

TURNKEY COWORKING DEVELOPMENT

Scope of Services Documentation

UNLOCK YOUR COWORKING BUSINESS POTENTIAL: OUR PROVEN DEVELOPMENT PROCESS FROM CONCEPT TO LAUNCH

Welcome to CoworkingConsulting.com's Services Scope document. With our extensive experience in the coworking industry, we have developed a time-tested turnkey development process that can help you achieve your coworking business goals. We offer a wide range of services, including market feasibility and business model validation, space allocation planning and design, technology strategy and implementation, operations model and process, staffing and training, as well as launch and ongoing support. Whether you're starting from scratch or looking to optimize your existing coworking space, our services can be combined to provide you with a comprehensive solution. We also offer a la carte services to meet your specific needs. Contact us to learn more about our services and how we can help you create a successful coworking business.



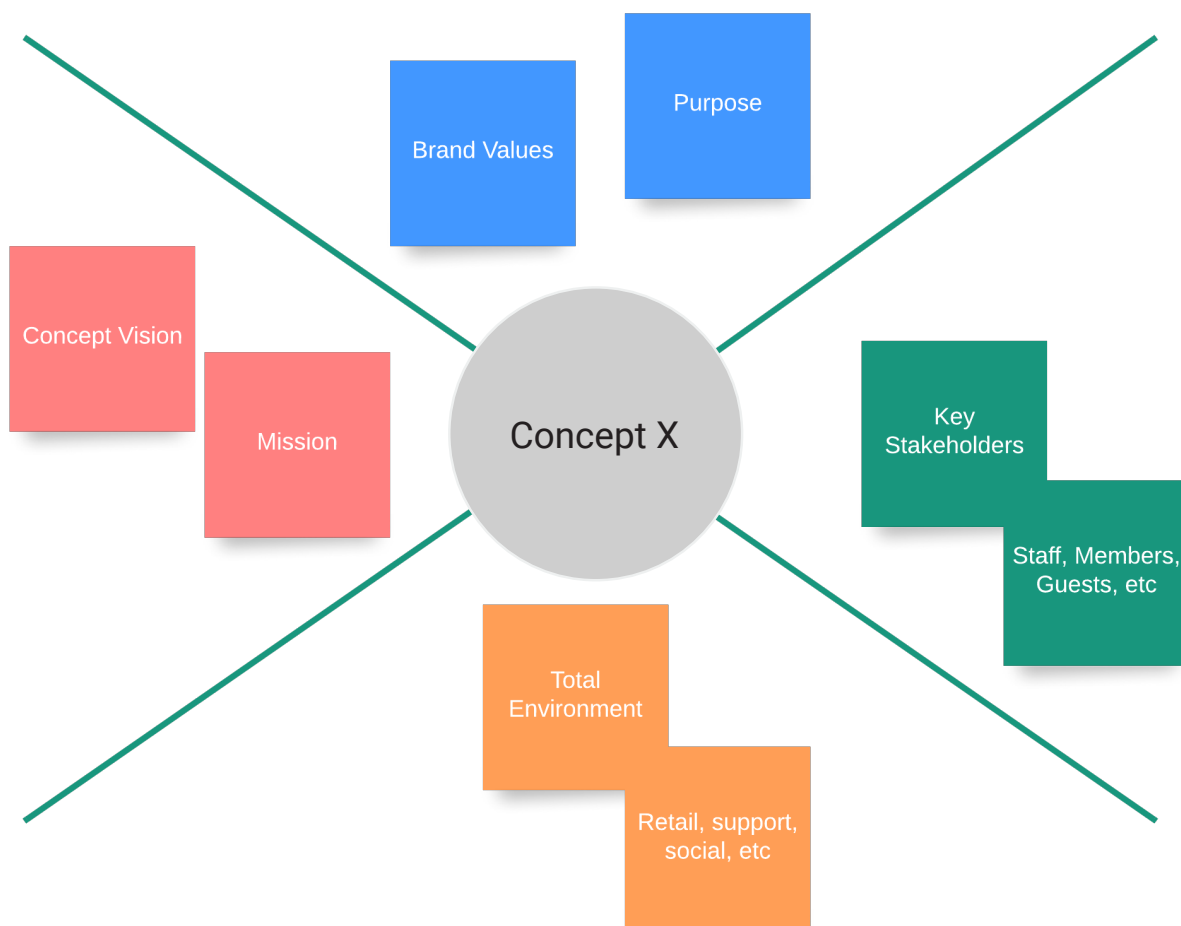
CONCEPT & STRATEGY ALIGNMENT

In order to develop the remainder of the components of our approach- business model, operations, training, technology, and service design, it's important to co-create alignment on the:

- » Concept vision and mission
- » Values and purpose
- » Key stakeholders
- » Component parts of the total workplace environment (retail, support, social, etc.)

We can work in close coordination with an external brand agency, so that their brand strategy appropriately intertwines with the rest of the business. If you would like us to manage the brand and identity process and deliverables, we can do that as part of a separate scope.

Not only will this step help us customize the content and our approach to the operations materials, handbooks, training materials, service model, and technology strategy, it will play a key role in informing choices around membership plans, pricing and usage strategies, space allocation strategies- ultimately the business model as a whole.



MARKET FEASIBILITY & BUSINESS MODEL VALIDATION

One of the key components of our turnkey development process is market feasibility and business model validation. This service involves:

- » A thorough analysis of the market demand for coworking spaces in the area
- » An evaluation of the financial and operational feasibility of the project

Our team will conduct:

- » A comprehensive market analysis to identify potential target audiences and assess the competition in the area
- » Analysis of potential revenue streams, including membership fees, event rentals, and other ancillary services

Based on this analysis, we will:

- » Develop multiple financial scenarios for the project, taking into account the unique concept and brand value proposition of the coworking space
- » Provide a clear picture of the capital expenses required, operating expenses, and potential revenue streams for each scenario
- » Our goal is to demystify the shared workspace financial picture and bring clarity to what is possible. This way we can choose the financial model that uniquely serves the concept and brand value proposition.

Additionally, we will:

- Validate the business model and make sure it aligns with the target audience and market demand
- Ensure that the coworking space is tailored to the needs of the community and has a higher chance of success

Our team has extensive experience in market feasibility and business model validation, and we are confident that our analysis will provide valuable insights and help make informed decisions about the project.

Business Model Development for the Physical Space

Five Year Pro Forma

Membership
Plans & Pricing

Space Allocation
Model

Estimated Operating
Expenses

Rent Roll /
Revenue Snapshot

Revenue psf

Break-Even

Occupancy
Ramp Up

Estimated CapEX &
FF&E

SPACE ALLOCATION PLANNING & DESIGN PEER REVIEW

A financial model is not complete until it is grounded in a concrete set of design commitments. That's why we offer a comprehensive Space Allocation Planning & Design Peer Review service as a crucial step in our turnkey development process.

Our team will:

- » Peer review any existing designs (drawings, space allocation models) that the design team has generated thus far.
- » Coordinate with the architects throughout the design process to provide an updated and industry-forward space allocation strategy that takes advantage of the current state of flexible working environment (including local community and corporate users).
- » Align the final design/allocation with the business model

As a project moves from concept to model implementation, the next step is to design the space and tie the business model to a specific space allocation direction. We have extensive experience working with architects around the world on aligning the desired business model with the design of spaces. This entails getting the right mix between private offices and open spaces for hot desking and dedicated desks. Increasingly, as companies avail themselves of coworking spaces, this means designing larger offices for corporate teams, which then requires the project to consider its positioning in the market. Is the goal to be a place for freelancers and startups, or for corporate teams? How then is the business branded and presented to the market.

We work with leading architecture firms to deliver the highest quality coworking spaces that reflect the latest usage trends. Our goal is to ensure that the design of the space supports the assumptions behind the financial projections and that the final design aligns with the business model and the target audience. We will work closely with the design team to make sure that the space allocation and design are optimized for the desired user experience and revenue streams.



TECHNOLOGY STRATEGY & IMPLEMENTATION

Central to any coworking business is the software (+ hardware) at the center of the operation. Our team has extensive experience working with the most prominent of the coworking applications. We understand that the right technology can make or break a coworking space, that's why we offer a comprehensive Technology Strategy & Implementation service as a crucial step in our turnkey development process.

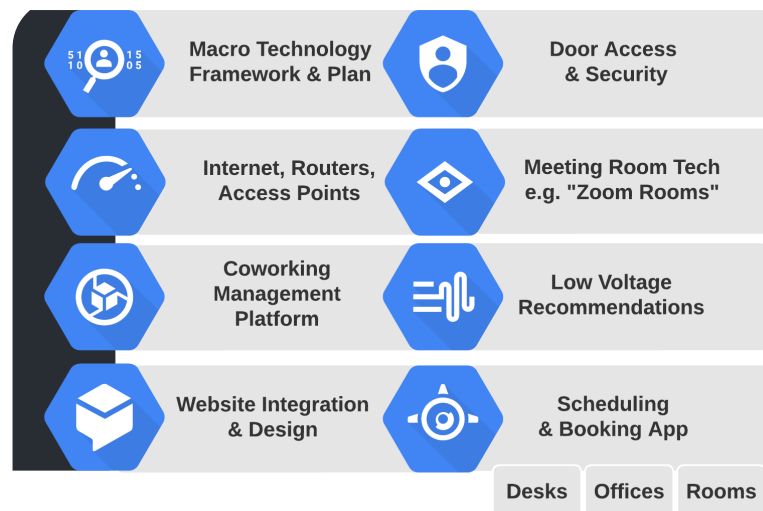
Our technology services include:

- » Software demos and selection: We take clients through the demo process with multiple software providers, answer questions that are specific to their project, and help them find the right software solution for the project. The different software solutions have their strengths and weaknesses, and our role is to help find the option that best supports the mission and vision of the business.
- » Website construction: We can also build customer-facing website and install the coworking software as a single process.
- » Software integrations: We help with the integration of the software (once it's chosen) into the project's website.
- » Technology training for staff: Our extensive experience on the technology side of the business is helpful to clients who need their staff to be trained in how to operate the software. See our Staffing & Training service for more information on the technology training process.

Our goal with the technology strategy (and implementation) is to create a seamless technology-driven operational model. We will:

- » Liaise with vendors and coordinate choice of appropriate coworking software and hardware package
- » Assist, in coordination with software vendor, in basic training in using the software
- » Assist in entering plans and services into the software
- » Work with in-house technology and marketing team to tie the software together with the user facing website, maintaining continuity.
- » Advise on Door Access technology and coordinate with IT vendor to help deploy

Our team has the expertise and experience to help you navigate the complex landscape of coworking technology, and we will work closely with you to find the right solution that fits your needs and budget. We are always ready to assist in any way we can and help to ensure a seamless implementation of the chosen technology.



OPERATIONS MODEL & PROCESS

A smooth and well-organized operation is essential for the success of any coworking business. Our team has extensive experience in developing and implementing effective operations models and processes that are tailored to the specific needs and goals of our clients.

Our operations support and service includes the following deliverables:

- » Customized operations manual and standard operating procedures customized to reflect the brand and desired culture.
- » Employee handbook customized to reflect the brand and culture
- » Pre-opening checklists customized for your staff and location
- » Ongoing operating checklists customized for your staff and location

Our comprehensive operations manuals, which are customized for individual clients, provide thorough standard operating procedures and checklists for how to manage a coworking business. From the most mundane issues

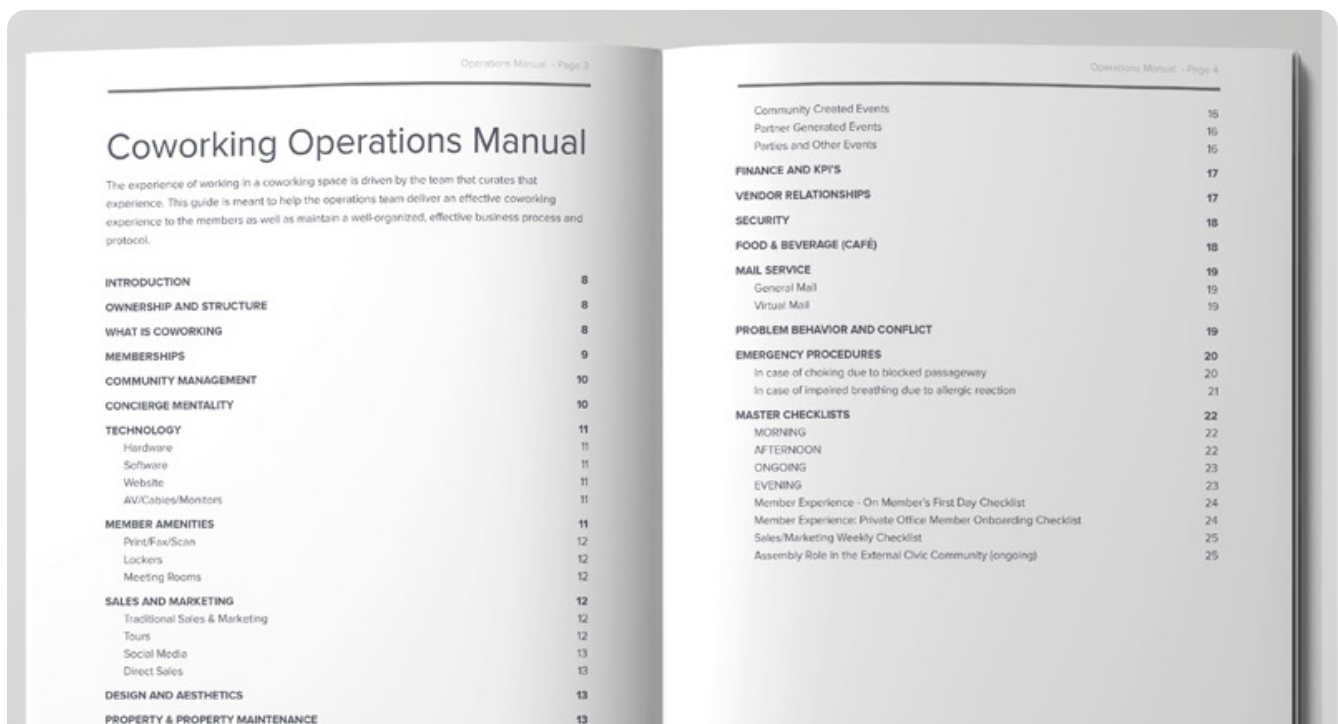
of cleanliness to the more critical issues of delivering great customer-service, our step-by-step process is laid out in our operations materials.

Our operations package includes:

- » Operations Manual
- » Employee Handbook
- » Membership Agreements

Our operations packages entail most of the materials that an operator would receive in a franchise situation. We simply help build that material into our clients' brands. Since this part of the development process comes after we have learned about the specifics of the business, the materials in the package are customized and are available to the client for editing and refinement.

Our goal is to provide our clients with the tools and resources they need to run their coworking space efficiently and effectively, so that they can focus on growing their business and providing a great experience for their members.



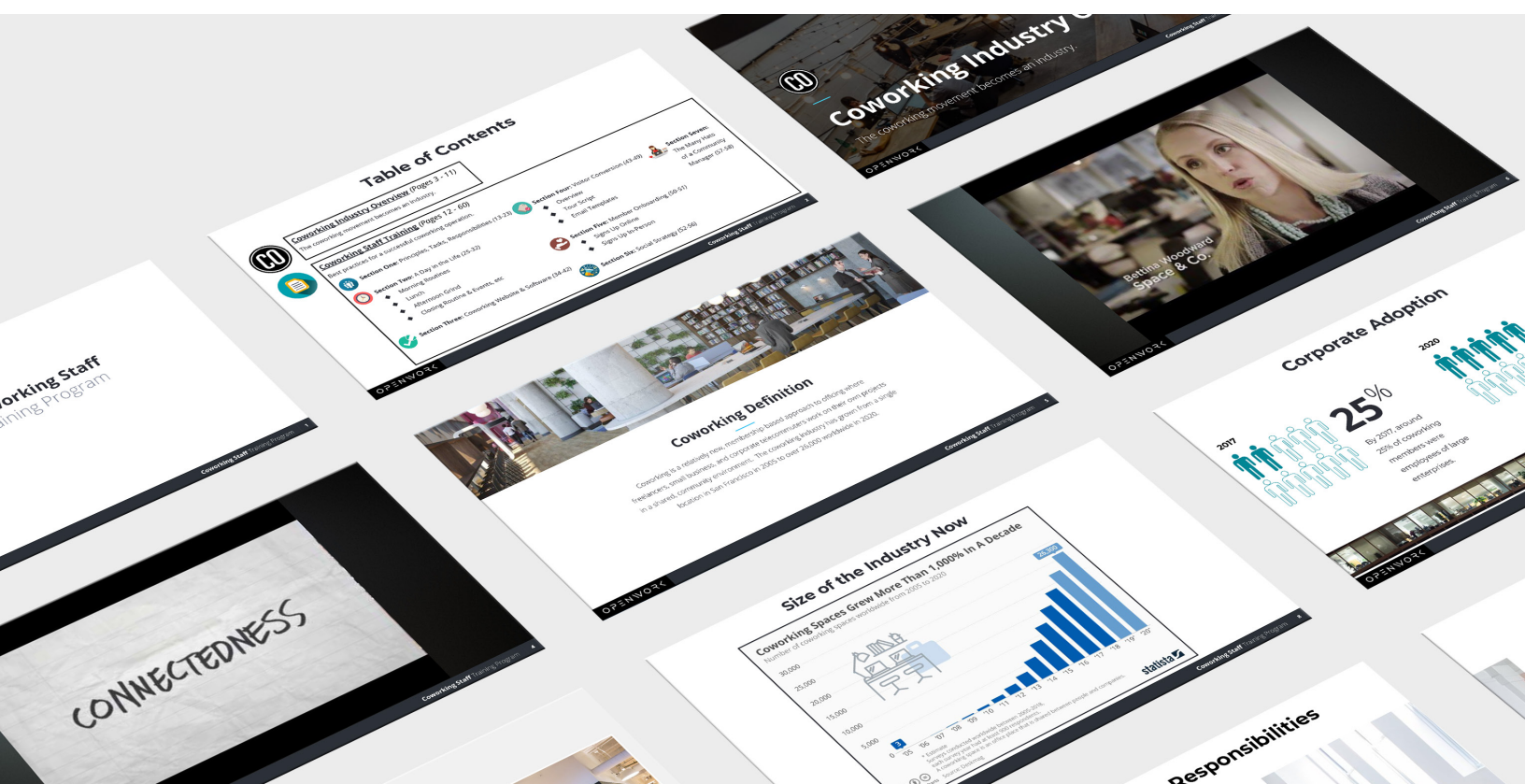
STAFFING & TRAINING

A well-trained and dedicated staff is the backbone of any successful coworking business. Our team has extensive experience in developing and implementing effective staffing and training programs that are tailored to the specific needs and goals of our clients.

Our staffing and training services include:

- » Development of Org Chart (in conjunction with operations materials): We help develop an organization chart that clearly defines the roles and responsibilities of the staff and aligns with the overall operations and management of the coworking space.
- » Deliver a Community Manager Training Program: We provide a comprehensive training program for the community manager, which includes live zoom training sessions (usually two-three sessions) and a customized training document delivered after live training. We also incorporate core aspects of the service model within the training package.
- » Provide job descriptions for: Community Manager and other workplace-related staff: We help develop clear and detailed job descriptions for all the staff positions, including the community manager and other workplace-related staff.
- » Interviewing potential candidates and assist in the selection process: We provide assistance in the process of interviewing potential candidates and help our clients select the best fit for their team.

Our goal is to provide our clients with the tools and resources they need to build a strong and effective team, so that they can focus on providing a great experience for their members. We understand that hiring the right people and training them effectively is key to the success of your coworking space.



LAUNCH & ONGOING SUPPORT

A smooth launch is crucial for the success of any coworking business. Our team has extensive experience in coordinating and managing the launch process and providing ongoing support and advisory services to our clients.

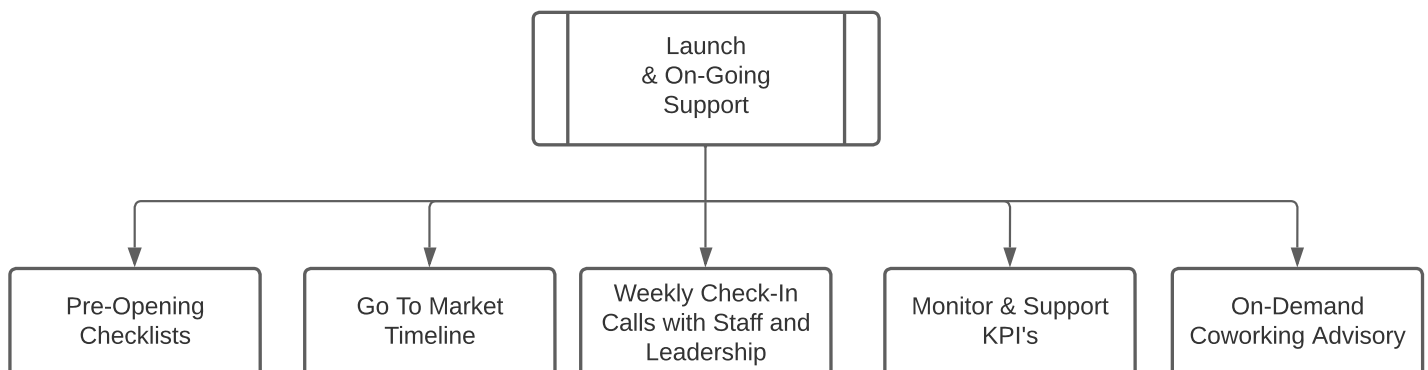
To help ensure a smooth launch, we closely coordinate with the staff and provide the following:

- » Pre-Opening Checklists: We provide a comprehensive operational checklist to share with the staff prior to and through launch, to ensure that all the necessary tasks and preparations are completed on time.
- » Go to Market Timeline: We help develop and implement a go-to-market timeline that outlines the key milestones and activities leading up to the launch, and helps to keep the staff on track and on schedule.

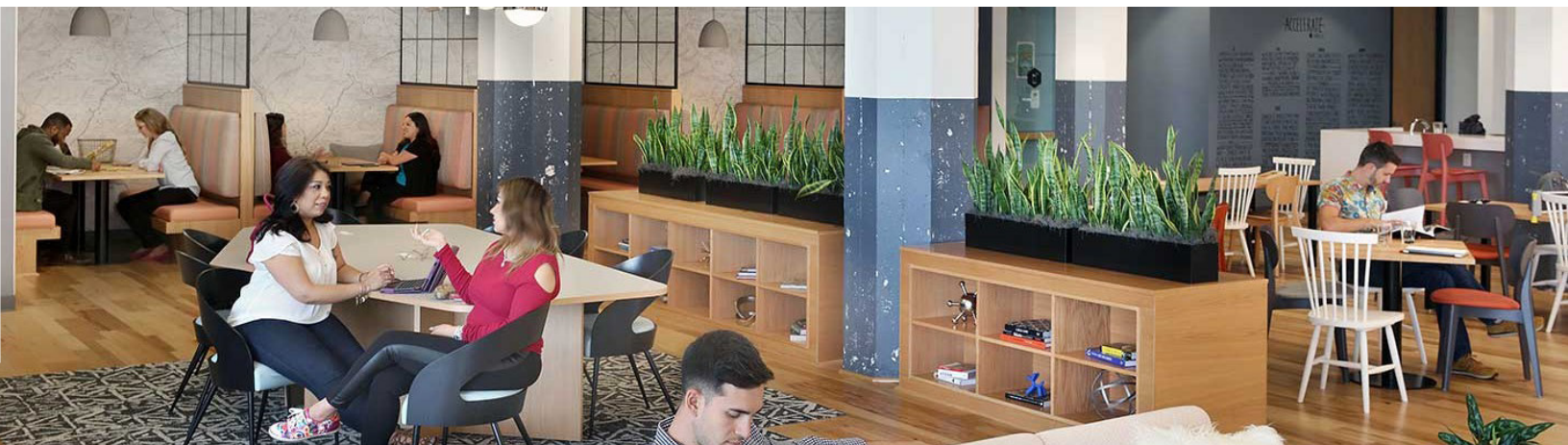
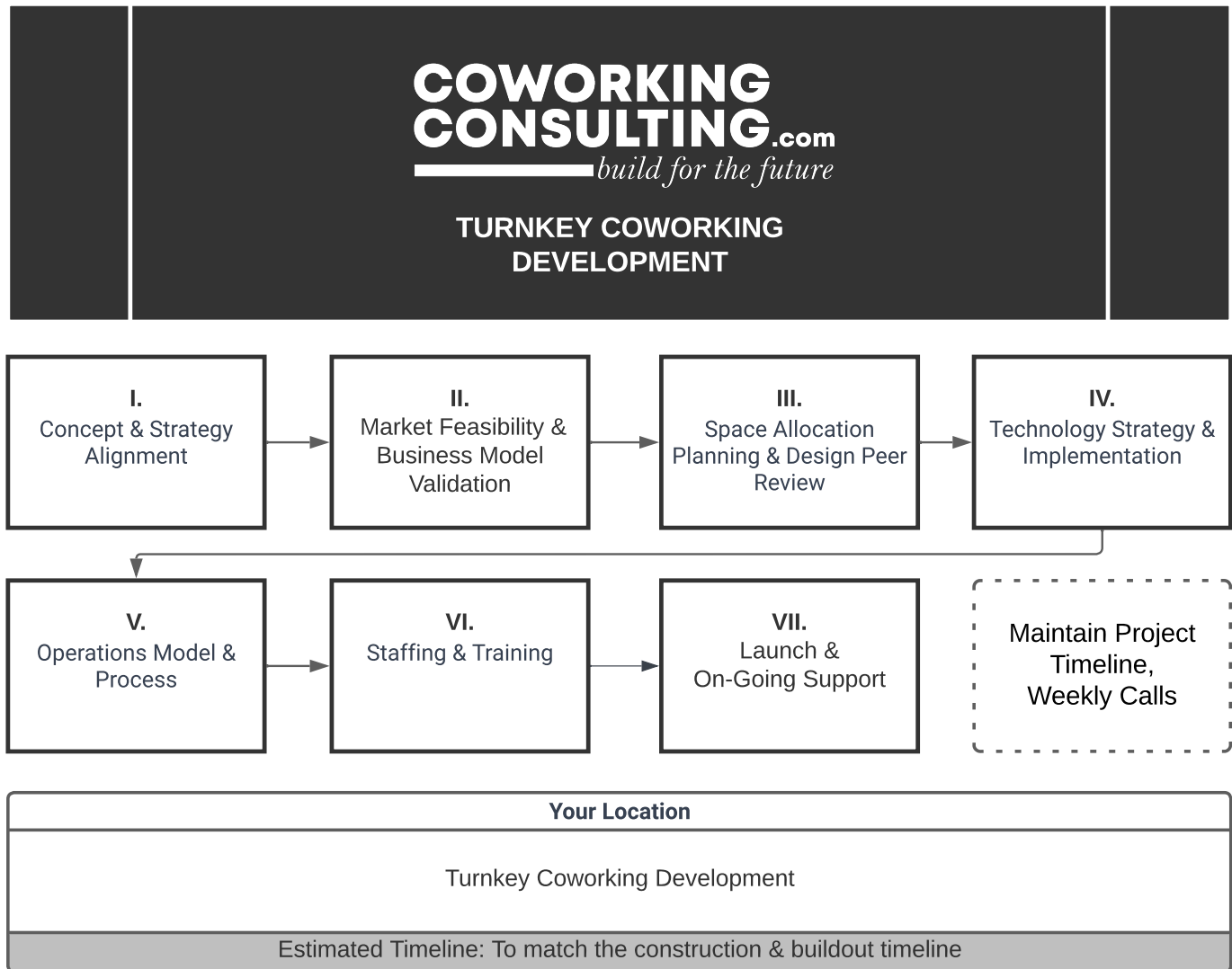
For clients who need extra support during the launch phase, we can also provide a short-term support contract where we are available to be 'on the other end of the phone' for troubleshooting purposes. This could include:

- » One or two check-in calls per week: We provide regular check-in calls to monitor the progress of the business and provide guidance and support as needed.
- » Assistance in monitoring and supporting the KPI's: We help monitor and support the key performance indicators (KPI's) that are critical to the success of the business.
- » Availability for quick-turnaround deliverables on an as-needed basis

Our goal is to help our clients launch their coworking space smoothly, and provide ongoing support and guidance to ensure its success.



HOW IT ALL WORKS TOGETHER





THANK YOU.



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