

# SETTING UP A NEW SPACE



Feeling a little overwhelmed with setting up your new coworking space? Not sure where to even begin? Here are simple steps to keep you organized.



## 1 VENUE & BUSINESS MODEL

- Target audience
- Location/square footage
- Workspace types: private offices vs. open space ratio
- Memberships and products offered
- Pricing model

## 2 BUDGET

- Ramp up costs
- Cash flow
- Billing platform for payment processing and A/R
- Grants & sponsorships
- Investments & loans



## 3 DESIGN

- Floorplan
- Furniture & lighting
- Equipment and rentals/financing
- Storage & lockers
- Signage



## 4 OPERATIONS

- Leases or service agreements
- Insurance
- Coffee/beverage
- Partnerships
- Security
- Corporate structure



## 5 TECHNOLOGY

- IT infrastructure
- CRM platform
- E-commerce platform
- Meeting Room Booking platform
- Marketing and/or Communications platform
- Digital mail system



## 6 MARKETING

- Develop brand platform: logo, mission statement, brand colors, templates, & website.
- SEO checklist, Search Marketing, and Paid Advertising
- Social Media Marketing
- Grand Opening Campaign & Event
- List with Resellers (CloudVO, LiquidSpace, Davinci)
- Information Sessions



## 7 MEMBERS

- Defining your targeted member
- Recruitment strategy
- Member onboarding

## 8 STAFFING

- Creating HR or employee manual
- Creating positions and responsibilities
- Recruiting, interviewing, hiring, & training

