

EMMANUELLE SHAARAVI, MAY 25TH 2020

CO-WORKING BEST LOCATION IN LISBON

LISBON, PORTUGAL



BEST NEIGHBORHOOD

EXPECTATIONS:

- Existing Co-Working spaces
 - Coffee places
 - YOGA spaces
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BACKGROUND

- Why Portugal is a GOOD CHOICE for Start-up?
 - Considering the current situation and all uncertainties related to the Covid-19, Portugal is the third safest country in the world offering stability in troubled times.
 - Portugal provides incentives for startups, investors, and R&D. It is also one of the cheapest capital in Europe even if it is less and less true considering all the major investments done over the last 10 years.
- What is the Challenge here?
 - Even with a comfortable budget, Lisbon offers different facilities based on the neighbourhood. (As a reminder the key demands are: Co-working spaces, Coffee places, Yoga spaces)
 - The city center is a good starting point but where there are tourists does not mean that it is the best neighbourhood for a working place.

DATA AND ANALYSIS

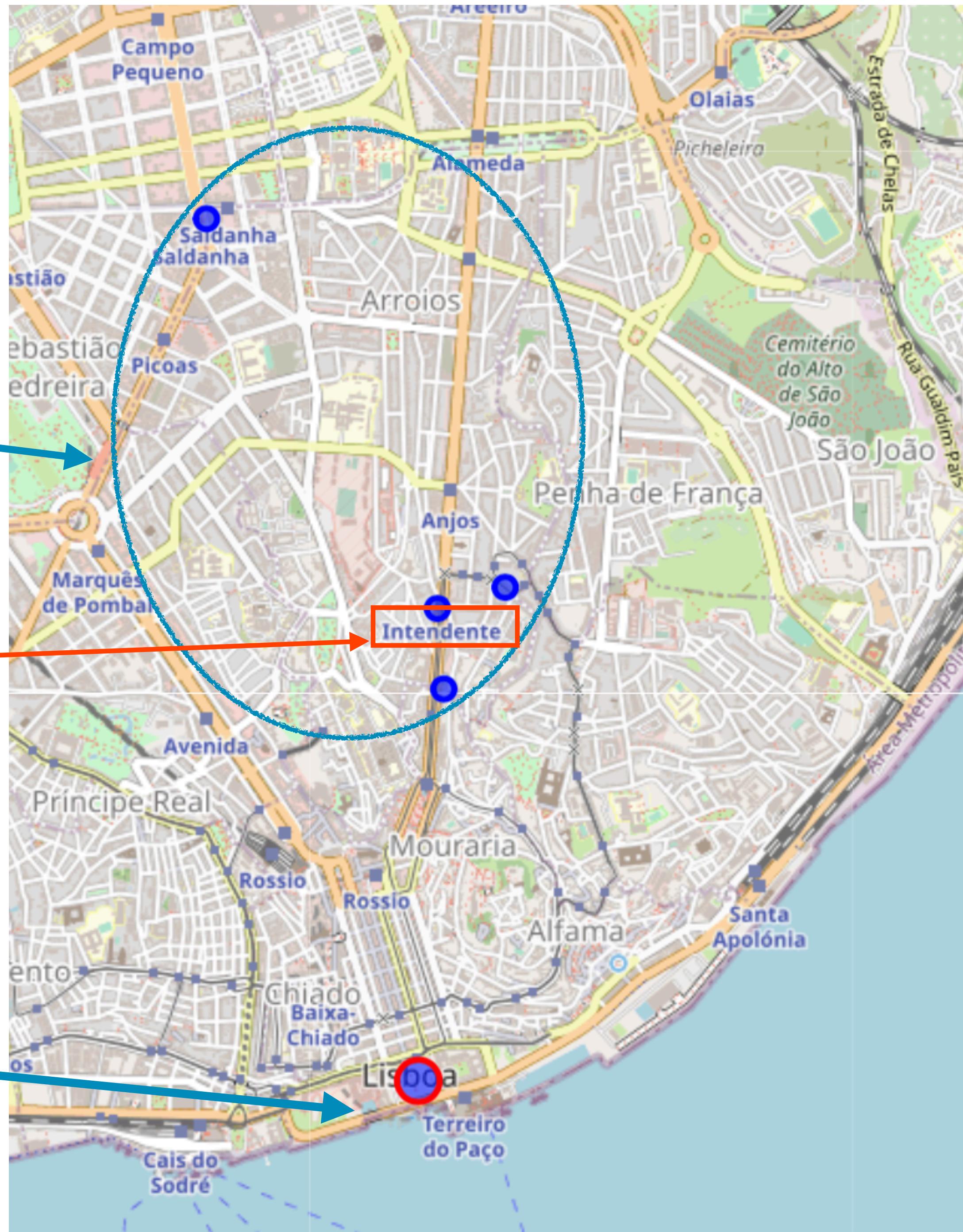
- **FOURSQUARE API to get the number and the location of Co-Working spaces, Coffee places and Yoga spaces.**
- **Identify neighbourhood closed to the city center Praça do Comercio, Lisbon (Coordinates).**
- **Looking at looking at an historical building and not modern ones.**
- **Looking at specific venue category 'Coworking' within 5 km from Praça do Comércio. Why 5km? because also when visiting Lisbon, the founder of the start-up realized that while being next to the river in the summer can be really pleasant, it appears to be quite hard during Winter (December – March) due to the strong humidity rate.**

CO-WORKING SPACES

4 “Co-working spaces” within 5 km from the chosen location

New location is identified: Intendente.
Much appropriate considering our research criteria.

In Red, next to the River is the Praça do Comercio (our chosen location as City center)

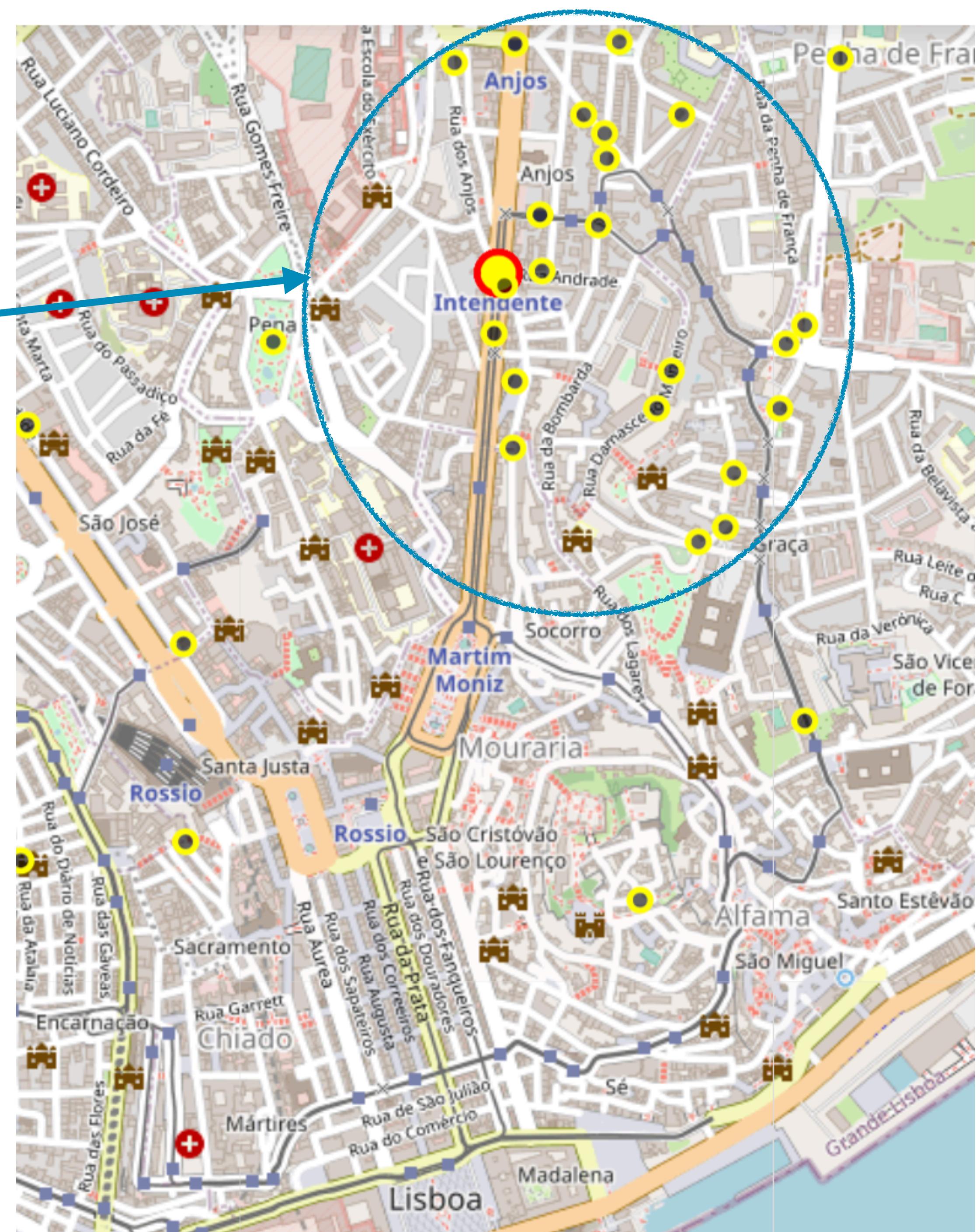


COFFEE PLACES

In Red, our new chosen location
Intendente.

30 “Coffee places” within 1 km from the chosen location

It confirms the location of Intendente as a good spot.

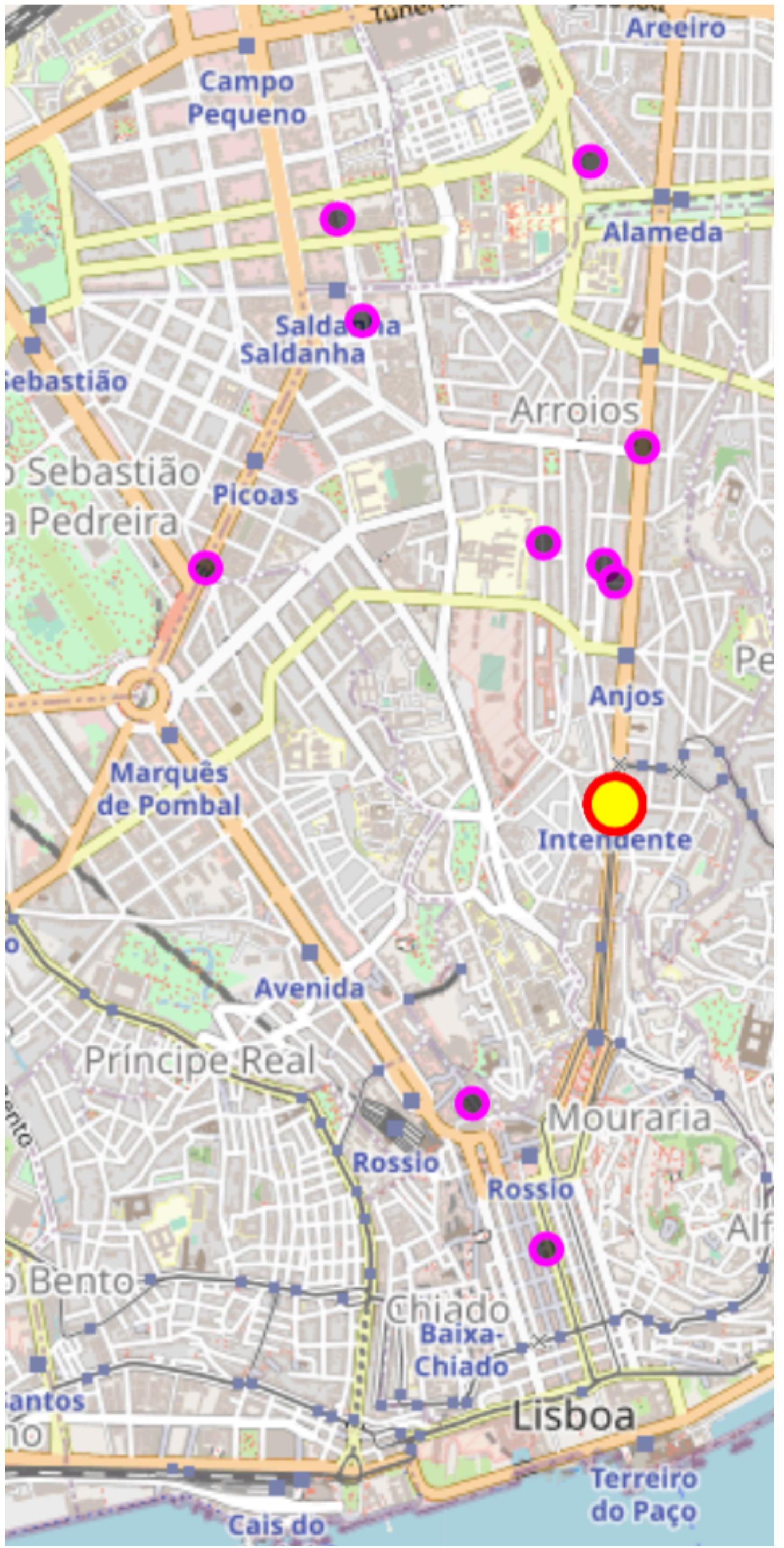


YOGA SPACES

Intendente is kept as a key location.

10 “Yoga spaces” within reasonable distance from the chosen location (1.5 km)

It confirms the location of *Intendente* as a good spot.



CONCLUSION

- While the city center, which was our first chosen location (Praça do Comercio), is very researched by tourists, it seems that the co-working spaces are not so close to it.
- Another location ‘Intendente’ was selected as a reference:
 - Few co-working spaces are already implemented in that area.
 - Coffee places and Yoga spaces were easily identified around that new chosen location.