

ANNUAL REPORT

20

MATCHBOX
Coworking Studio

22



2022 marked the 8th year of MatchBOX. We've grown far more than I expected in the last 8 years, but we couldn't have done it without a whole host of amazing people!

First and foremost we have an incredible team and board. Some of the most amazing people you could imagine, skilled enough to be successful anywhere, but choosing to serve others from our nonprofit.

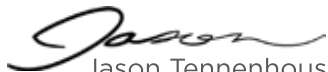
We also have incredible sponsors who understand what we're doing and why, and many of them have been with us since the beginning.

And we have incredible partners. People like Wabash Heartland Innovation Network, Ivy

Tech, IEDC, and so many others that extend what we can offer and collaborate on ways to serve Greater Lafayette, and the entrepreneurs and remote workers around the state.

We wouldn't be able to accomplish any of this if it wasn't for hundreds of others like yourselves supporting and guiding and sharing in the work alongside us. Thank you. Sincerely.

Gratefully,



Jason Tennenhouse
Executive Director



TEAM

A building provides a space. Programs provide a structure. But a community is defined by the people. Our little team is incredible, and it's what allows MatchBOX to punch above our weight class.

Each person is highly skilled, and every one is entrepreneurial. But their ability to foster community and authentically connect with members is what makes them superstars. There are SO MANY others too numerous to list here that have our back and help us out in so many ways, and many others rooting for and supporting MatchBOX!



Jason Tennenhouse
Executive Director & Cofounder



Amanda Findlay
Managing Director



Juliana Casavan
Operations Manager



James Wulfgar
Lab Manager



Sam Filer
Studio Coordinator



Sara Poer
Acceleration Coordinator

COMMUNITY

Even before the recent and necessary rise in remote work, MatchBOX saw a need for a professional space for early-stage entrepreneurs, founders growing their businesses, freelancers and contractors operating in the gig economy, and anyone dissatisfied with their home office.

That being said, we find community to be one of the most compelling values of a coworking space. Anyone who works independently, apart from a network of other humans with shared experiences, is susceptible to professional loneliness. Research has shown that a sense of belonging is a fundamental human need and having “work friends” has a positive impact on

professional happiness, motivation, and productivity.

Community is a pretty strong driving force for humans, and we believe that being in a space where everyone around you is working on interesting, inspiring, or even just sometimes everyday things makes it a lot easier to do those things yourself, too. To stay the course when the course gets rocky. Or to shine a light on the path to help you move forward.

This report will dive into the programmatic efforts and measurable impacts of MatchBOX. We know that those things matter, deeply. But we'll also always keep our fingers on the pulse of the community at MatchBOX because we know it's the heart of what happens here.



COMPANIES

Of the 300 members at MatchBOX, roughly a third are operating businesses HQed from the studio. They run the gamut from high tech startup to traditional small business, covering all of the bases and variations between. MBX offers these businesses access to acceleration services, no-cost office hours, events for networking and collaboration, and training workshops to help them work smarter. Here's a look at some of the companies operating from MBX.



ONOW

Entrepreneurship development system in Myanmar



Transformed by Birth

Childbirth education and support services



Clearway Engineering

Engineering automation design and consulting



Main Street Manufacturing

Floor-ready manufacturing staffing provider



Lightstone Education Center

Lightstone Education Center

Medical training facility for nursing certification



The Literate Self

Workshops and courses for writing skill development



Matt Wood Illustration

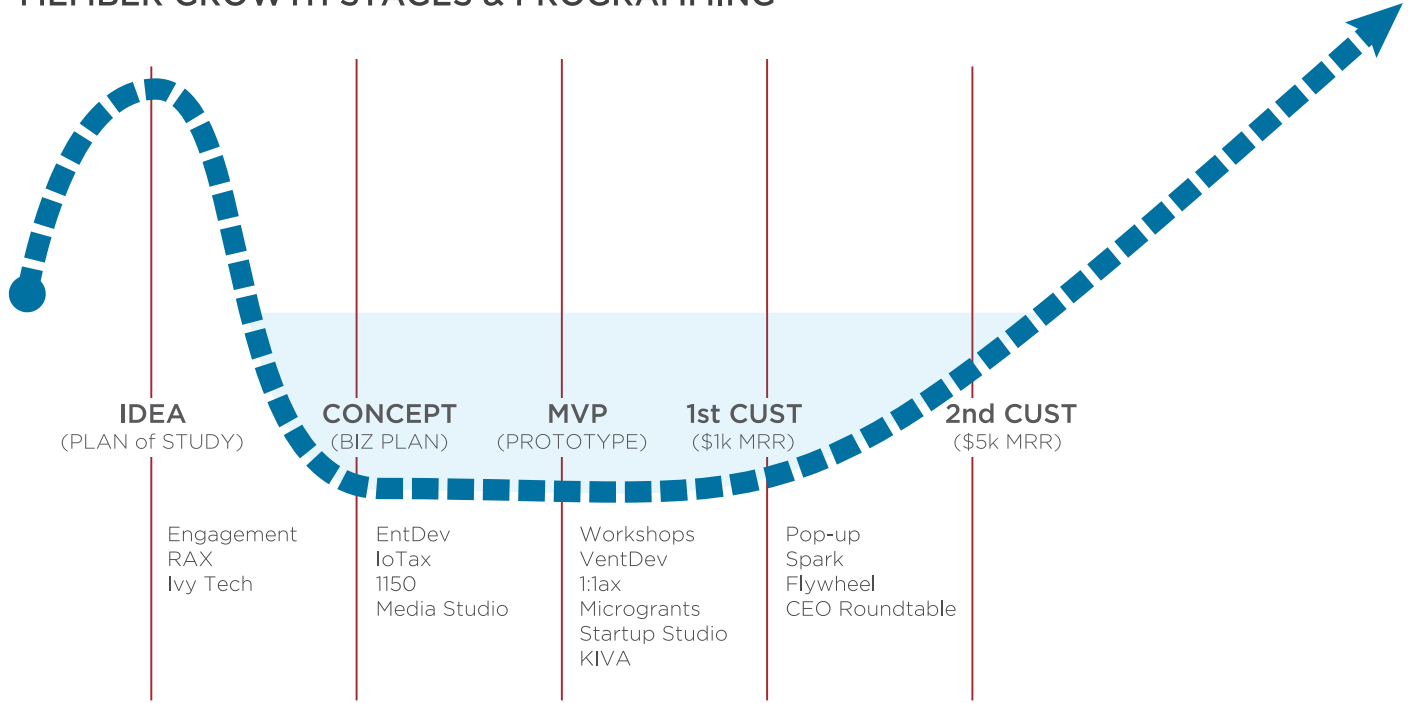
Customized brand illustrations



College Bound Determination

College preparedness and coaching

MEMBER GROWTH STAGES & PROGRAMMING



WHAT DO YOU LIKE MOST ABOUT BEING A MBX MEMBER?



“My favorite thing about MatchBOX is the team of people who care for us so well. Always available for a good chat, encouraging words, even cleaning up all the messes we make. I am so happy to celebrate a year with you all!”

-Cody Chaplin



“The people. I love the water cooler feel while I do my own work and head out. But then there is so much available knowledge when I need it, or to connect.”

-Lauren Mulikin



“What I love about MatchBOX is having a place to work away from my office on campus. MatchBOX provides a clear way to set boundaries between Austin the researcher and Austin the teacher. It doesn't hurt that there are great people to catch up with, too.”

-Austin Toombs



“I absolutely love the connection opportunities MatchBOX has afforded me. The MatchBOX team is amazing, kind, and patient, and the atmosphere couldn't be any better!”

-Beau Scott

800+

18-75

ALL TIME MEMBERS

AGE RANGE

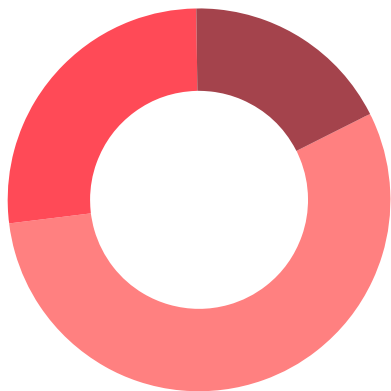


from places like

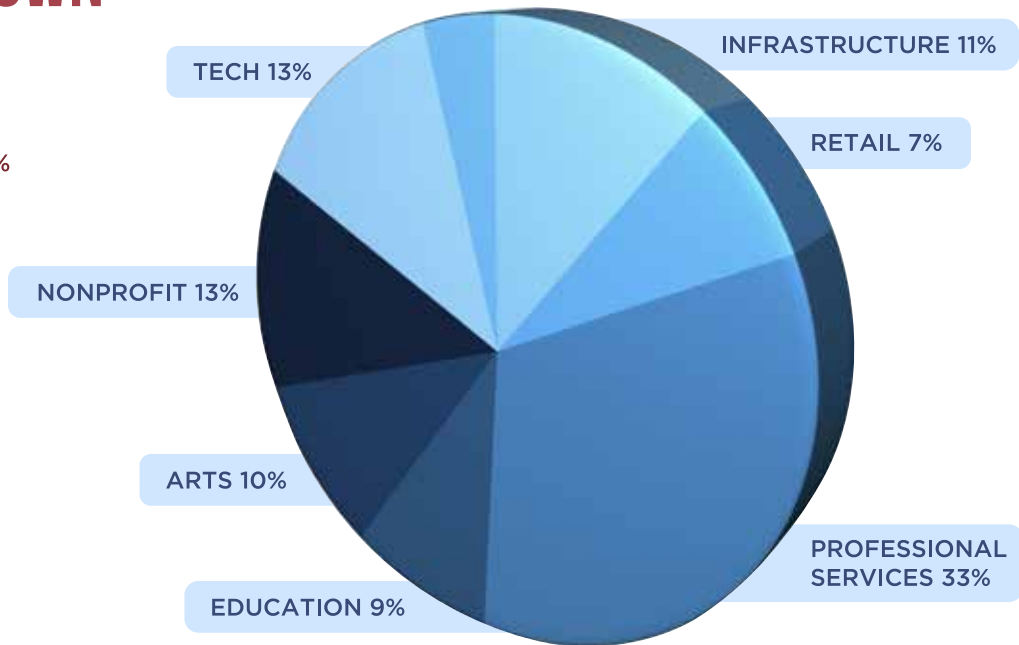
**SALESFORCE, ENVERA, IBM,
MICROSOFT, REDHAT, & MORE!**

MEMBER BREAKDOWN

REMOTE EMPLOYEE 27% FREELANCER 17%



ENTREPRENEUR / BUSINESS OWNER 56%



250+

>\$37M

412+

**MEMBER REPRESENTED
BUSINESSES**

**MEMBER REPRESENTED
REVENUE**

**EMPLOYEES FROM
THOSE BUSINESSES**



EVENTS

In 2022, MatchBOX Coworking Studio hosted just shy of 70 events in a variety of forms and formats. We thought long and hard about the ways our community was interested in coming together, and designed events that met the needs of our members and partners who wanted to learn, connect, and grow.

Online, we hosted Maker Mondays, a live streaming event that features members of the MatchBOX Maker-space team chatting with makers from around the world to talk about what making means to them. For our MBXax acceleration courses, we adopted a hybrid model that facilitated participation from startups and small businesses from all parts of Indiana—and sometimes across the country. This helped us build our connections with cowork-

ing spaces in Bloomington, South Bend, and Indianapolis, and learning to leverage a hybrid model is the foundation of a new program that will allow us to expand our Entrepreneur Development course throughout the 10-county Wabash Heartland region in the coming years.

In the studio, we designed a workshop series with freelancers and remote workers in mind, focusing on topics like goal setting, accessible project management, professional branding, and problem solving. We sprinkled in our MBX Free Coworking Days, monthly Member Meetup lunches, makerspace and media studio trainings, a maker showcase, and our first ever 6th & South fundraising block party and hosted thousands of guests both virtually and in the studio last year. We're looking forward to maximizing the impact and efficacy of time spent coming together.



SPARK

Spark is a program to support Black, Indigenous, and People of Color in the Greater Lafayette community that aspire to start or grow their businesses locally. It is a yearlong program that includes workshops, mentorship, micro grants, and connections to ally service providers. Each year, Spark intends to select a minimum of 10 entrepreneurs to participate in the program.

MatchBOX believes that a more equitable community is one that has diverse businesses and owners represented. Business ownership has the potential to increase representation in community leadership, enabling BIPOC individuals to have a seat at the table and influence decisions being made for the Greater Lafayette community.





*Match***BOX**

250

BUSINESSES

STARTED + GROWN

SINCE 2014



85

**MAKERSPACE
MEMBERS**

>50

**MEMBER RUN
PRODUCT BUSINESSES**

70+

**MAKER PROCESSES
SUPPORTED**



MB  **EXISTS** TO SUPPORT A
BETTER FUTURE *for our region*

 THAT IS

VIBRANT • INNOVATIVE • OPTIMISTIC

 WE STRIVE TO ENCOURAGE A
APPROACH TO BUSINESS *creative*
THAT ENGAGES *EVERYONE, CHALLENGES* THE STATUS QUO
COALESCE **CHANGE.**
A COMMUNITY OF



Sheryl Matthys
FetchaDate

MBXax Venture Development Grad

Sheryl founded FetchaDate after she realized that it was easiest to connect with new people in a new city when she was walking her dog. An app that lets pets serve as wing-animals makes app dating a very different experience than what other options offer.

In the spring of 2022, Sheryl spent six weeks refining her messaging, tailoring her value propositions, and considering the needs of her customers based on conversations she had with them about her product in the MBXax Entrepreneur Development course.

After graduating from the acceleration program, Sheryl was connected with an MBX PR

partner who helped her get print and TV coverage in the Lafayette and Indianapolis markets during National Dog Month.

Sheryl is continuing to shape her app to meet the needs of single pet owners, and MBX is happy to have played a small part in her journey. As an MBXax grad, Sheryl will have ongoing access to a network of 100+ grads and mentors who can continue offering her support and guidance while she works on growing her business.



WABASH HEARTLAND INNOVATION NETWORK

In partnership with Wabash Heartland Innovation Network, MatchBOX is expanding our Acceleration Program to the 10-county region over the next three years. Creating opportunities for entrepreneurs and business owners in the region to start and grow businesses in their community. The Wabash Heartland Innovation Network is a consortium of 10 counties in north-central Indiana devoted to working together to fuel prosperity by harnessing the power of Internet-enabled sensors to develop our region into a global epicenter of digital agricultural and next-generation manufacturing.





INDUSTRIAL PALLET CORP

Industrial Pallet Corp is a locally-owned pallet manufacturing company that has grown exponentially in recent years and expanded to other locations across the US. The IPC leadership team regularly utilizes MatchBOX for team meetings where they celebrate the successes of their sales team and you might even catch one of them wearing a Fred Flintstone costume.



**BECOME
SPONSOR
FOLLOW**

A MEMBER

www.mbx.studio/join

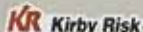
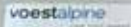
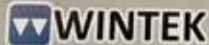
AN EVENT

supportmbx.studio

US ONLINE

facebook.com/matchboxcowork

Thank you to our friends and sponsors!





MatchBOX Coworking Studio, LLC

17 South 6th Street Suite X
Lafayette, Indiana 47901

hello@matchboxstudio.org | www.mbx.studio | [@matchboxcowork](https://www.instagram.com/matchboxcowork)

[facebook.com/matchboxcowork](https://www.facebook.com/matchboxcowork) | [instagram.com/matchboxcowork](https://www.instagram.com/matchboxcowork) | <http://linkedin.com/company/matchbox-coworking-studio>