

INITIATIVE: COWORKING 101

With a growing national trend towards remote employees, freelancers, and independent professionals, and increased mobility for both businesses and startups, Coworking spaces have become a progressively popular and increasingly vital alternative to the traditional workplace. These shared collaborative spaces have shown measurable successes in attracting, retaining, and engaging the ever-growing population of location-neutral workers and entrepreneurs. For the Coworking Space 101 initiative, OEDIT will partner with Proximity Space and Startup Colorado in a two-phase initiative to both provide communities with a comprehensive overview of coworking as both a business and community asset, as well as work to identify end-users.

About Proximity Space: Proximity Space exists to connect the world's mobile workforce, using community minded technology to bring coworking spaces together. Their network of coworking spaces and coworkers has defined the industry of connected workforce to drive engagement and enable experience-based education of coworking space owners and community managers across country. The Proximity Network of connected workers reaches around the world, bringing the collective knowledge of experienced professionals back to the local level.

About Startup Colorado: Led by entrepreneurs, Startup Colorado strives to empower and sustain entrepreneurial communities across the state by amplifying a collaborative support network, making connection to key resources, and helping high-growth companies access trusted, flexible capital.

NUMBER OF OFFERINGS: 2-3

WHAT YOUR COMMUNITY CAN EXPECT:

Phase 1: Partnership with Startup Colorado

- ▶ Throughout the fall, selected communities will partner with Startup Colorado to initiate a series of workshops and events designed to gauge local entrepreneurial density, cultivate an ecosystem of potential space users, and to educate communities on the spectrum of entrepreneurial activity and identify what can be done locally to support it.

Phase 2: Partnership with Proximity Space

- ▶ Throughout the spring, selected communities will work with Proximity Space and OEDIT toward a comprehensive understanding of coworking spaces through:
- ▶ The facilitation of a teleconference with recently opened coworking spaces.
- ▶ A forum where community leaders and potential owners can interact with current coworking spaces and discuss benefits, costs, challenges, and lessons learned from operating a Coworking space, and how communities can apply these best practices.
- ▶ A one-on-one mentorship with the owner/operator of a space that the community closely aligns with.

POTENTIAL OUTCOMES:

- ▶ Activation of local remote, freelance, and entrepreneurial community through engagement, education-driven events, and the development of a support infrastructure.
- ▶ Insight into the Coworking Industry and a wide-ranging awareness of the mechanics of individual spaces.
- ▶ Locally-driven assessment of the community demand for, and feasibility of, a co-working space.

REQUIREMENTS:

- ▶ Strong dialogue with local entrepreneurial & small business community.
- ▶ Engaged local leadership.
- ▶ Appropriate (centralized/unique/effective) site selection started.
- ▶ Reliable Internet. The speed of the connection is not specific, however the capability of the internet must meet or exceed that which is readily available in the community.
- ▶ Strong, demonstrable community drive and buy-in.
- ▶ A clear, community-defined, definition of success for a coworking space.

APPLY HERE

