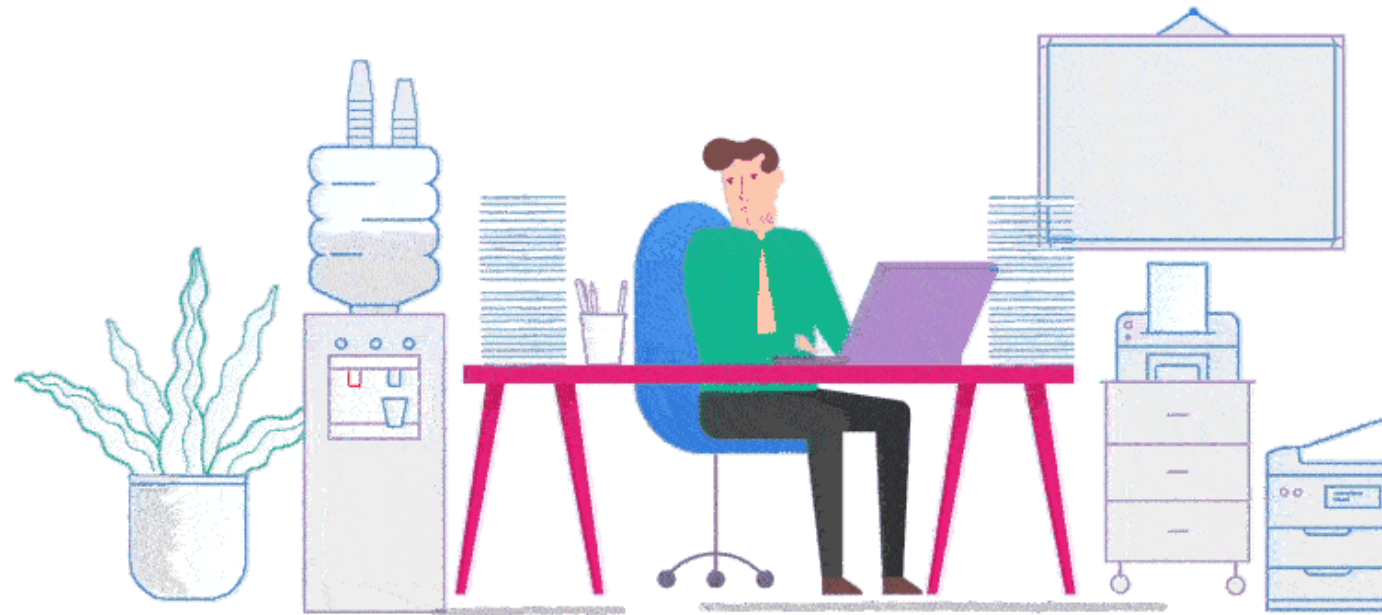


WeShare

Case Study Challenge

**Submitted by: Kumari Shubham
Chaudhary**



The Challenging Market

Paint point with respect to partnerships through long and arduous process of:

Design

Delivery

Installation
Process

40.8%

Negative impact on membership and contract renewals

67.2%

Drop in the number of new membership enquiries of space

At a Micro Level

The potential demand of members and managers and their willingness to pay for these services, evaluating also the long-term trajectories in terms of sustainability

The technical feasibility and start-up costs

Reach to Tier 2 and Tier 3 cities is limited, but with the rise of startups culture there is a potential market in these cities with growth and culture.

The risk of shifting the coworking concept, due to the loss of dynamism and involvement in sharing the space in favor of a more static and utilitarian use of it

As Per The CBRE Report From Last Year

Landlords, are also starting to move away from traditional lease structures and leaning towards partnership agreements with flex office providers, where they share profits, losses, and capital expenditures.

Co-working Is No Longer Niche

That's partly because co-working is no longer reserved for independent contractors and freelancers. As of the first quarter of 2021, more than half of the industry membership base was made up of big enterprises.

Improvement Plan

Optimizing the Hybrid Model for Company & WeShare

Hybrid Model

Checkpoints

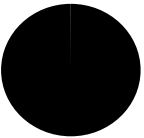
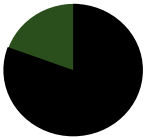
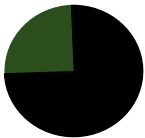
Ability to
access talent

Productivity
(Individual and
Team)

Cost of Real
Estate

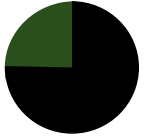
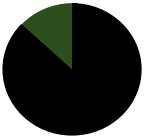
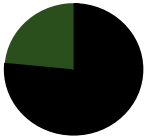
Partially
remote
work, large
HQ

Company leaders and most employees spend majority, but not all, of their time in 1-2 principal offices



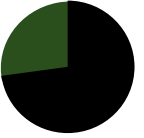
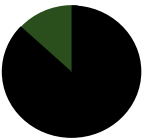
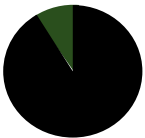
Partially
remote
work,
multiple
hubs

Multiple proportionate-size offices with leadership and employees dispersed among all offices



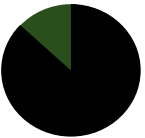
Multiple
Microhubs

Dispersed across small-footprint “microhubs” located in various geographies



Partially
work with
Flex Space

Periodic In-Person collaboration and connectivity



*Hybrid Spaces includes temporarily (e.g., Monthly) rented space used in select cities for periodic gathering and collaboration

Hybrid Collaboration, using videoconferencing systems and a 180-degree camera that stitch a room together for a more seamless experience

Target mostly small and medium-size teams and offer amenities like wellness rooms, private conference rooms, daily breakfast, coffee, and more

Plan for 5000 Sq. Ft.

First 1,500

We’ve designed a café very much in line with other coffeehouses

Other 3,500

Space is single-and two-person offices and private coworking booths

Single Point of Contact for

Design

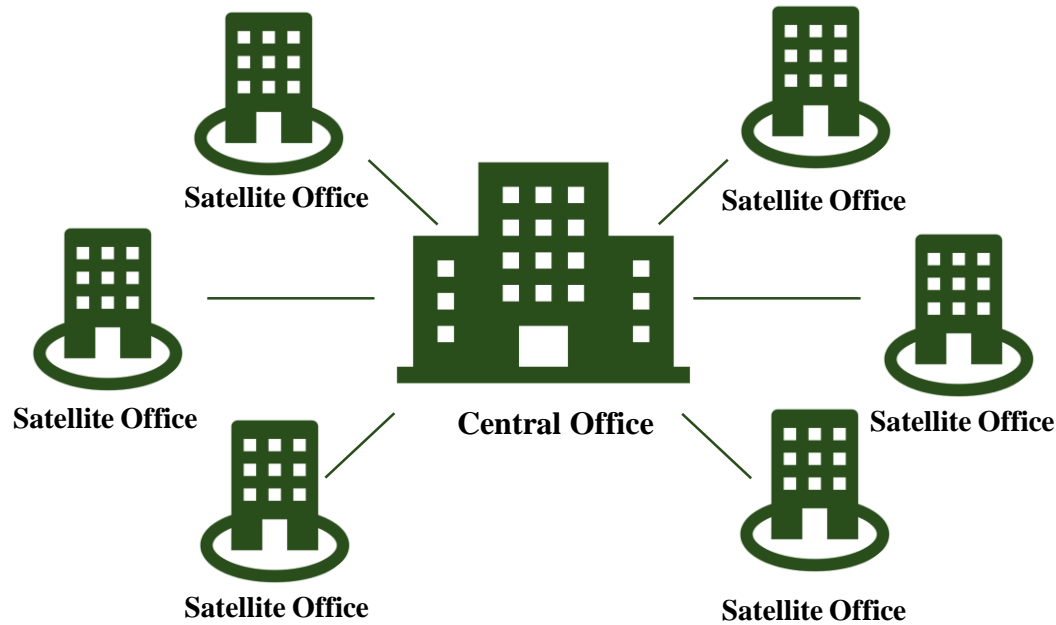
Ordering

Installation

Foresworn Leases In Exchange For Revenue Shares With Building Owners

Instead of paying rent, it gives landlords a share of its revenue for about 80 percent of its portfolio. That arrangement allowed it to expand into new locations during the pandemic. It also let it minimize losses, since bringing in less revenue meant it had to pay out less as well.

HUB-AND-SPOKE MODEL



Compared to traditional office spaces, more companies may adopt a hybrid working model

Pick-up In Demand For

Efficient Flexible Workspaces

High-Quality

Well-located

Properly Furnished And Commercial

Women Grown Business

Provide professional services, networking opportunities and fundraising support to women growing their own small businesses

Why?

While people of all genders make up its membership

Maximum rise in Women led SMEs during pandemic

Local Initiatives

- ✓ Additional services by food delivery companies
- ✓ Diversifying the portfolio by expanding the network to public and/or private spaces
- ✓ Facilities to use for storage and other purposes

Specific Preventive Measures



A toolkit for Flexible Office Operators”

Social Workplaces proposes to train coworking staff on hygiene practices



Implement Protocols And New Hygiene

Cleaning And New

Clean things like door handles, taps, light switches, etc.



Namaste instead of handshake habit

Thank you!

Submitted by:
Kumari Shubham Chaudhary