1. What are the most common occupational statuses of the Cornfed Coworking userbase? Are most users freelancers trying to get off the ground, or are they already working for a business away from their office? (Broad categories obtained from <http://www.huffingtonpost.com/amanda-schneider/the-rise-of-coworking_b_8382042.html>)
2. What are the professions of the userbase? Are most users trying to make startups with their experience in IT, or are the users more specialized professionals such as photography and film freelancers?
3. What are the needs of the userbase? Do most users seek equipment to use, or are they focused on networking with other users? Do they need constant support from the vendor, or do they generally prefer to be left to their own devices?
4. What is the current state of the community? As most users appreciate being part of a community for the sake of creating connections, it’s important to have a strong community. So, how many users are there currently, and how many are desired? (<https://hbr.org/2015/05/why-people-thrive-in-coworking-spaces>)
5. What special services are offered that separate this coworking space from the others?
6. How many active stores are there, currently? If there are multiple locations, are they distinct enough to have major differences such as different services and equipment?