

THE YARD SIGNATURE • FULTON MARKET, CHICAGO

Creator Hub

Live commerce, content and videocast studios — booked and paid online, opened by QR or access code.

Business plan proposal • Frederico Smirne for Ary Krivopisk • September 29, 2026

THE OPPORTUNITY

TikTok Shop in the US grew 68% in 2025

\$15.1B

US GMV in 2025 (up from \$9B in 2024)

~50%

of sales come from short video;
live rose from 10% to 14%

15.4M

influencers and 803.5K stores;
over half of stores made no sales

Takeaway: demand is for **video production** first and live second. Sellers need a good place to film every day – and most still don't know how. The hub sells the place and the method.

THE REFERENCES

What already works elsewhere — and what we adapt

CHINA • SHOPPING MALLS

Storefronts become live booths

Retail space split into small rooms, each with a set and lighting, rented to live sellers.

We copy: density — many booths in little space.

US • AGENCY

Branded TikTok Shop studio

Booths with LED panels, return monitors and bold color walls, run by an agency.

We copy: production services sold alongside the hour.

US • CREATOR HUB

Many booths side by side

Stations with a phone on an arm, ring light and product display, open to creators.

We copy: a showcase corridor that becomes an attraction and a community.

THE CONCEPT

One floor, five products, one booking system

Live booths

10 booths of 160 sq ft • TikTok Shop, Whatnot, Instagram, Amazon Live • self-service

Content sets

4 themed sets (kitchen, bedroom, living room, unboxing) for short video and UGC

Videocast

2 multi-camera studios on the quiet side of the building, with a control room

Cyc stage

Infinity wall for product photography and brand video, with a lighting grid

Storage + lockers

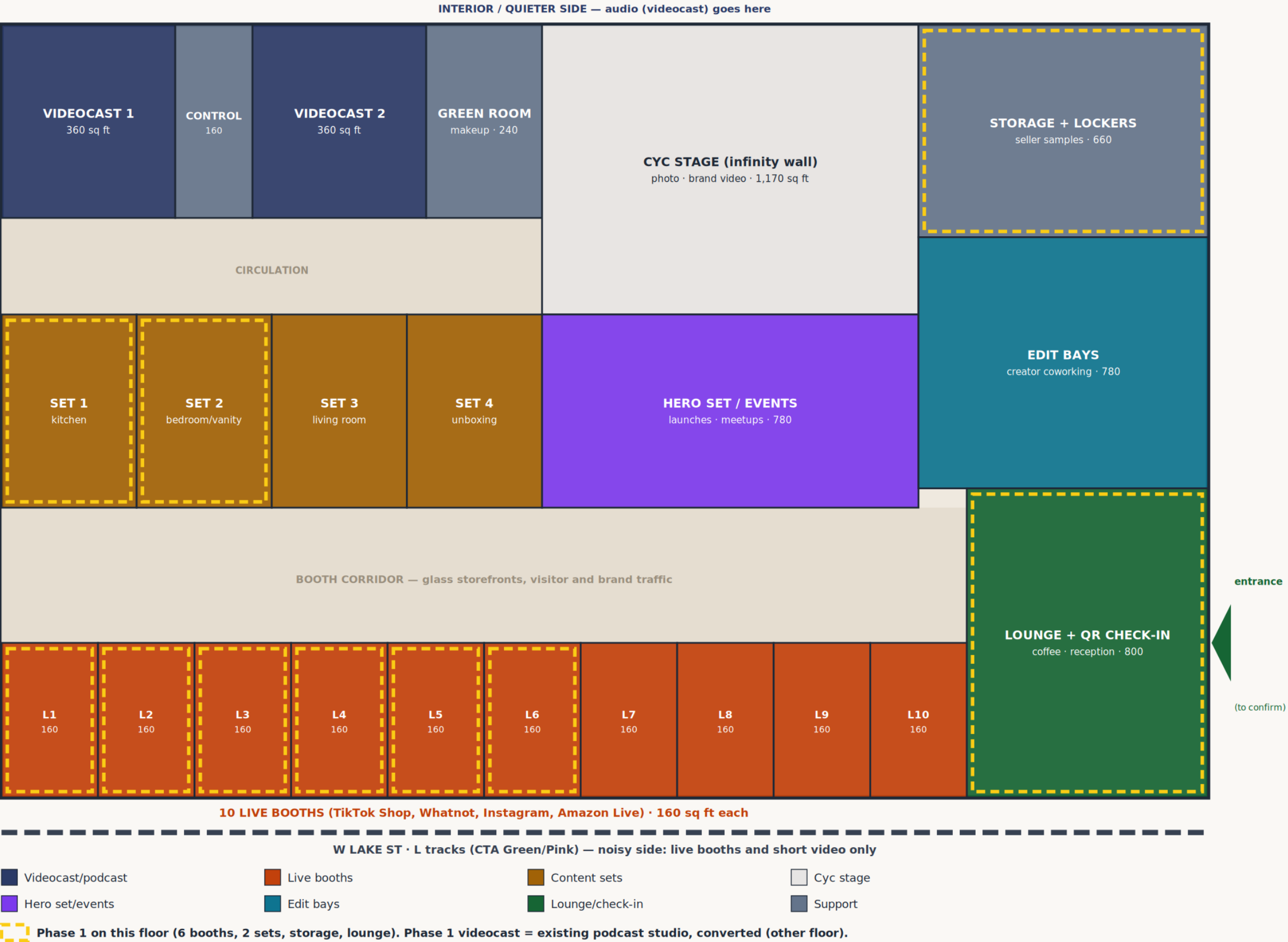
Sellers keep samples on site and film every day without hauling suitcases

Creator Membership

The Yard coworking + studio hours + a locker. What a standalone studio can't offer.

THE YARD CREATOR HUB — CONCEPT FLOOR PLAN (open floor)

Illustrative layout · assumed area ~10,000 sq ft (125 × 80 ft) · to be replaced by the real dimensioned plan



What it could look like: booths and sets



The live booth corridor



Content sets and cyc stage

Illustrative AI-generated images based on The Yard's photos — not the actual space.

What it could look like: videocast and lounge



Videocast with the house look



Lounge, QR check-in and lockers

Illustrative AI-generated images based on The Yard's photos — not the actual space.

OPERATIONS

Start with the current team; automate when demand calls for it

PHASE 1 • MANUAL

- Online booking and payment from day one
- Current staff handle check-in, 9:30 am–5:30 pm
- Members use it at night with the 24/7 access they already have
- Rooms with code locks, changed by staff
- Only new hire: 1 studio technician

PHASE 2 • QR AUTOMATION

- Turns on when non-members ask for nights and weekends
- Or when check-in becomes a line at the front desk
- Kisi hardware ~\$7.9K for ~11 doors
- + locks and installation, to be quoted
- + software from \$199/month

Trade-off: deferring automation saves little on the investment, but limits sales to non-members to staffed hours. That is why the Phase 2 trigger is measured demand, not a date.

PHASE 2 • THE AUTOMATED JOURNEY

From click to recording with no one at the desk

I

Picks a room
and time on the
site or app

2

Pays online or
uses plan hours

3

**Gets a QR or
code** valid only
for that slot

4

The code opens
the floor, room
and locker

5

**Lights and
camera** already
on the room
preset

6

Files via link + a
rebook invite

Booking and payment 100% online, 24/7. Booths and sets run without staff; videocast and cyc stage also sell hours with a technician during business hours. The components are on the next slide.

Access by QR code, app or numeric code, depending on the lock chosen.

PHASE 2 • BOOKING, PAYMENT AND ACCESS

Three off-the-shelf pieces, connected

1 • ONLINE BOOKING

Calendar by room and hour

Coworking platform with site and app: OfficeRnD, Nexodus or Spacebring. The Yard's current system works if it integrates with the locks.

2 • ONLINE PAYMENT

Pay at booking

Card, Apple Pay and Google Pay via Stripe: 2.9% + \$0.30 per US transaction. Monthly plans billed automatically.

3 • ACCESS

QR code or access code

Kisi: a paid booking issues a temporary key by app, link or QR, active 15 min before the slot and expiring at the end.

Kisi hardware: controller \$850 (up to 4 doors), reader \$475, QR-reading terminal \$595. Software from \$199/month per location on the plan with integrations.

Sources: Kisi (KisiFlex pricing, Sept 2026), OfficeRnD (Kisi integration), Stripe (US pricing). Locks and electrical work to be quoted.

AUTOMATIC RULES

The system charges, unlocks and closes on its own

Situation	Rule
Arrival	QR or code valid 15 min early; opens the floor, room and the client's locker
Overtime	If the room is free, extend in the app and charge the same card
Cancellation	Free up to 24h before; after that, 50% credit toward a new booking
No-show	Hours are charged; access expires at the end of the slot
Non-member	Card hold for equipment, released after the check-out checklist
Time of day	Lower price late night and weekends to fill idle hours

A log of every entry and exit, a camera in the corridor, and staff alerts only when something breaks the rules.

PROPOSED PRICING

Hourly, monthly passes and services

Product	Self-service	Pass / assisted	Average used in model
Live booth	\$35/h • 2h minimum	Booth Pass 40h/month \$1,000	\$32/h
Content set	\$65/h	\$150/h with an assistant	\$80/h
Videocast	\$125/h (client operates)	\$225 ready • \$350 with operator	\$210/h
Cyc stage	—	\$150/h • half day \$550	\$140/h
Storage locker	—	\$150/month	\$150/month

Extras: editing, vertical cuts, freelance live hosts, launch events. Chicago market references: podcast studios at \$149–350/h; a basic green screen at \$35/h; The Yard's own meeting rooms at \$49–65/h.

Test prices, before taxes and platform fees. Validate with pre-sales before construction.

PAID ADS

Three channels, each with one job

GOOGLE • 50%

People already searching

Local search: "podcast studio Chicago", "content studio rental", "live stream studio". Straight to the booking page.

TIKTOK • 30%

Sellers and creators

Short videos filmed in the booths, showing the before and after of a live. Audience: sellers in the Chicago area.

INSTAGRAM • 20%

Retargeting

People who visited the site and didn't book see the studio again, with a first-session offer.

Free and in parallel: Google Business Profile, a Peerspace listing, and The Yard's own members as the first audience.

WHAT TO PAY PER CUSTOMER

The ad ceiling comes from each product's margin

Customer	Expected revenue	Margin (75%)	Max cost per customer
Booth Pass (4 months)	\$4,000	\$3,000	up to \$500
Videocast (1st session, 2h)	\$420	\$315	up to \$100
Content set (1st session, 2h)	\$160	\$120	up to \$40

Budget

\$3K/month in Phase 1 for 90 days; it grows only if cost per booking stays under the ceiling.

Entry offer

Discounted first session and Booth Pass pre-sales before opening.

Measure

Cost per booking, repeat within 60 days, revenue per sellable hour.

Ceilings derived from this plan's prices; actual cost per click is measured in the first week of the campaign.

PHASE 1 • ~3,500 SQ FT

6 booths, 2 sets and the videocast: in the black

Per month	Conservative	Base	Strong
Paid hours per booth	40h	80h	130h
Revenue	\$19,930	\$40,860	\$66,060
Cash result	+\$2,948	+\$18,645	+\$37,545
Result with imputed rent	-\$7,261 (loss)	+\$8,437	+\$27,337

Break-even: **\$16K/month** on cash; **\$29.6K/month** counting the rent of the space. Base = booth booked 80h/month; sets and videocast 50h/month each.

Fixed \$12K/month: 1 technician \$5K (front desk and cleaning already exist), software \$2K, maintenance \$1K, content \$1K, paid ads \$3K. Variable 25%. Imputed rent \$35/sq ft/year.

FULL FLOOR • ~10,000 SQ FT

The full floor breaks even at base; profits only above it

Per month	Conservative	Base	Strong
Revenue	\$38,650	\$80,700	\$133,100
Cash result	−\$2,012 (loss)	+\$29,525	+\$66,825
Result with imputed rent	−\$31,179 (loss)	+\$358 (break-even)	+\$37,658

Conclusion: opening the whole floor at once only pays if the space has no better use as offices. So: Phase 1 first, and the rest of the floor stays available to lease until Phase 1 proves demand.

10 booths, 4 sets, 2 videocasts, cyc stage, 30 lockers. Fixed \$31K/month with current staff and \$6K of ads (strong: \$33K). Imputed rent \$29.2K/month.

INVESTMENT

Phase I without automation: ~\$140–285K

Item	Phase 1	Full floor
Live booths (\$6–12K each)	6 • \$36–72K	10 • \$60–120K
Content sets (\$12–25K each)	2 • \$24–50K	4 • \$48–100K
Videocast (\$30–60K each)	1 (existing) • \$30–60K	2 • \$60–120K
Cyc stage	—	\$35–70K
Network, lounge, lockers, cameras (+ QR on full floor)	\$15–35K	\$60–120K
Design, acoustics, permits + 15% contingency	\$33–68K	\$68–140K
Total	~\$140–285K	~\$330–670K

Phase 1 payback at base: ~11 months on cash; ~25 months counting rent. QR automation comes later: Kisi hardware ~\$7.9K + locks and installation.

WHO DOES WHAT

The Yard brings the space; the digital side comes with it

The Yard

- Floor, build-out and landlord approval
- Brand, hospitality and member community
- Current staff: front desk, check-in and cleaning
- Sales to companies already in the building

Frederico

- Booking site/app, payments and QR
- 24/7 operations automation
- Paid ads and marketing to sellers and creators
- Bridge to suppliers and models from China

RISKS

Four risks and how each one is contained

Risk	How to reduce it
The L train on Lake St	Measure noise with trains passing before buying anything; audio only on the interior side
Depending on TikTok	Booths serve any platform: Whatnot, Instagram, YouTube, Amazon Live
Low occupancy	Booth Pass pre-sales before construction; a small Phase 1; the rest of the floor stays leasable
Unstaffed hours	Phase 1 limits non-members to staffed hours; Phase 2 adds timed QR, corridor camera, card hold

A heavy-timber, brick and concrete building: great on camera, hard for sound. Acoustic treatment is in the budget from day one.

TIMELINE

Each phase opens only if the previous one hits its target

PHASE 0 • 3-4 WEEKS

Diagnosis

Real floor plan, noise test, 20 seller interviews, 3 quotes.

Passes if: 10 Booth
Passes pre-sold

PHASE 1 • 8-12 WEEKS

Build-out and systems

6 booths, 2 sets, videocast converted, online booking and payment.

Passes if: a stable 2-hour test live

LAUNCH • 90 DAYS

Members first

Creator Membership, \$3K/month in paid ads, then the public.

Passes if: revenue $\geq$ \$41K/month for 3 months

PHASE 2

Full floor

24/7 QR access, 4 more booths, 2 sets, a 2nd videocast, cyc stage.

NEXT STEPS

Five inputs to turn this into a real budget

1. Dimensioned plan of the open floor and a working 3D tour link
2. Actual cost of the space and landlord lease restrictions
3. Electrical, HVAC and internet capacity on the floor
4. Current use of the podcast studio and meeting rooms
5. Investment ceiling for Phase 1

With these: a quoted layout, 3 comparable bids and a calibrated financial model.