CoworkClub

Work **where**, **when** and **how** you want.

*Vision and conceptualization of a coworking spaces aggregator for the subject of **System Analysis***.
Presented on: 11th May 2022, at P6.
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Introduction

- ❏ **Growing trend** in coworking space attendance.

- ❏ Being at **home is boring** and **tiring**.

- ❏ **Office** can be anywhere, but there are **standards**.

Opportunity

Growing **demand**, but a **lack of visibility**.

A workplace can be **replaceable**, **not exclusive**.

On-demand and **personalized**.

Premium takes **priority**, and takes the **load**.

Digitalization & Revenue

Premium takes **priority**, and takes the **load**.

Typology	Description
Google Ads	No registered/paying users are free to use the site but are presented with active ads.
Premium Membership	Paying users can use this service to see their product in prominent placing (front page, rotating mist others atop the regular listing.)
Remote Services	Product providers can pay to have **CoworkClub** do some of their logistical work, such as pre-scheduling, payment, and data analyses.
Commissions	Commission-based model, charging per-booking.

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Main Goals

1. **Centralize** information.

2. **Quality**-based selection.

3. **Simplified** and **universal** booking process.

Obstacles

There are some obstacles that **prevent users and companies** to **increase** they're **engagement**, it's these problems and limitations where **CoworkClub** needs to focus.

Limitation	Objective
The **search for spaces** is done site-by-site, which is **time-consuming**.	Reduce the search time for spaces.
Comparing spaces is difficult since **not all websites provide the same information**.	Standardize the set of information provided to the customer.
Difficulty with **managing booking** and availability.	Standardize the booking process among providers, as well as publicly announcing vacancies and availabilities.
Difficulty in **reaching** target **audiences**.	With the platform, customers and providers know exactly what services to search for and what is provided.
Trust is a limiting factor if I often travel and need to share my **payment** information with multiple entities.	One centralized middleman with which to share payment info and no other.

Positioning

Worker

❏ Where do I **find** and **compare** different coworking **spaces** ?

❏ How can I **book** and keep a **track record** of spaces I attended or will attend ?

❏ How do I know what providers to **trust** ?

Coworking Space

❏ How do I **reach** a broader audience ?

❏ Where can I keep an **eye on the competition** ?

❏ How do I **prove** superior **quality** in my services ?

Functionalities

1. **Filtering**;
2. **Comparing**;

   Ranking

3. Booking;
4. Advertising;
5. Management;
6. Payment.

Most Relevant Features

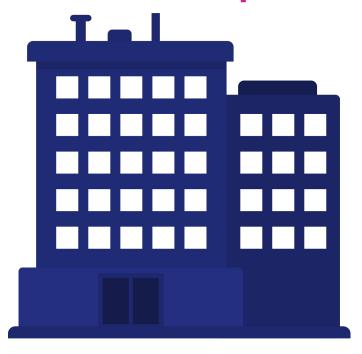| Need	Features	Priority	Planned Release
Book for a specific date	A space needs to declare a calendar or it vacancies	High	First Iteration
Check the status of a booking	A worker must be able to revisit the data about a booking, and a history of all the previous interactions with other providers	High	First Iteration
Reopen vacancies	If a worker cancels his/hers booking, that time frame must be made available for new workers	High	First Iteration
A worker can't book different spaces for same time frame	Since the use is personal, every time a worker books for a space, the time frame associated is also associated with the worker, disabling him/her from booking other spaces in colliding time frames	High	First Iteration
Do I know what I need? Do the providers?	Spaces can be categorized by professional area, for this they must meet criteria specific to the needs of this profession	Medium	Second Iteration

Stakeholders

❏ What are the **main motivators** for investment ?

❏ Are all **workers** up for this ?

❏ What **types of coworking spaces** can use this service ?

Remote Worker

❏ Easier process of searching, filtering and booking a space to work.

❏ The remote worker can now ensure that the space it book meets his/her criteria and needs to be productive.

❏ Add a layer of trust with a mutually trusted intermediary in the payment process.

❏ Ease of management with multiple bookings.

❏ Remote worker doesn't mean mobile worker.

Cowork Space

- ❏ Return in revenue with a bigger turn out in the spaces.

- ❏ More information relative to the type of clients and their specificities.

- ❏ Ease of interaction with the clients.

- ❏ Easier management of bookings.

- ❏ Remote services can be a great help for new businesses with little starting funds.

- ❏ Will it host individuals or large teams ? Logistical limitations can create impediments.

CoworkClub

- ❏ Service provider.

- ❏ Maintains a business model as the moderator and intermediary between end customers as service providers.

- ❏ Return in revenue from advertisement and premium subscription plans.

- ❏ Commission-based model, charging per-booking.

- ❏ Revenue from remote services.

Limits & Exclusions

- ❏ Mobile application development.

- ❏ Client need "batting".

- ❏ Space providers business after service transaction is out of scope.

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