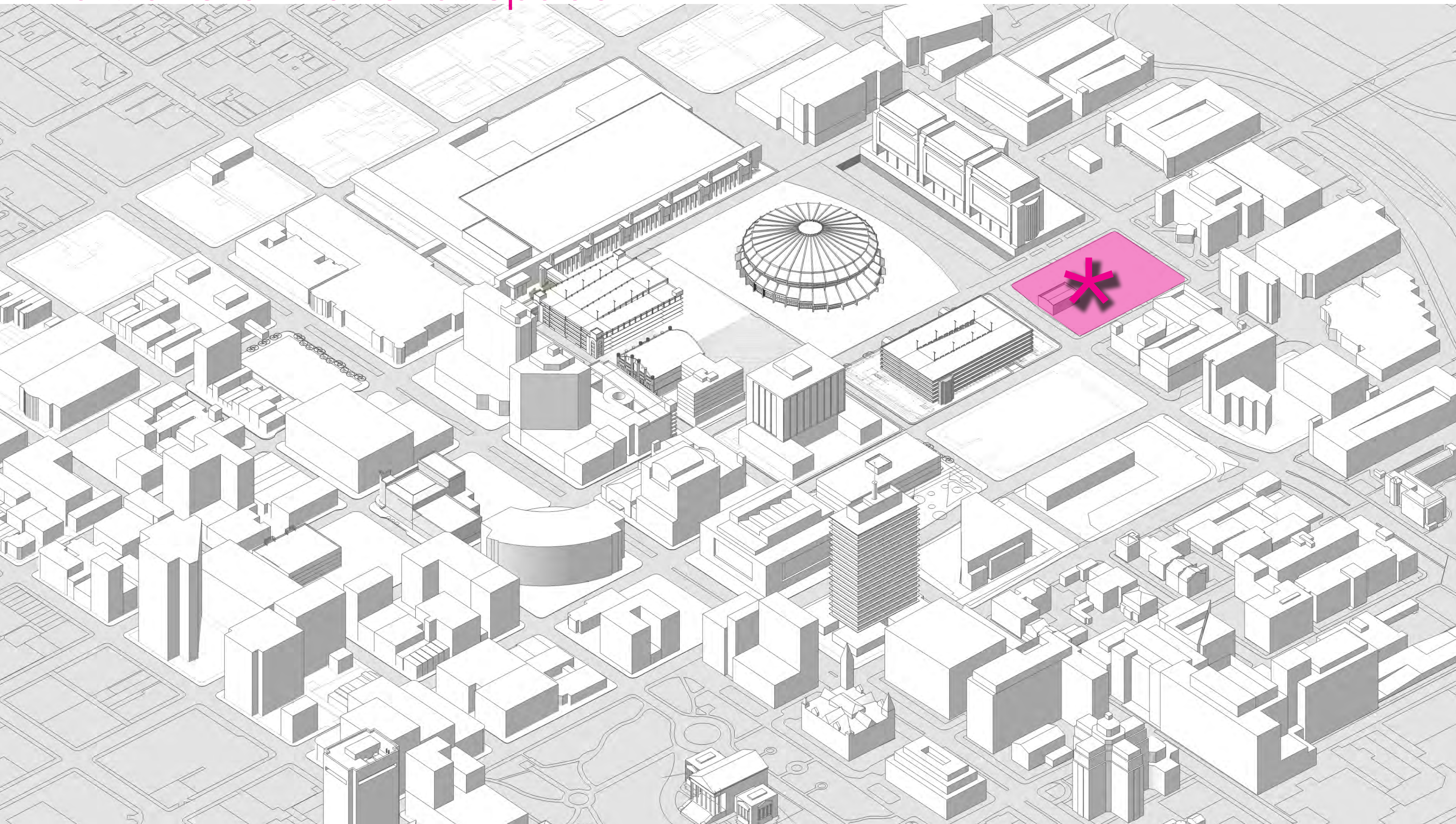


ACTIVATION CAPITAL

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a transformational space





smbw

Activation Capital at 8th & Leigh

Next Steps

Activation Capital

280

of Hours the Building Design Committee has invested in planning including:

- Weekly Owner/Architect/Contractor progress meetings
- Monthly design workshops
- Building site visits

DUE DILIGENCE

Market and tenant program analysis
Peer facility research and tours
Schematic building design concept

Q1-Q4 2019

DESIGN

Design and budget refinement
Construction Documents
Bidding and Building permitting

Q1-Q2 2020

EXECUTION

Construction
Furniture, Tech & Equip Installation
Occupancy

Q3 2020 - Q3 2021

design guiding principles

Be physically, aesthetically and functionally unique.

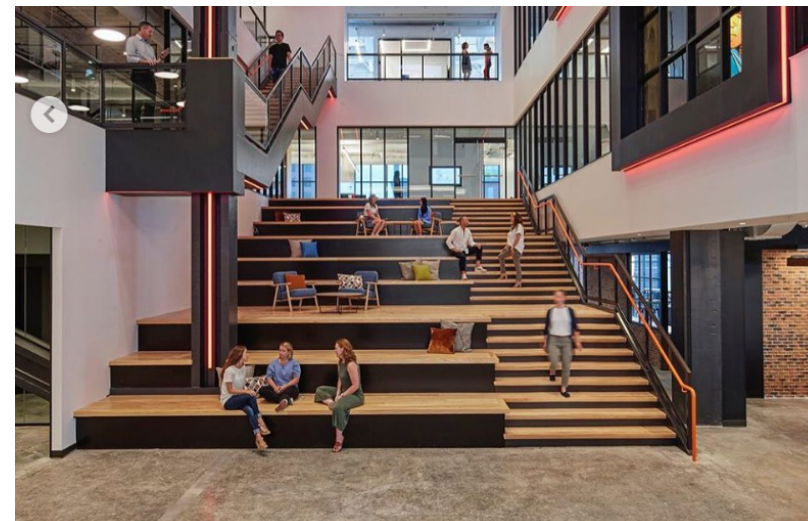
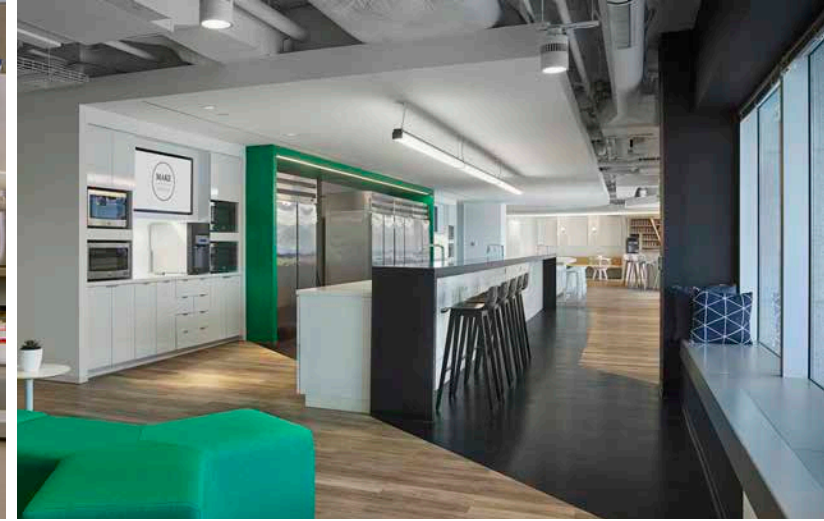
Maintain density and visual energy throughout building — be the hive.

Be inclusive and welcoming.

Tell a story and be an instrument for brand visibility.

Maintain “grittiness” of existing site and mesh with the surrounding context of the City of Richmond.

Utilize smart building organization and infrastructure to maximize flexibility of use and growth.



Building User Summary

TENANTS

BIOLOGICAL & HEALTH SCIENCE
Therapeutics
Drug Discovery Platforms
Research Tools
Medical Devices

CONNECTED TECHNOLOGY
Data Science
Cyber Security

VISITORS

Virtuals
Co-work Members
VC/Third Party Community
Education / Workforce



How to Navigate the Building

The Color Story



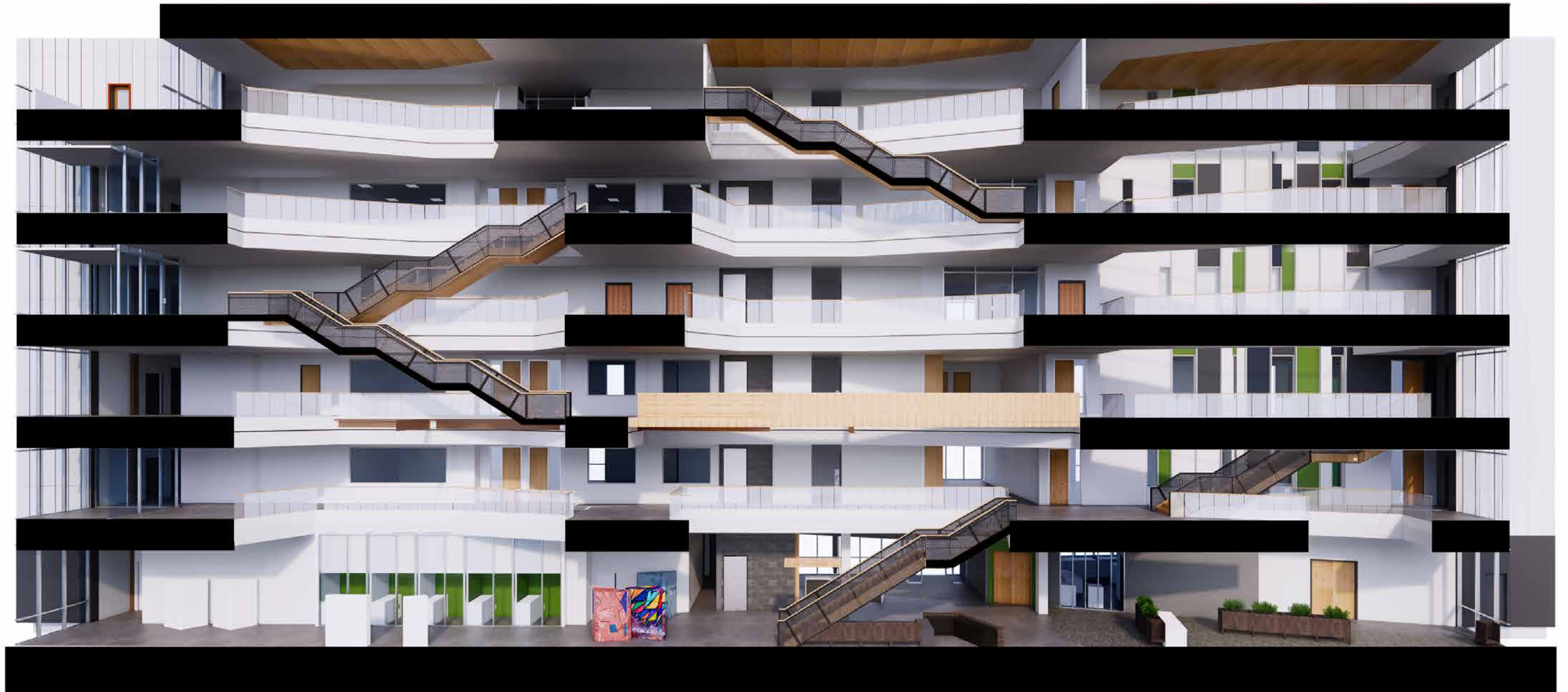
8th and Leigh Corner



Exterior North Facade



Building Section



Entry Lobby



Mentor Suite



Branding Wall



Refuel Zone



Video Wall



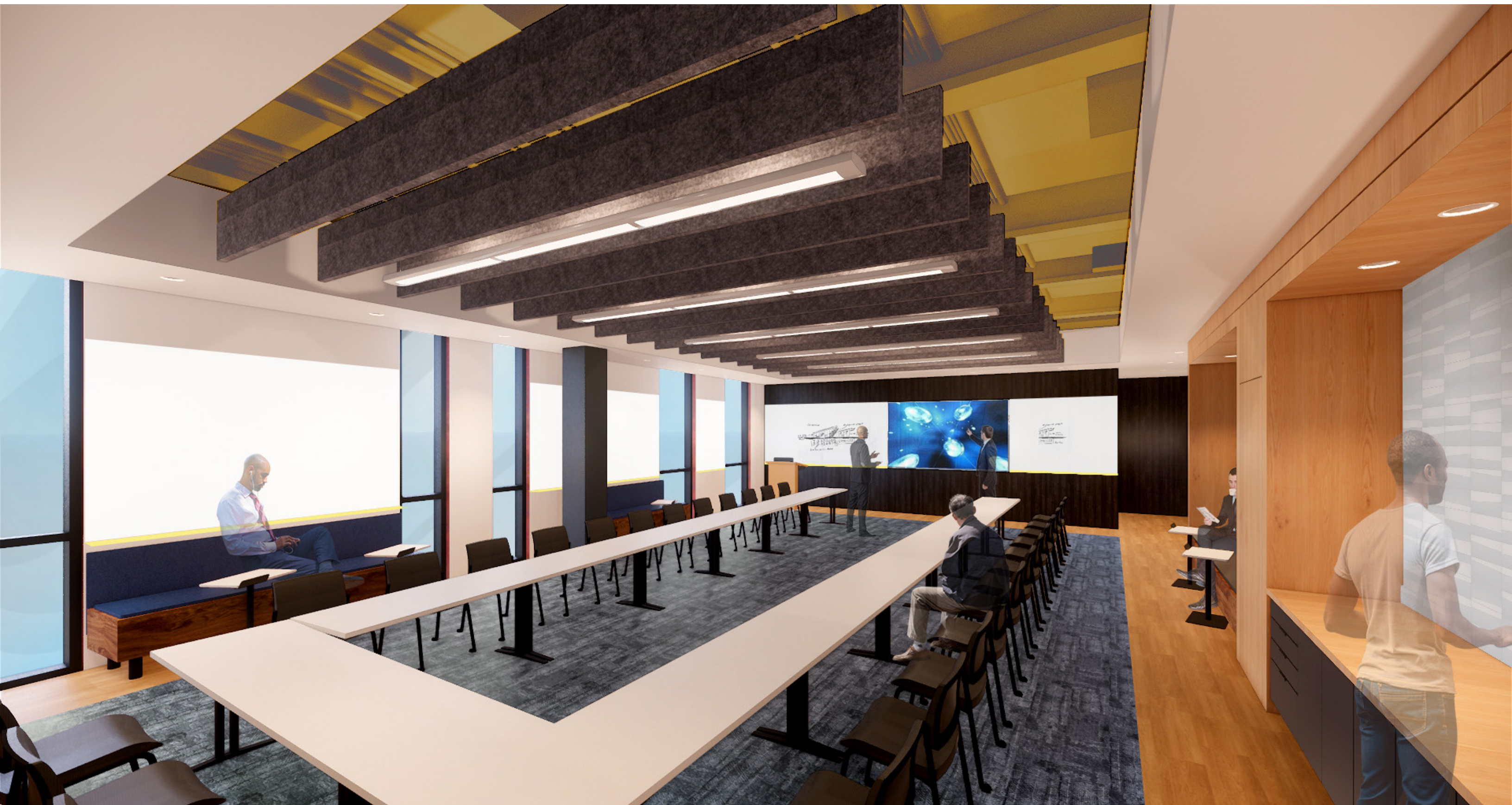
Multipurpose Room



Board Room & Prefunction



Board Room & Prefunction



Office Suite



6th Floor Public Space



6th Floor Public Space



Thank you! Questions?



Carrie Roth
President + CEO
Activation Capital