

LAUNCHING FOR THE INDIAN MARKET

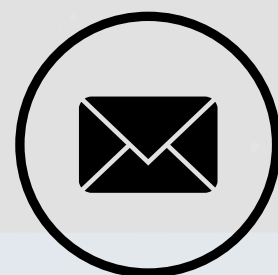
wework



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**WEWORK IS WORKING TO
CREATE A WORLD WHERE
PEOPLE MAKE A LIFE AND NOT
JUST A LIVING.**

VISION: CREATING A WORLD WHERE PEOPLE WORK TO
MAKE A LIFE, NOT JUST A LIVING.

MISSION: TO PROVIDE FLEXIBLE WORKSPACES AND A
SUPPORTIVE COMMUNITY TO EMPOWER INDIVIDUALS AND
BUSINESSES TO THRIVE.

WEB REVIEWS:

**"WEWORK HAS TRANSFORMED THE WAY WE
WORK. THE VIBRANT COMMUNITY AND FLEXIBLE
SPACES HAVE BEEN A GAME-CHANGER." - JOHN D.,
STARTUP FOUNDER**

- WEWORK IS RANKED #89 IN BUSINESS AND CONSUMER SERVICES BRANDS
- BRAND AT A GLANCE 67% CUSTOMER LOYALTY
- WEWORK CUSTOMER SATISFACTION (CSAT) SCORE
- WEWORK'S PRODUCT QUALITY SCORE IS A 3.8 OUT OF 5 AS RATED BY ITS USERS AND CUSTOMERS

SOURCE: COMPARABLY

WEWORK

FOUNDED: AUGUST 2010

FOUNDERS: ADAM NEUMANN, MIGUEL MCKELVEY

HEADQUARTERS: NEW YORK CITY, NEW YORK, USA

INDUSTRY: COMMERCIAL REAL ESTATE, COWORKING, FLEXIBLE
WORKSPACES

Propositions:

1. Flexible Workspaces:

- Offers a range of workspace options, from hot desks to private offices, accommodating different workstyles.

2. Community & Networking:

- Fosters a sense of belonging through networking events, workshops, and collaborations, enhancing productivity.

3. Global Network:

- A vast network of locations across the globe, enabling members to work seamlessly wherever they are.

4. Tech-Driven Experience:

- Proprietary app for easy booking, managing memberships, and connecting with other members.

5. Amenities & Services:

- High-speed internet, printing services, meeting rooms, wellness programs, and more to enhance member experience.

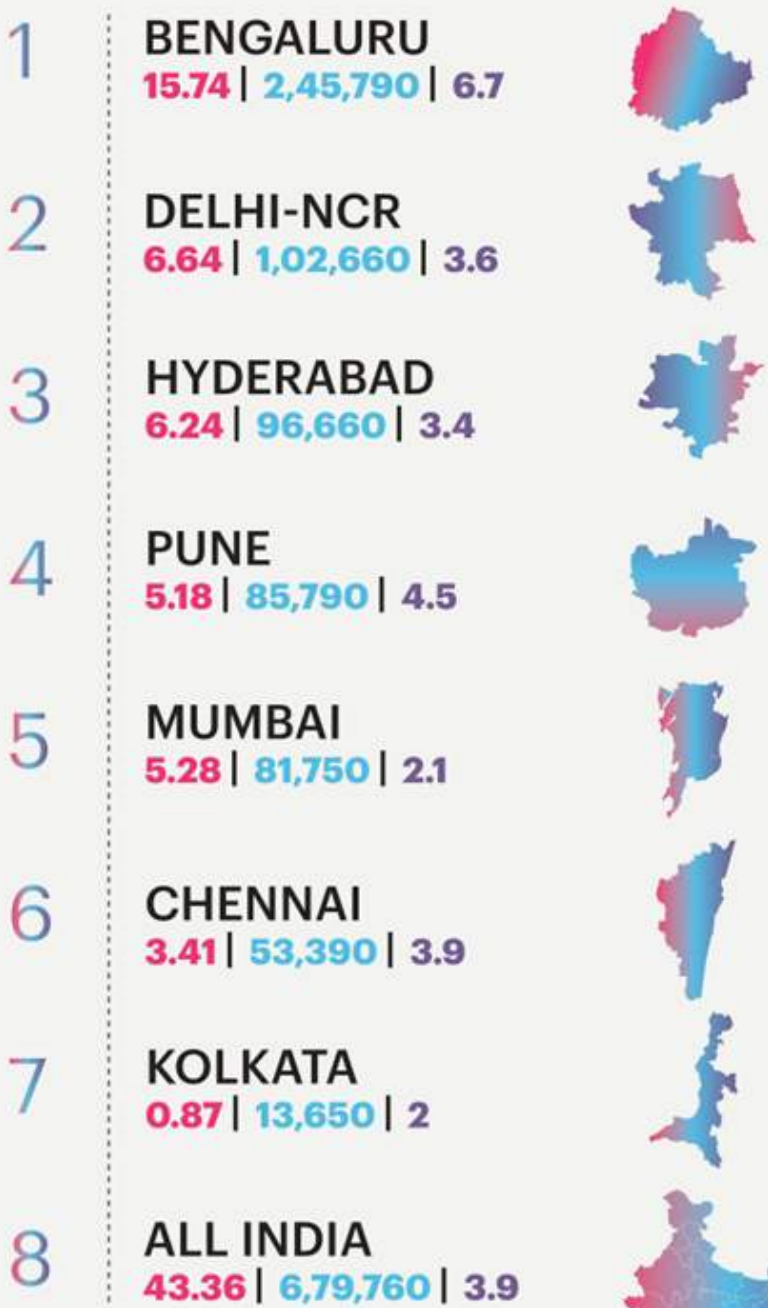
6. Customized Solutions:

- Offers tailored office solutions for businesses of all sizes, ensuring their unique needs are met.

Market Scenario

CO-WORKING CITIES

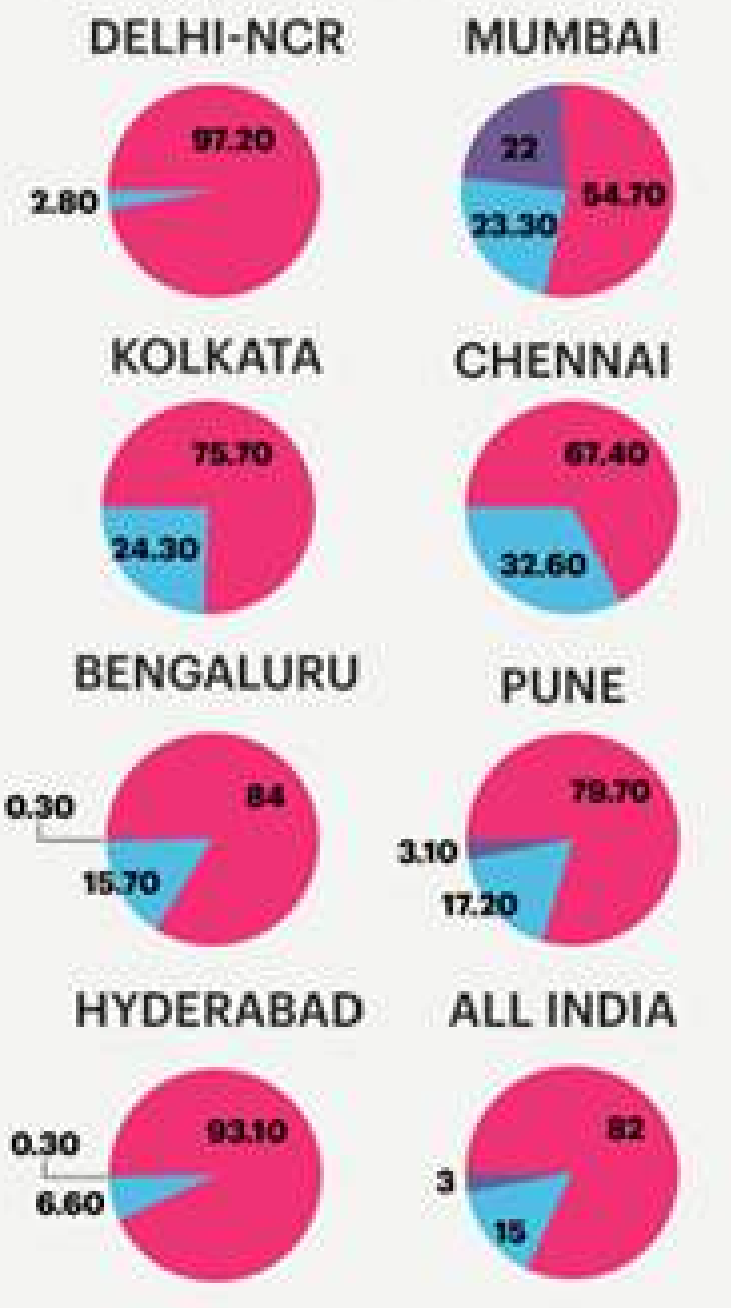
Bengaluru and Delhi-NCR lead in the flexible workspace market



■ AREA OCCUPIED (MILLION SQ. FT) ■ NO. OF SEATS
■ SHARE OF FLEX SPACE IN CITY'S TOTAL STOCK (%)
MAPS ARE FOR REPRESENTATION ONLY AND NOT TO SCALE

NEW GROWTH AREAS

A majority of the co-working spaces are coming up in new business districts



■ NEW BUSINESS DISTRICT
■ CENTRAL BUSINESS DISTRICT
■ PERIPHERAL AREAS

ALL FIGURES IN PER CENT; DATA AS OF JUNE 2022

1.MARKET SIZE AND FORECAST:

- CURRENT MARKET SIZE: USD 1.78 BILLION
- FORECASTED CAGR: OVER 7% DURING THE FORECAST PERIOD
- COVID-19 IMPACT AND ACCELERATION:
PANDEMIC ACCELERATED CO-WORKING GROWTH DUE TO WORKSPACE CHALLENGES. ENTERPRISES SHIFTED TO CO-WORKING FOR AFFORDABILITY AND FLEXIBILITY. CO-WORKING SPACES ENSURED SAFE WORKING ENVIRONMENTS.
- DRIVERS OF GROWTH:
DEMAND SURGED FROM FREELANCERS, SMES, AND STARTUPS. AFFORDABLE TOP-NOTCH FACILITIES ATTRACTED LARGE SCALE ENTERPRISES. HIGH INVESTMENT IN STARTUPS LED TO ROBUST SECTOR GROWTH.
- REBOUND IN 2022:
H1 2022 SAW A 643% DEMAND INCREASE COMPARED TO 5 YEARS AGO. CO-WORKING'S SHARE IN OFFICE ABSORPTION ROSE TO 20% FROM 6% IN H1 2021.
- SHIFT IN DEMAND:
POST-PANDEMIC, FLEXIBLE OFFICE SPACE DEMAND SURGED. CORPORATIONS AND STARTUPS FAVORED CO-WORKING FOR FLEXIBILITY.
- LEASING AND DEMAND BY CITY:
BENGALURU LED IN FLEXI OPERATOR LEASING, FOLLOWED BY MUMBAI AND DELHI-NCR. STARTUPS INITIALLY DROVE DEMAND, FOLLOWED BY MNCs AND LARGE ENTERPRISES.

ROOM TO MANOEUVRE		
Demand for flex spaces got a leg-up after the Covid-19 pandemic		
Period	Area occupied/stock (mn sq. ft)	Number of seats
2016	6.3	104,000
2019	30	471,782
June 2022	43.4	679,760
2022E	48-50	740,000-750,000
2025E	75	1,020,000-1,030,000

E ESTIMATE
SOURCE JLL RESEARCH, COWRKS, COMPANIES, INDUSTRY



Competitor Analysis

Competitor	Key Features	Presence in India	Target Audience	Differentiating Factors
WeWork	Global brand in coworking Flexible workspaces Community events	Major cities	Startups, freelancers, corporate	Extensive global network
Awfis	India-based coworking Pan-India presence Tech-enabled spaces	Multiple cities	SMEs, corporate, freelancers	Strong tech integration, local focus
91springboard	Coworking spaces Incubation programs Networking events	Multiple cities	Startups, entrepreneurs	Incubation support, community-driven approach
Innov8	Premium workspaces Aesthetic designs Networking opportunities	Major cities	Startups, corporates	Aesthetically pleasing workspaces
IndiQube	Workspace solutions Customizable offices Premium amenities	Major cities	Corporates, enterprises	Tailored office solutions
Smartworks	Enterprise-focused spaces Design-centric approach Technology integration	Multiple cities	Corporates, startups	Strong focus on enterprise solutions



USER Personas



Freelancer Fiza

The Flexibility Seeker

Profile: Freelance Graphic Designer

Needs: Seamless booking process, meeting rooms, event spaces

Desires: Vibrant community, collaboration opportunities

Challenges: Finding flexible workspace with amenities

Opportunities: Tailored bookings, event notifications

Priority: Seamless Booking Experience

Desire: Engaging Community Events



Startup Sameer

Tech Startup Founder

Profile: Tech Startup Founder

Needs: Scalable office solutions, networking events

Desires: Tech support, dynamic workspace options

Challenges: Flexible growth plans, limited tech assistance

Opportunities: On-demand tech support, adaptable spaces

Priority: Scalable Office Solutions

Desire: Tech Support for Growth



Remote Rahul

The Convenient Connector

Profile: Remote Worker for Multinational Company

Needs: Comfortable workspace, reliable Wi-Fi

Desires: Video conferencing facilities, proximity to home


Challenges: Convenient and productive remote work

Opportunities: Close-to-home workspace, virtual collaboration

Priority: Proximity & Convenience

Desire: Reliable Virtual Connectivity

PROPOSED SOLUTIONS AND FEATURES FOR WEWORK INDIA APP:



1: SEAMLESS BOOKING

SOLUTION: FEATURE EXPLANATION:
ENABLE USERS TO BOOK WORKSPACES,
MEETING ROOMS, AND AMENITIES
SEAMLESSLY THROUGH THE APP.
INTUITIVE INTERFACE FOR EASY SELECTION
OF SPACES, AMENITIES, AND BOOKING
DURATION.

PAIN POINTS ADDRESSED:
ELIMINATES REDIRECTION TO THE WEBSITE,
REDUCING DROP-OFFS DURING THE
BOOKING PROCESS.
ENHANCES USER EXPERIENCE BY OFFERING A
UNIFIED BOOKING PLATFORM.

SUCCESS METRICS:
INCREASED COMPLETION RATE OF BOOKING
PROCESS.
REDUCED TIME SPENT ON BOOKINGS.
HIGHER USER SATISFACTION SCORES
RELATED TO BOOKING CONVENIENCE.

IDEA BACKLOG:
INTEGRATE REAL-TIME AVAILABILITY
INDICATORS FOR SPACES AND AMENITIES.
OFFER PREFERRED TIME SLOTS BASED ON
USER HISTORY.



2: APP-ONLY DEALS

SOLUTION FEATURE EXPLANATION:
EXCLUSIVE DISCOUNTS AND
PROMOTIONS FOR BOOKINGS MADE
THROUGH THE APP.
INCENTIVIZES USERS TO OPT FOR THE
APP OVER THE WEBSITE FOR COST
SAVINGS.

PAIN POINTS ADDRESSED:
ENCOURAGES USERS TO ADOPT THE
APP AS THEIR PRIMARY BOOKING
PLATFORM.
DRIVES USER ENGAGEMENT AND
REPEAT BOOKINGS THROUGH
SPECIAL OFFERS.

SUCCESS METRICS:
INCREASE IN THE PERCENTAGE OF
BOOKINGS MADE THROUGH THE APP.
RISE IN APP ENGAGEMENT AND
UTILIZATION FOR EXCLUSIVE DEALS.
HIGHER CUSTOMER RETENTION DUE
TO COST SAVINGS.



3: PERSONALIZED RECOMMENDATIONS

SOLUTION FEATURE EXPLANATION:
AI-DRIVEN RECOMMENDATION ENGINE
SUGGESTS AMENITIES, EVENTS, AND SPACES
BASED ON USER PREFERENCES AND USAGE
HISTORY.
ENHANCES USER EXPERIENCE BY TAILORING
OFFERINGS TO INDIVIDUAL NEEDS.

PAIN POINTS ADDRESSED:
ADDRESSES USER CHALLENGE OF FINDING
RELEVANT AMENITIES AND EVENTS.
ENHANCES USER ENGAGEMENT BY
DELIVERING PERSONALIZED VALUE.

SUCCESS METRICS:
HIGHER ENGAGEMENT WITH RECOMMENDED
AMENITIES AND EVENTS.
INCREASED USER SATISFACTION SCORES
REGARDING PERSONALIZED EXPERIENCES.
RISE IN CROSS-UTILIZATION OF AMENITIES.

IDEA BACKLOG:
IMPLEMENT USER FEEDBACK MECHANISM TO
FINE-TUNE RECOMMENDATIONS.
INTEGRATE A FEEDBACK LOOP FOR USERS TO
RATE RECOMMENDED EXPERIENCES.



4: VIRTUAL COMMUNITY SPACE

SOLUTION FEATURE EXPLANATION:

VIRTUAL COMMUNITY BOARD FOR USERS TO INTERACT, SHARE INSIGHTS, AND COLLABORATE.

FOSTERS A SENSE OF COMMUNITY AND COLLABORATION AMONG WEWORK USERS.

PAIN POINTS ADDRESSED:

PROVIDES A PLATFORM FOR USERS TO ENGAGE, NETWORK, AND SHARE KNOWLEDGE.

CREATES A MORE DYNAMIC AND INTERACTIVE WEWORK ECOSYSTEM.

SUCCESS METRICS:

INCREASE IN USER INTERACTIONS WITHIN THE VIRTUAL COMMUNITY.

HIGHER PARTICIPATION IN COLLABORATIVE PROJECTS AND DISCUSSIONS.

ENHANCED USER LOYALTY DUE TO A STRONGER SENSE OF COMMUNITY.



5: EVENT INTEGRATION

SOLUTION FEATURE EXPLANATION:

USERS CAN DISCOVER, RSVP, AND RECEIVE EVENT NOTIFICATIONS WITHIN THE APP.

STREAMLINES EVENT PARTICIPATION AND ENHANCES EVENT ENGAGEMENT.

PAIN POINTS ADDRESSED:

CENTRALIZES EVENT-RELATED INFORMATION, REDUCING THE NEED FOR EXTERNAL SOURCES.

SIMPLIFIES THE EVENT DISCOVERY AND RSVP PROCESS FOR USERS.

SUCCESS METRICS:

HIGHER EVENT PARTICIPATION RATES THROUGH STREAMLINED EVENT MANAGEMENT.

INCREASED USER ENGAGEMENT WITH EVENT-RELATED CONTENT.

IMPROVED POST-EVENT FEEDBACK AND RATINGS.



6: FLEXIBLE PAYMENT OPTIONS

SOLUTION FEATURE EXPLANATION:

MULTIPLE PAYMENT GATEWAYS, INCLUDING UPI, FOR USER CONVENIENCE.

OFFERS A VARIETY OF PAYMENT METHODS TO CATER TO DIVERSE USER PREFERENCES.

PAIN POINTS ADDRESSED:

PROVIDES FLEXIBILITY IN PAYMENT METHODS BEYOND TRADITIONAL OPTIONS. ALIGNS WITH THE PREFERENCES OF INDIAN USERS WHO USE UPI AND DIGITAL WALLETS.

SUCCESS METRICS:

INCREASED CONVERSION RATE DUE TO A WIDER RANGE OF PAYMENT OPTIONS.

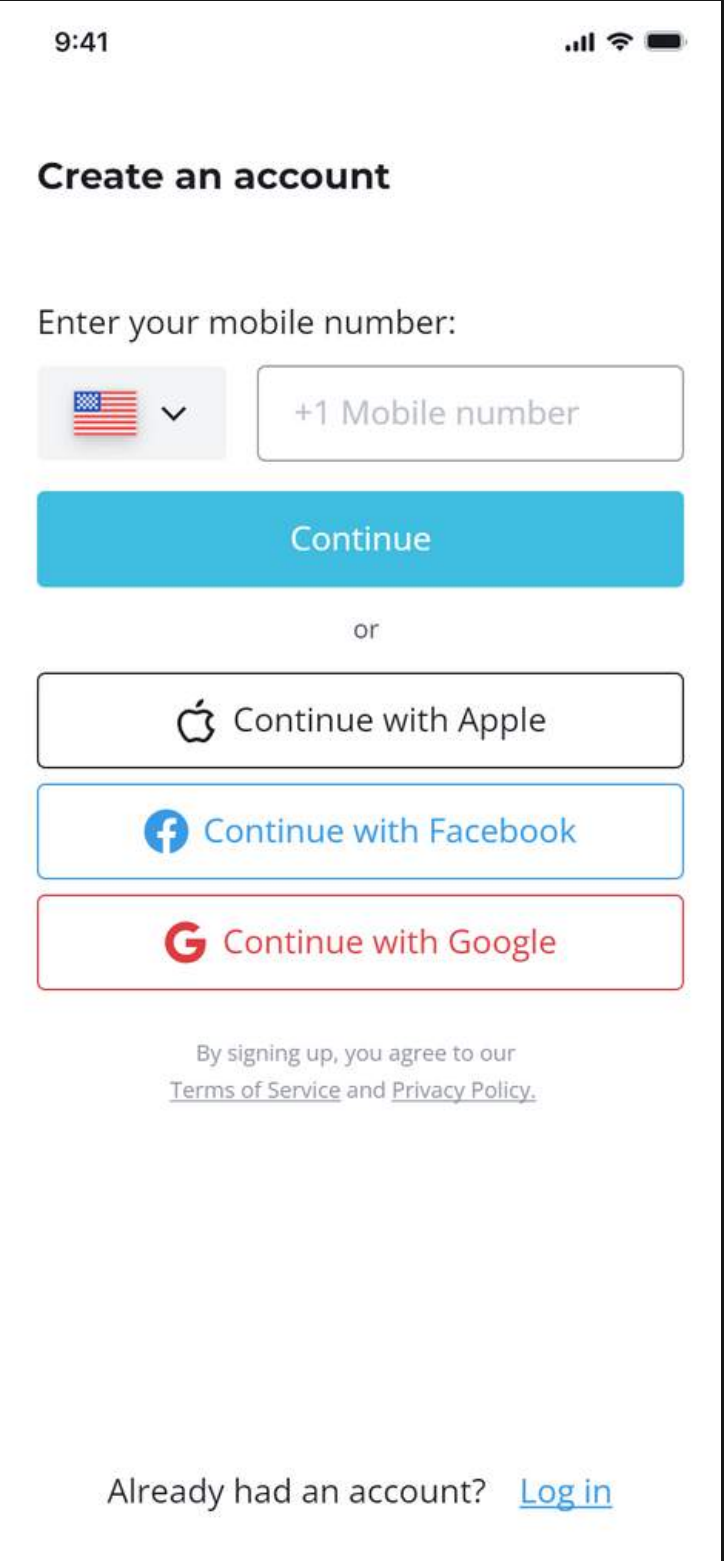
HIGHER USER SATISFACTION SCORES RELATED TO PAYMENT CONVENIENCE.

RISE IN COMPLETED BOOKINGS ATTRIBUTED TO USER-FRIENDLY PAYMENT METHODS

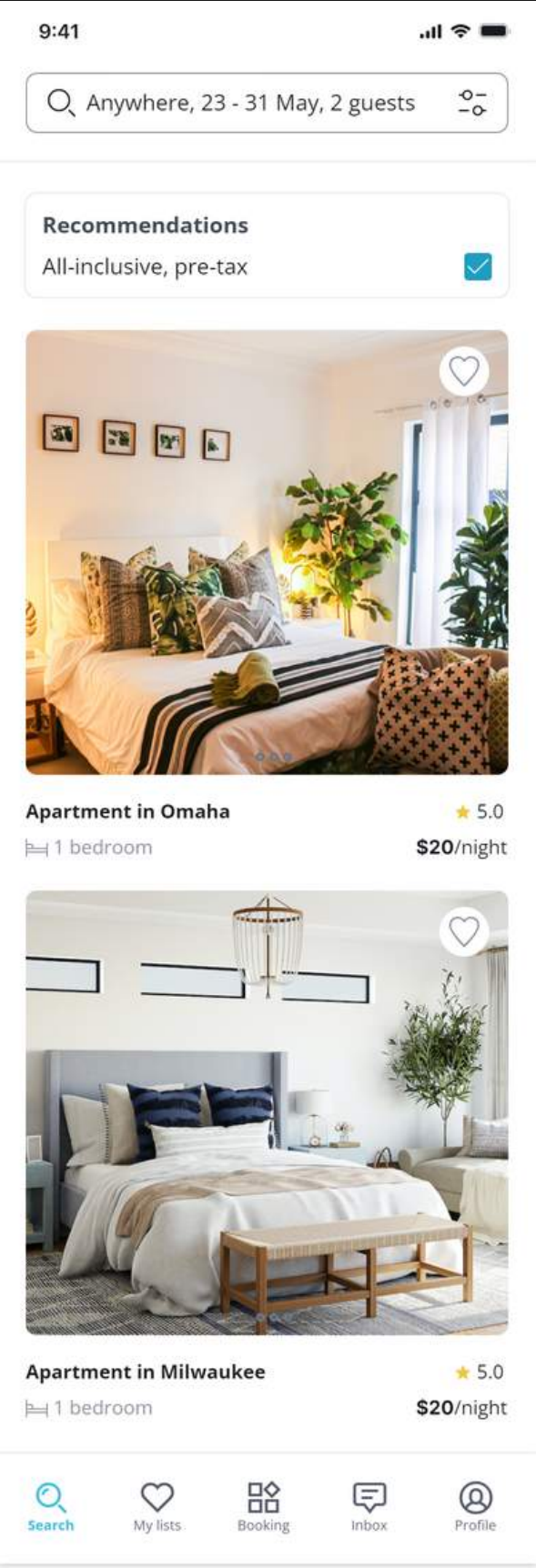
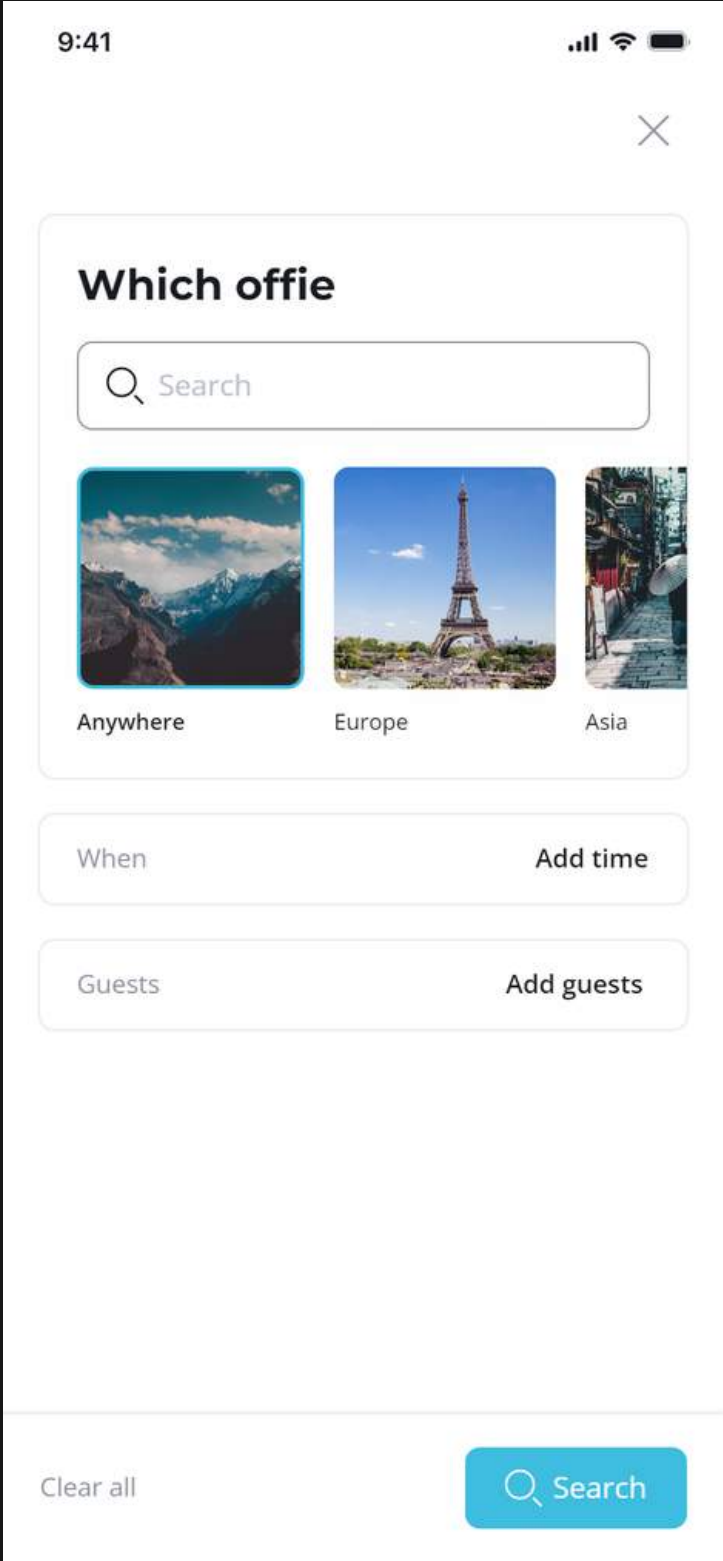
WIREFRAMES

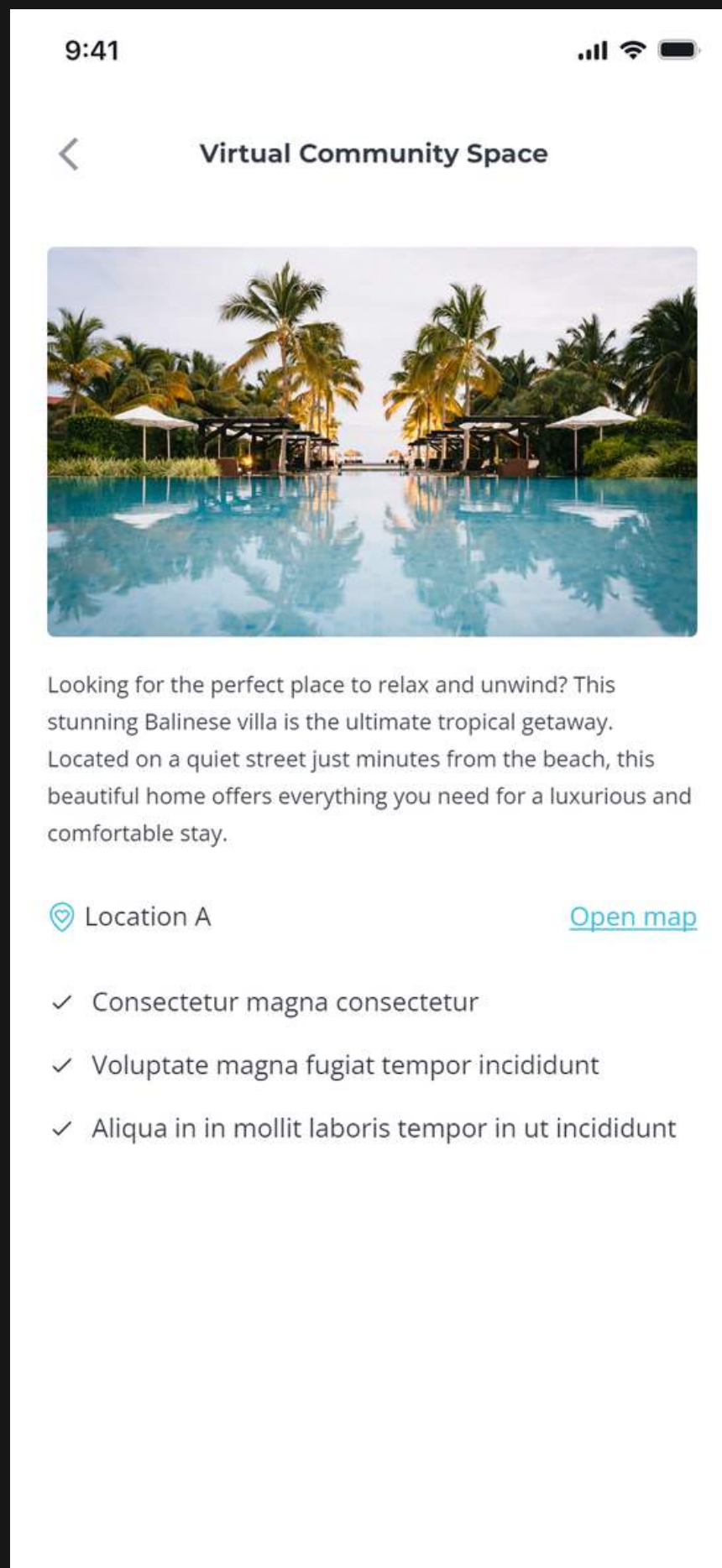


Easy Login
Makes user stay only on the app not website



Personalized
Recommendations and
many in app deals based
on location etc.



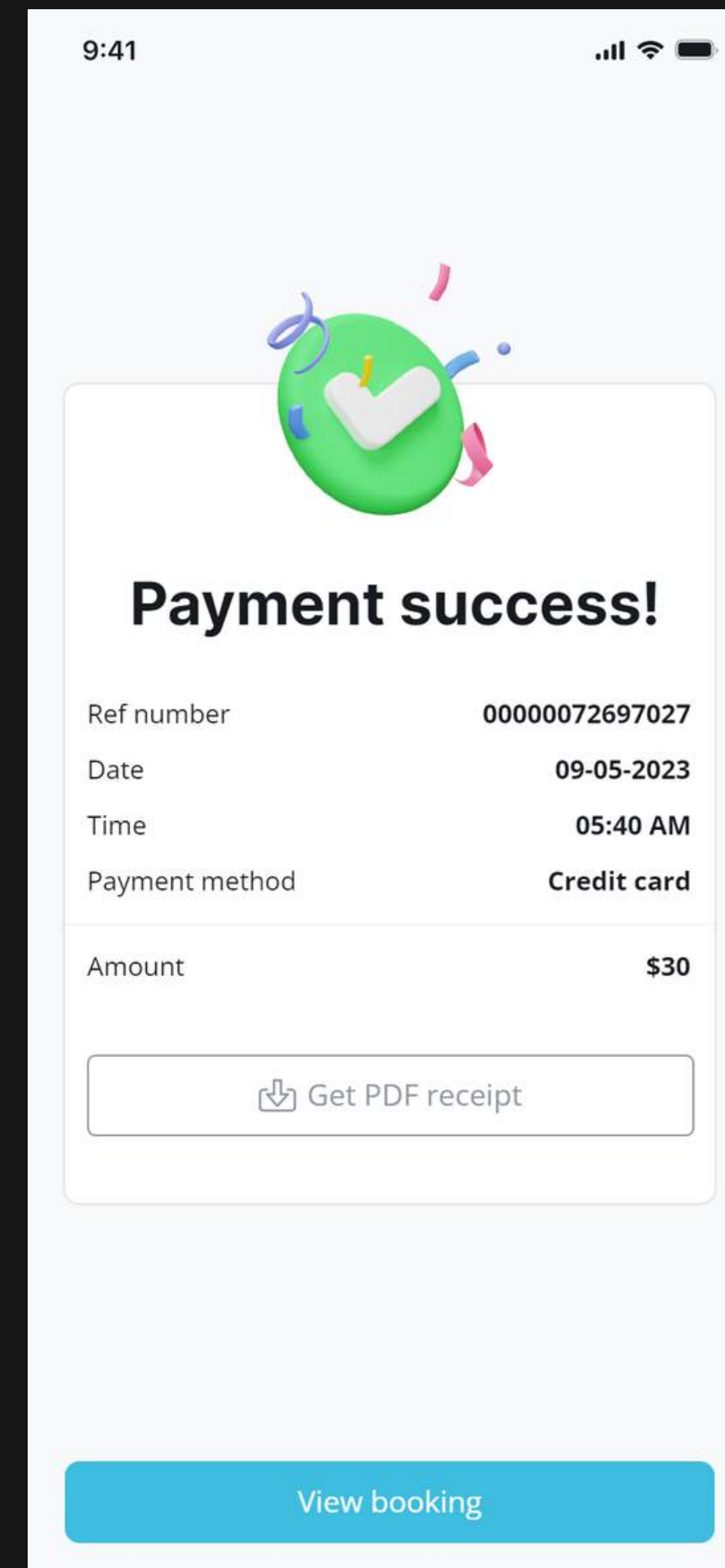
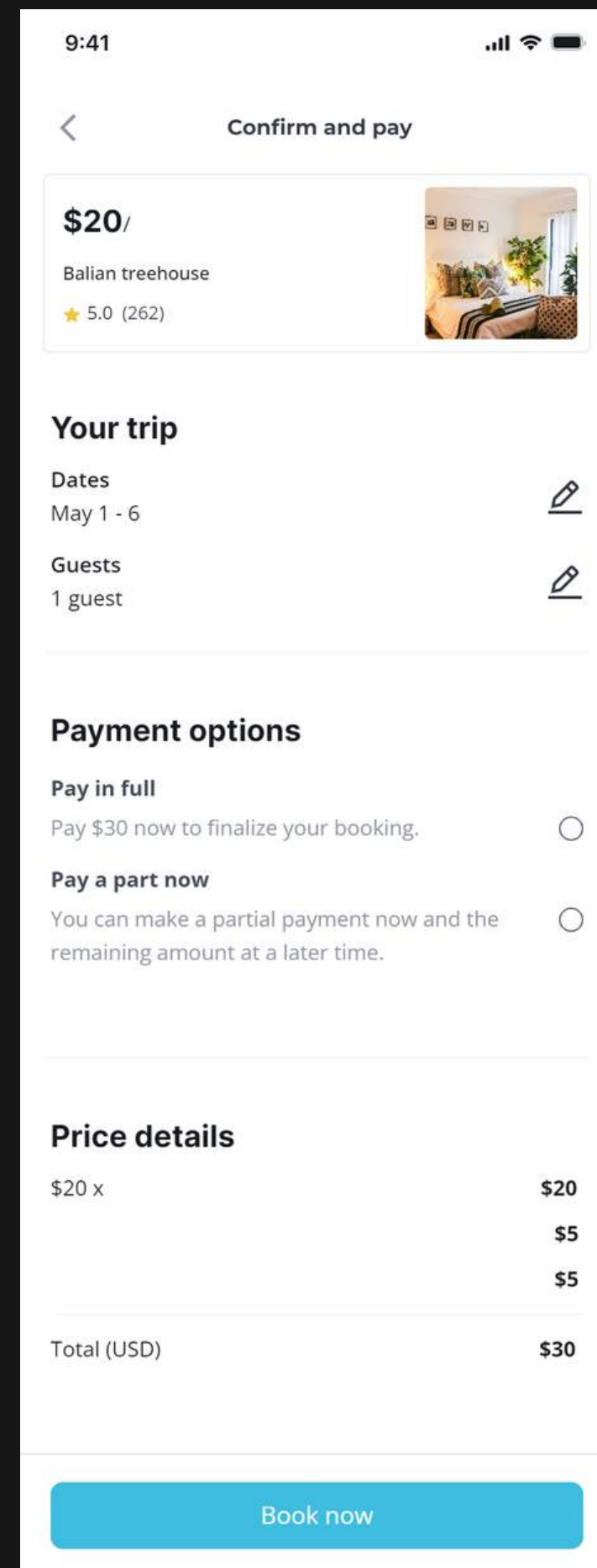


Virtual Community Space:
This could be used to provide users a chance to interact with people using the same service.

If the response is good this can be promoted as a dating platform too as any freelancers who are working professionals find it suitable to be with someone who is in the same field or similar interests.

This platform also gives people with small workforce or freelancers working individually in a remote environment to feel like they are a part of an organization and enjoy getting together benefits by being a part of these gatherings.

From a knowledge transfer point of view, the gatherings can involve guided sessions



Prioritization

Feature	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	RICE Score (out of 10)
Seamless Booking	8	9	8	7	6.48
App-Only Deals	7	7	9	6	5.95
Personalized Recommendations	8	8	7	8	5.04
Virtual Community Space	6	7	7	6	4.62
Event Integration	7	8	8	6	6.72
Flexible Payment Options	9	7	9	5	8.37

GTN Strategy



Pre-launch Teasers: Generate excitement with feature previews, highlighting benefits and sparking anticipation.

Exclusive Beta Testing: Engage select users for feedback, enhancing involvement and feature optimization.

Virtual Launch Event: Showcase features virtually, allow real-time user interaction, and include influencer participation.

Exclusive App-Only Offers: Launch with limited-time promotions, promoting savings and benefits to users.

Enhanced User Engagement: Personalize experiences, foster community engagement, and encourage user-generated content.

User Onboarding Workshops: Guide users through feature usage, maximizing value and facilitating user adoption.

Ongoing Feedback Loop: Continuously gather user feedback for iterative improvements, reflecting customer-centric focus.

*Thank
You*