

# Business Plan

## Flow Coworking Space

Illinois, USA

### **Executive Summary**

At Flow innovation is a habit, brainstorming is a daily activity, and creativity imbeds itself in everything we do. We offer a variety of services designed to inspire innovation in our clients including coworking, consulting services, and classes.

Our coworking space offers our members a collaborative, engaging work environment that shares resources and ideas. We will provide consulting services to businesses looking to bring fresh ideas to their branding, marketing and workflow.

Finally, our selection of interactive, experiential learning classes will cover topics such as creative thinking, effective project management and improve so individuals can develop skills that give their work and play new energy. The need for continued innovation among businesses and individuals alike make us confident there is ample market potential for Flow to succeed. Our team is already seeing customer demands after leading creativity classes and workshops in our community.

### **Value Proposition**

Flow provides a new perspective. Whether working in our coworking space, attending one of our classes, or receiving in house consulting services Flow creates an environment that fosters innovation and ideation. In a world where the only constant is change, Flow helps our clients develop creative habits that put them ahead of the current, ensuring they are leading the competition.

## **Services**

**Coworking:** Members of our coworking space will get more than just desk space. They will benefit from an engaging environment, shared skills and resources, increased motivation, an expanded network of professional contacts, and sense of community. They will also receive priority access to our classes, workshops, and social events.

**Classes & Workshops:** Our talented team will offer a variety of classes and workshops on creative thinking, ideation techniques, problem reframing, presentation skills, project management, data visualization, and improv.

**Consulting Services:** For businesses that want more hands on assistance we will provide consulting services and employee training. Services might include: brainstorming facilitation, branding, innovative marketing, workspace and workflow analysis.

## **Customer Segments & Relationships**

At Flow we emphasize that our customers do not merely work with us, but rather join our vibrant community. We anticipate members of our coworking space being entrepreneurs, web designers, independent business owners, artists, writers, and other professionals with nontraditional office needs. Boulder will be an ideal location to attract members since it is already part of the coworking movement, 10.6% of Boulder residents work from home, and the city's culture is in line with our vision. Our evening class series will be promoted specifically to professionals looking to take their work to the next level.

In order for Flow to provide valuable, meaningful connections to its members we will develop personal relationships with each of our customers. Member profiles will be displayed prominently in our coworking space and on our website. They will have the chance to request specific programming they want us to offer and influence the resources we provide. Potential clients will be assigned an appropriately skilled member of our staff to work with them throughout the consulting process and will have the opportunity to observe our instructional process before committing to our services.

## **Market Summary**

Innovation is in. Individuals and companies alike are seeking specialized training to develop new skills and areas of expertise. Many companies are seeking external support for creating an innovative culture, recognizing in a changing market they cannot afford to stand still. Alex Kandybin from Booz & Co. estimates Fortune 100 companies spend \$300,000 to \$1 million for innovation consulting on a single project, amounting to \$1-10 million a year. Flow will gear our consulting services to smaller businesses and organizations looking for a new angle to enhance their work and use our personal and professional networks to identify interested clients.

The emerging coworking market has seen growth rates consistently above 200% since 2006. There are now 1100 spaces worldwide and two thirds of those spaces have expanded in the past eighteen months. As the idea and benefits of coworking spread this market will only continue to grow, with 85% of working spaces reporting increased growth when other coworking spaces open in their area. This unique trend indicate that for coworking spaces, competition is actually beneficial - helping each other promote a lesser known industry with untapped expansion potential.

## **Taking Our Product to Market**

Flow will generate revenue in three ways: coworking memberships, consulting service fees, and registration costs for workshops and classes. Coworking membership fees will be based on usage and can be purchased as single day passes, by month (at 3 or 5 days/week), or unlimited. Consulting service fees will be assessed on an individual basis and represent the level of expertise required. As our team gains experience and a reputation for quality delivery the cost of consulting will increase. An 8-week 2-hour evening class on creative thinking and problem solving will cost \$200 which is the equivalent of \$12 per hour of instruction and comparable to classes for photography, web design, or pottery. A variety of other services are also being considered based on our team's areas of expertise including on site yoga classes, public speaking workshops, and comedy shows.

## **Strategy and Implementation**

Our team is already involved in a variety of efforts to pilot different components of flow. Currently we are hosting weekly creativity workshops in downtown Champaign at Quality that draw an average of fifteen students and young professionals. Eileen is instructing a course on Creativity, Innovation, and Vision (ENG 333).

We will be hosting creativity workshops at the I.D.E.A. store in April and are working with the College of Engineering to redesign an underused student space so that it invites collaboration and post-classroom discussion. Upcoming plans include leading a three-part workshop specifically designed for academic research groups and teaching an 8-week course over the summer for community members. We regularly blog about our creative inspiration, thoughts and links to articles that inspire us and expanding our network of people who are interested in joining the Flow community.

The combination of these activities will prepare us to take our product to market once we are ready to relocate. Our team intends to move to Boulder, Colorado in 2014 and establish ourselves as premier creativity consultants in the area. We will reach our target market by connecting with local entrepreneur groups, start-ups, research teams, and larger companies who are thinking about change management and how to stay relevant in rapidly changing markets. Through this process we will identify ten to twelve individuals who understand our vision and are willing to become founding members of our coworking space. Coworking space owners testify this is the most critical element to success.

Opening a space will allow us to create the appropriate environment to fully launch Flow. This workspace will be a key resource that will enable us to inspire creative thinking habits for our clients. Once Flow is established in Boulder, there is apt potential to expand our services to other cities and broader markets.