

How We Support Operators

Two documented case studies from opposite ends of the industry: a real estate developer launching an urban mixed-use campus in downtown Oakland, and a hometown revitalizer on a main street in Illinois. What actually got built inside each one.

FILE OPS-SUPPORT-002

SUBJECTS STAK / Behring Co. · The Wedge

MODULE Fractional Coworking Executive Advisory

Two Extremes, One Skillset

These engagements sit at opposite ends of what a coworking or mixed-use operator can be, which is exactly why they're useful together: they show the same operating discipline applied to a developer's from-zero urban campus launch, and to an established, community-rooted hometown anchor.

STAK

DOWNTOWN OAKLAND · A TWO-BUILDING CAMPUS · MULTIFAMILY/COWORKING TOWER + A CONVERTED KAISER PERMANENTE CORPORATE TOWER

The Wedge

ALTON, IL · ESTABLISHED OPERATOR · CULTURAL HOMETOWN REVITALIZER, MIXED-USE COMMUNITY ANCHOR

THE EXPERIENCE BEHIND BOTH

18 yrs

In the coworking industry

13 yrs

Consulting operators and building owners

Worldwide

Launching and running flex workspaces, from Singapore to Main Street

CASE ONE • THE BUILD FROM ZERO

STAK • Behring Co.

A single Oakland campus spanning two buildings: **1920 Broadway**, a multifamily tower with coworking, office, and event space woven in, and **1950 Franklin**, a corporate tower acquired from Kaiser Permanente and converted into a flex office building.

“STAK is the premium, downtown office solution that combines flexibility, top-tier amenities, and a vibrant community, in the heart of Oakland's business district.”

FROM STAK'S OWN BRAND BRIEF

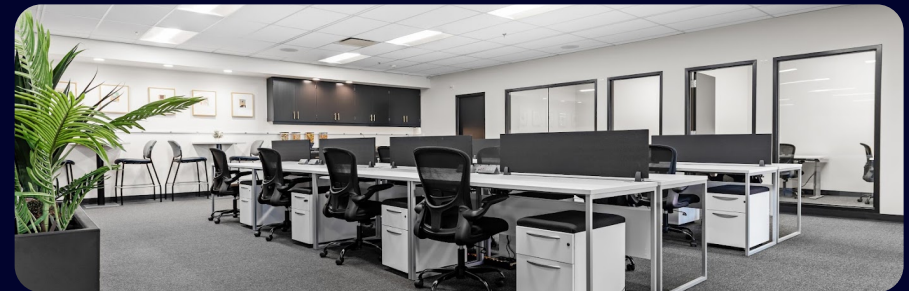
Tech Founders & Startups

Venture & Funding Strategy

Corporate Tower Conversion

Multifamily + Coworking Mix

stakspace.com



WHAT WE BUILT

Two Phases: Build the System, Then Run It With the Team

Phase one (May–Oct 2024) built the foundational infrastructure from zero: market strategy, sales systems, operations, and a pre-launch checklist. Phase two (Sept 2024–Mar 2025) operationalized it live alongside STAK's newly hired team.

MARKET & BRAND

- Full Oakland/SF competitive study across 10 named operators
- Brand Brief, positioning, and target-member profiles

SALES SYSTEM

- Landing pages, sales presentation, lead-gen strategy
- 5-stage sales funnel with a 90-day launch roadmap

OPERATIONS & LIVE SUPPORT

- Full ops guidebook, staffing model, daily checklists, member agreements
- **Operations Dashboard (v1→v2) with a custom AI assistant trained on STAK's own documentation,** plus weekly stand-ups with the live team

KEPT HONEST

David's closeout report directly confirms STAK's new team was hired mid-engagement and that the live Operations Dashboard with its integrated AI assistant was built and delivered. Headcount specifics weren't part of that written record, so none is claimed here.



"Amazing location and views for events, office and living. Absolutely incredible staff and service."

GOOGLE REVIEW · 1920 BROADWAY



"The staff was fantastic, the amenities were top-notch, and the conference room was perfect for my work meeting."

GOOGLE REVIEW · 1950 FRANKLIN

CASE TWO · THE BUILD FROM INSIDE

The Wedge

620 E Broadway, Alton, IL · nearly 60,000 sq ft · a downtown incubator, coworking floor, private-office tower, and community anchor under one roof, "Powered by SIUE."

"Combining education, innovation, community revitalization, and economic growth into a powerful center for good."

THE WEDGE'S OWN MISSION STATEMENT

Downtown Revitalization

University Partnership (SIUE)

STEM & Veteran Programs

Corporate Sponsorship

thewedge.space



WHAT WE BUILT

Financial Clarity, a Real SOP, a Sponsorship Engine

An ongoing engagement (started March 2026, still active) working directly with CEO Scot Heathman and his four-person staff, not around them.

FINANCIAL SYSTEMS

- KPI tracker reconciled line-by-line to the real P&L
- Caught two real bookkeeping errors mid-year

STAFF-BUILT SOP

- Daily FLOW playbook rebuilt from all 4 staff members' own feedback
- Personalized dashboards per role, deployed live

SPONSORSHIP ENGINE

- 3-tier sponsorship program (\$5K / \$10K / \$20K) and legal-safe contract template
- Partners landing page and outreach materials built

23% → 73%

OFFICE OCCUPANCY, MAY TO JUNE 2026

#1

ORGANIC SEARCH RANKING FOR PRIVATE OFFICES
IN ALTON

\$5K-\$20K

SPONSORSHIP TIERS BUILT AND ACTIVELY
PITCHED



"One of the best coworking spaces I've ever been a part of! The connections, opportunities, and community are unmatched."

GOOGLE REVIEW · THE WEDGE



"Several floors of coworking and private office space with lots of community and amenities. I love what they have done with the space."

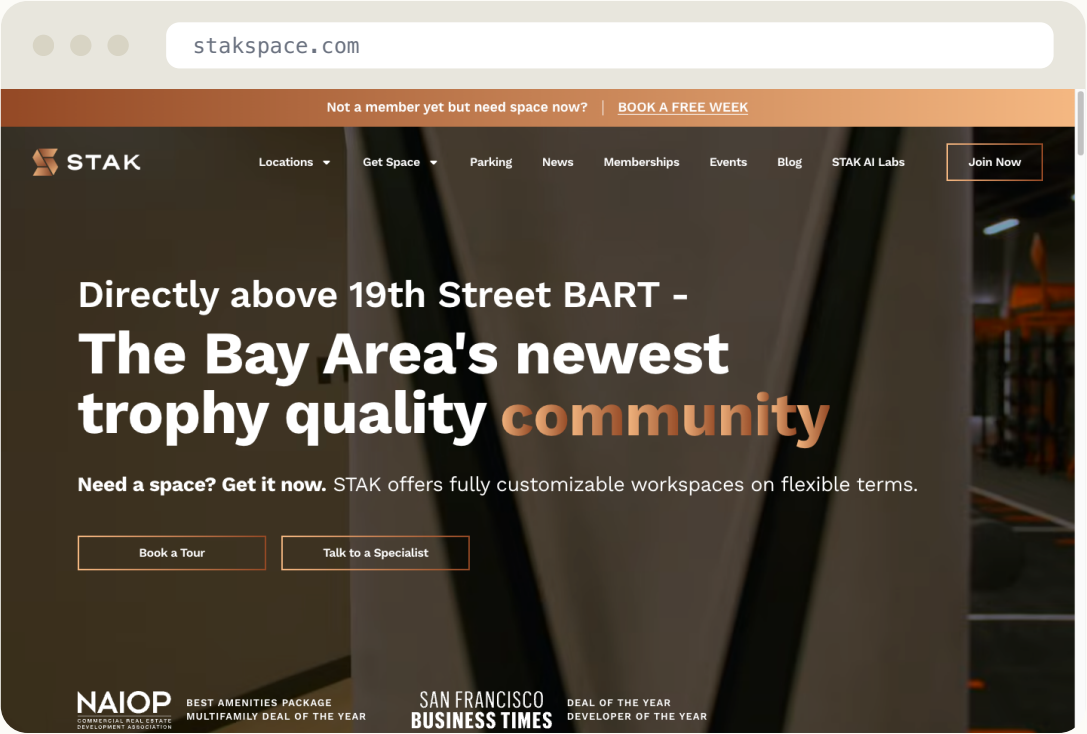
GOOGLE REVIEW · THE WEDGE

LIVE TODAY

Real Sites, Real Businesses, Running Now

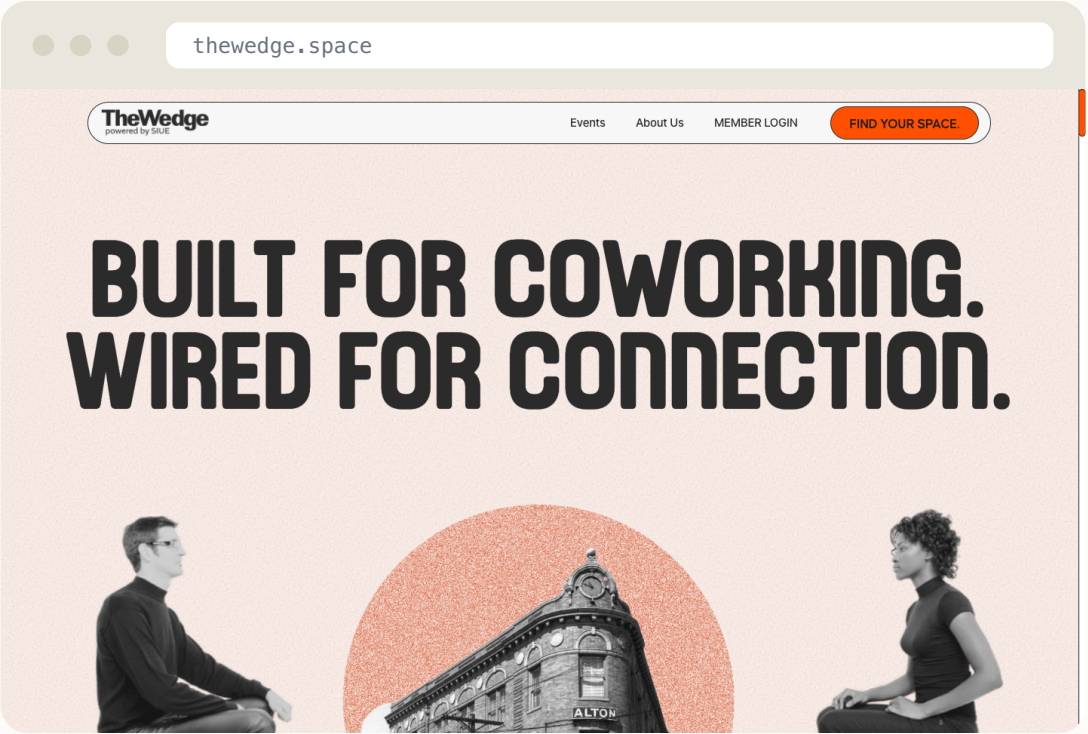
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Both engagements ended with a live, operating business, not a slide deck. Here's what members and prospects see today.



STAK · Behring Co.

"The Bay Area's newest trophy quality community" · NAIOP & SF Business Times award-winning



The Wedge

"Built for coworking. Wired for connection." · Powered by SIUE

NOT A SUBSCRIPTION

Your Own Software Engineer, Building for You

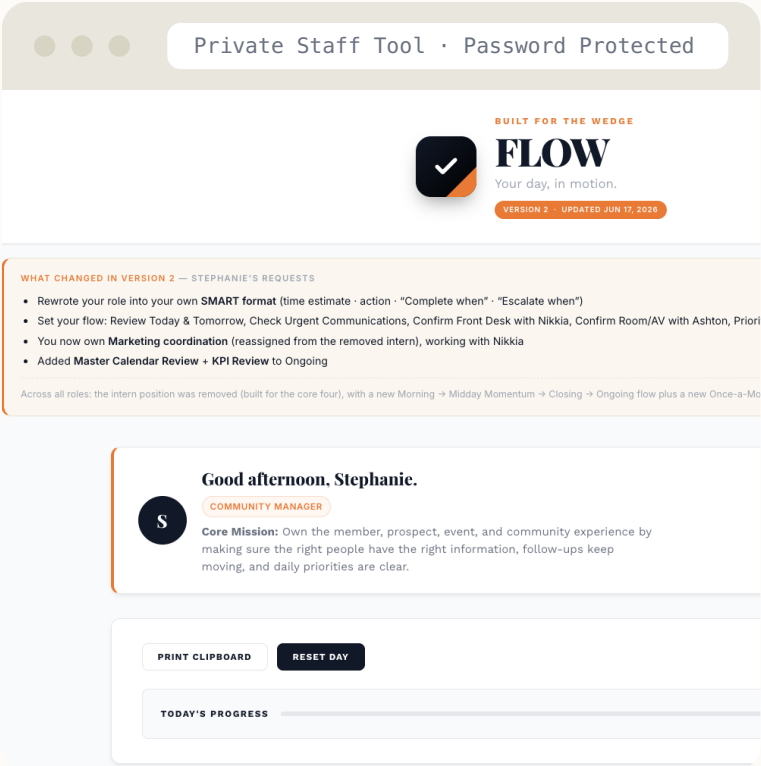
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Nobody else in this niche pairs an operations consultant with a software engineer in the same retainer: real documentation, real staff tools, real financial modeling, not a template or a slide.



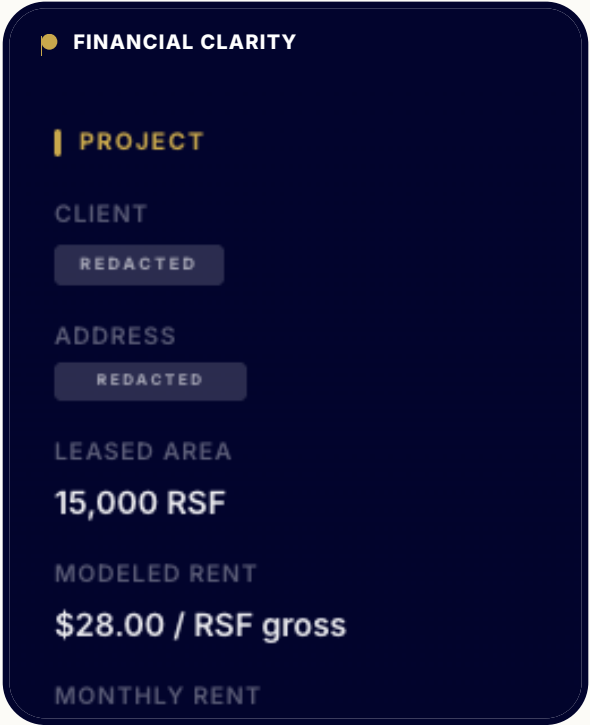
STAK Operations Guidebook

The full document, built and delivered, not a template



FLOW · Community Manager View

Live production tool, a different daily list for every role



Sample Financial Portal

Agnostic sample, the same modeling built for any building

Your Own Private Brain, Powered by CORE

Every engagement stands up a private intelligence system for that client alone; STAK's and The Wedge's never touch. What they share is the engine underneath: CORE, 18 years in the coworking industry and 13 years consulting operators and building owners worldwide, codified into working best practices.



Each client runs their own private brain. CORE feeds every brain best practices; no client's data ever touches another's.

Not a generic SaaS subscription: **your own software engineer**, building tools specific to your operation.



**Your team already knows how to run your operation.
Our job is making sure the operation knows it too.**

If this looks useful for your business, we'd enjoy the conversation.

coworkingconsulting.com