

# Business Plan

1st September 2012



## co.up coworking UG

Adalbertstraße 8  
10999 Berlin  
+49 179 90 12 783  
hello@co-up.de  
<http://co-up.de>

## **Executive Summary**

Co.up coworking UG is a coworking space in central Berlin that aims to provide the independent worker with a working space and a supporting community.

The space has been profitable for the last two years, has undergone a recent expansion, and is seeing the number of members increase every month. The demand is high and the cost of running the business low, so the business has a low risk. Co.up coworking UG has been spun out of Upstream – Agile GmbH in May 2012.

## **Problem. Existing Alternatives.**

Freelance workers and small companies need a place to work.

Coffee shops, home offices or business centres can't help reducing the feeling of solitude, don't fulfill the needs of workers in terms of ergonomics and technology, or are expensive.

## **Customer Segments**

Freelancers in Berlin and small companies, mainly in the internet and software industry: programmers, designers, translators, copywriters, marketers...

Most of our members live in the surrounding areas, as coworking also aims to reduce the time that is spent commuting from home to the working place. Our location, in one of the trendiest neighborhoods in Berlin, is ideal for this purpose.

## **Unique Value Proposition**

Co.up coworking UG is a spin-off of Upstream Agile GmbH, a software consultancy firm formed in 2007, who has been operating the coworking space since 2008. We know the needs of the workers in this field and use our expertise to offer a space that fits their necessities and offer them different leisure and educational activities.

## **Solution**

Co.up provides a like-minded community, work space, internet access, printing, drinks and other services and activities to freelancers and start-ups in Berlin, with the purpose of increasing their productivity, reduce their feeling of isolation, and expand their network.

## **Channels**

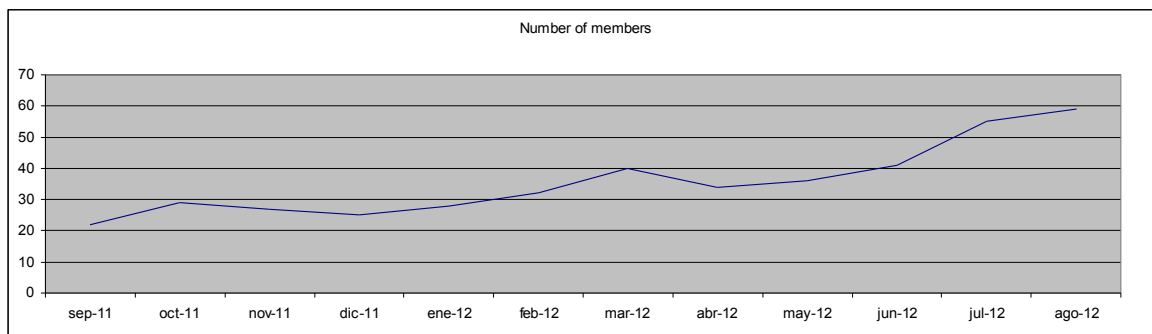
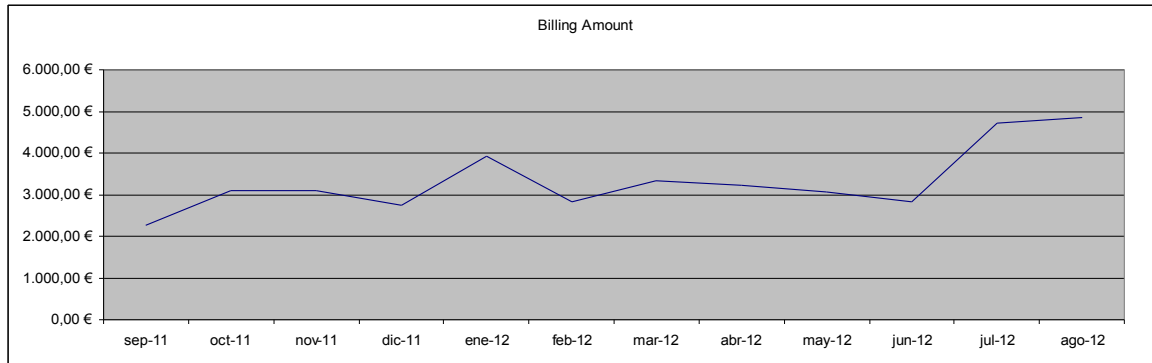
We reach our public using word of mouth, local events, user groups, and promotion in social media. This has been very successful. Co.up currently runs 2-3 events per week with 50 – 120 attendees each.

## **Revenue Streams**

Our revenue comes from our memberships fees, the meeting room reservations, and the additional services sold to the affiliates of our space.

<b>Membership</b>	<b>Full time</b>	<b>Part time</b>	<b>Day Pass</b>	<b>Basic membership</b>
<b>Price/month</b>	180 EUR	95 EUR	15 EUR	20 EUR

The below graphs and charts show our billing figures and number of members for the last 12 months.



Month	sep-11	oct-11	nov-11	dic-11	ene-12	feb-12	mar-12	abr-12	may-12	jun-12	jul-12	ago-12
<b>Billing in EUR</b>	2.272,03	3.087,09	3.103,76	2.734,16	3.914,60	2.815,38	3.333,00	3.230,12	3.066,35	2.815,97	4.732,40	4.851,42
<b>Number of members</b>	22	29	27	25	28	32	40	34	36	41	55	59

## Cost Structure

Rent of the space and utilities, per month: 2500 €

Staff – one person, part time, per month: 600 €