

Unpacking the critical steps
towards opening a new coworking
hub (or opening your next one)...

STRATEGY & TIMELINE FOR LAUNCH OF YOUR COWORKING BUSINESS

This is the background and scope of the coworking business that we're using in this case study:

About Our Hub

Dimension: 2.000 sqm in total spread over 8 floors
(230 sqm per floor).
Capacity: 280 users.

Location

Small European city.
Building located in good / central location.

Space Allocation

Private offices from 1 to 20 people for Dedicated
Offices and/or Dedicated Desks.
46 Hot Desks.
6 small Meeting Rooms
3 large Meeting Rooms
1 large Event Space
Phone Booths
All usual common areas
Reception, etc.

Target Markets

Freelancers, SME, Digital Nomads, Remote Workers

What we have in place already

The building.

The finances needed to open it and start it running it.
Business model - worst/medium/best case scenario planning.

Know which products / services we are providing including
our membership model.

Basic website - landing page, contact info and other basic info
only.

Team is just hired.

Potential suppliers are targeted.

Research & design stages completed for: interior design, IT
system & equipment (including management software), and
branding.

The lease starts at the opening month.

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	3 MONTHS TO GO	2 MONTHS TO GO	1 MONTH TO GO	OPEN!	1 MONTH OPEN	2 MONTHS OPEN	3 MONTHS OPEN
Human Resources	<p>Ideally - the delivery Team needs to be recruited & in place....to prep for launch!</p> <p>If not:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Recruitment communications / adverts about the jobs is public & you respond to any enquiries, establish interviews etc. <input checked="" type="checkbox"/> Management team take actions to deliver recruitment processes & refine HR systems. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Plan & deliver staff onboarding & training processes. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Support people to do their job! <input checked="" type="checkbox"/> Shadow existing staff/ personnel. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Start working at the front desk to support clients and learn what they need and how to deliver it. <input checked="" type="checkbox"/> Regular communication / contact time with staff to identify what issues, opportunities there are & plan / take action . 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Hold regular 1-1 meetings for line management & mentoring / support. <input checked="" type="checkbox"/> Continue this as regularly as you can or need too. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Continue line management support. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Performance review of first quarter and to plan actions going forwards.
Development of Internal Operations	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Implement recruitment for the team - <i>see HR strategy</i>. <input checked="" type="checkbox"/> Finalise deals with suppliers. <input checked="" type="checkbox"/> Set up Accounting System & Payment tools/ processes. <input checked="" type="checkbox"/> Set up Coworking Hub Management Software . <input checked="" type="checkbox"/> Set up main suppliers (electricity, water, Wi-fi). 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Develop Operations Manuals: <ul style="list-style-type: none"> • Facility. Management • Sales. • Communications. • Venue Hire. • Membership Agreement. • House Rules. <input checked="" type="checkbox"/> Identify and research to buy key supplies - see IT strategy, stationery & catering supplies. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Implement strategy for Team Training. <input checked="" type="checkbox"/> Set up the space for staff & clients to use. <input checked="" type="checkbox"/> Ensure all suppliers are working: electricity, water, Wi-fi, cleaners etc. <input checked="" type="checkbox"/> Onboarding plan for Members is finalised and rehearsed. <input checked="" type="checkbox"/> Define the customer journey / experience. <input checked="" type="checkbox"/> Insurance is live, Health & Safety documents. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Check that everything works as it should around the building is live and monitored. <input checked="" type="checkbox"/> Cleaning Services operational & monitored. <input checked="" type="checkbox"/> Administer all new business, including processing all financial transactions. Seek to improve processes as you go - continuously and forever! 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Follow up all the contracted services, and seek improvements as needed. <input checked="" type="checkbox"/> Test and put in place all Operational processes (ongoing / refine / adapt as needed). 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Follow up with your team and the members. <input checked="" type="checkbox"/> Follow up all the contracted services, and seek improvements as needed. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Check first Quarter income and expenditure against budget, and adjust forecast. <input checked="" type="checkbox"/> Follow up all the contracted services, and seek improvements as needed. <input checked="" type="checkbox"/> Review the operational processes / look for improvements to be actioned every quarter).

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Sales, Marketing and Communications	<ul style="list-style-type: none"> Seek business leads - both coming in + outbound. Develop & deliver your social media strategy to create a buzz around the 'new offer' and to introduce the brand / offering. 	<ul style="list-style-type: none"> Identify & work with local partners & perks - to help signpost people to you. Website (full version) with images of the space (rendering). Design & create welcome pack / onboarding materials. 	<ul style="list-style-type: none"> Research & contact diverse stakeholders: press, networks /clubs / brokers, local businesses. List the Events calendar for first 3 months. Newsletter for members & external leads. Help operations to design the Customer Journey. Practice and deliver small group tours of the facilities - then close the sale! 	<ul style="list-style-type: none"> Respond to all enquiries / close the sale & get paid (do this forever more)! Identify where we can get PR coverage (+ draft a press release for opening). Can you start/ open with 30% occupancy? 	<ul style="list-style-type: none"> Host an awesome opening event with lots of people. Take pictures you can use for social media. Updated website with real pictures of people in the space. Social media ads. Hold open house / tours (continuous for many months). Direct marketing. Start hosting events 	<ul style="list-style-type: none"> Evaluate events calendar & make adaptations. Promote referral program for the 'pioneer members'.... 	<ul style="list-style-type: none"> Evaluation of Membership capacity and Social Media reach & plan next steps. Survey for members - informally and through simple questionnaire - seek feedback to improve services & find out what they are enjoying.
Community Development	<ul style="list-style-type: none"> Building profile and community engagement on social media. Attending networking events to promote the brand & attract potential clients, and promote special offers. 	<ul style="list-style-type: none"> Early bird sign-up. Identify and design simple 'events' programme for first 3-6 months : socials, networking, knowledge sharing. Planning the 'Launch/ Opening event 	<ul style="list-style-type: none"> Attending networking events to promote the brand & attract potential clients, and promote special offers. Distribute 'Free-pass' vouchers for attendees. Prepare for Opening / Launch event 	<ul style="list-style-type: none"> Free breakfast / lunch / socials for stakeholders and for Members - and their / your Friends. 	<ul style="list-style-type: none"> Deliver the Opening Event. Hold a few regular events in the space - such as: Coffee break, Beer Friday, Weekly lunch, Get-to-know-your members. 	<ul style="list-style-type: none"> Deliver Community Building Programme of Event (s) for your target audience and Members - and continue to do this - forevermore! 	<ul style="list-style-type: none"> Deliver Community Building Programme of Event. Develop case-studies of happy new Members.

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Fitout and Snagging	<p>Ideally - source building materials & contractors, including decoration, flooring, lighting, etc, and the delivery of items happens in the months leading up to opening. Be aware of 'lead time' for deliveries & how long things take to set up!</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Establish electricity suppliers & design routing of cables. <input checked="" type="checkbox"/> Plumbing. <input checked="" type="checkbox"/> Network infrastructure (see IT). <input checked="" type="checkbox"/> Place or remove any partitions 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Continue to place or remove any partitions. <input checked="" type="checkbox"/> Painting & decorating happens - inside & outside. <input checked="" type="checkbox"/> Order signage & branding for the space. <input checked="" type="checkbox"/> Receive furniture/ IT equipment & check off against inventory - create a 'asset list' as it comes in. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Set up furniture & equipment into place. <input checked="" type="checkbox"/> Set up screens, TV, projector & PCs - test it all works. <input checked="" type="checkbox"/> Final review / tweak of layout. <input checked="" type="checkbox"/> Signage is in place. <input checked="" type="checkbox"/> Snagging list - do what you can to finish jobs on the list. <input checked="" type="checkbox"/> Doors & locks are working. <input checked="" type="checkbox"/> Deep Clean. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Snagging list - add too it and continue to action until it is done! <input checked="" type="checkbox"/> Witness how people use the facilities. <input checked="" type="checkbox"/> Ensure the internet works & is stable. <input checked="" type="checkbox"/> No noisy building work. <input checked="" type="checkbox"/> Check doors & locks 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Snagging list. <input checked="" type="checkbox"/> Seek user feedback. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Snagging list. <input checked="" type="checkbox"/> Minor adjustments from user feedback. <input checked="" type="checkbox"/> - Reconcile budget - expenses against budget. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> - Continue improvement....
IT, Technical and Security	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Ideally the shortlist of vendors and the design of the Fit out & IT systems design is done in advance and you only have tweaks to do. <input checked="" type="checkbox"/> Fit cabling & Network design points. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Implement design. <input checked="" type="checkbox"/> Buy / receive minimum required level of laptops, printers, products & hardware during fit out. <input checked="" type="checkbox"/> Sign with a maintenance contractor. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Systems set up & running. Test all works. <input checked="" type="checkbox"/> Set up and implement the management software platform. <input checked="" type="checkbox"/> Ensure all new Members / clients are added to the platform. <input checked="" type="checkbox"/> Set up: Print system, Internet Network, Wi-Fi, CCTV, phone system & door access. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Introduce & educate customers on all systems. <input checked="" type="checkbox"/> Produce & share onboarding articles/ information. <input checked="" type="checkbox"/> Learn how to use it! 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Keep adding all members to the management software. <input checked="" type="checkbox"/> Seek their feedback / user experience. <input checked="" type="checkbox"/> Keep monitoring internet speed, Wi-Fi allocation / use. <input checked="" type="checkbox"/> Check cameras & printers work. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Check reports on network performance. <input checked="" type="checkbox"/> Change the network if it is not efficient enough! <input checked="" type="checkbox"/> Review building security & how it is working in reality. 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Holiday in Maldives :) <input checked="" type="checkbox"/> Check everything while you're there on your phone!!!

This is the result of a workshop facilitated and curated by **Claire Carpenter** from **The Melting Pot** and **Vanessa Sans** from **Happy Working Lab** during the Coworking Europe Conference 2022 held in Amsterdam.

Thank you to the 20 participants who co-created the launch strategy:

Abdulrahman Alrashidi (**Tribe Coworking**), Adam Porter (**Pursuit Coworking**), Adrián Borroso García (**Aticco Workspaces**), Ali Khadr (**Kapitalize**), Áron Levendel (**Kaptár Coworking**), Barka Zoubida (**Officenter**), Claudius Krucker (**Creativespace**), Emanuele Sisti (**Innovation Campus**), Eva Sanz (**Locus Workspace**), Ferhat Engel (**Engelnest**), Lucio Cassone (**Innovation Campus**), Mainer Julene Molis (**Networkia Spaces**), Mathias Vancuchene (**Locus Workspace**), Michael Volkmann (**Bruneo Coworking**), Mike Hannigan (**Coworkinn**), Muhammed Patel (**Calyp Coworking**), Naira Chaler Albero (**Aticco Workspaces**), Ola Magnusson (**Dockside Office**), Regis Francart (**Coworking Namur**) and Yusrizal Ibrahim (**United Spaces**).

