

THE FUTURE OF (CO)WORKING

 @coworkies

GOOD

MORNING!

WHO ARE WE?



Pauline



@pauline_rssl



Dimitar



@idmtr

A photograph of a modern library interior. In the foreground, a large green sectional sofa is arranged in a U-shape around a low glass coffee table. The sofa has several yellow and white pillows. A small wooden staircase is built into the sofa's design. In the background, there are tall wooden bookshelves filled with books, a yellow armchair, and a small table with chairs. The ceiling is white with many small, round, pendant lights hanging from it. The floor is light-colored wood. The text "Let me tell you our story..." is overlaid in the center of the image.

Let me tell you our story...

Once upon a time in Berlin...



GENERAL MANAGER

(Chief Happiness Officer)

1 COWORKING SPACE
(for startups only)

2000 sqm

200 Members

300 Events / year





ENTREPRENEUR IN RESIDENCE

(Startupbootcamp Accelerator)

10 startups

3 months



DURING OUR TIME AT THIS COWORKING SPACE WE OFTEN GOT ASKED...

“DO YOU KNOW A GRAPHIC DESIGNER AROUND HERE?”

“ANY GOOD ACCOUNTANT TO RECOMMEND?”

“I AM LOOKING FOR ADVICE, FEEDBACK, HELP FOR X, Y, Z, HOW CAN YOU HELP?”

MOST OF THE TIME, WE WOULD INTRODUCE THEM TO MY NETWORK

**5 TIMES TO JOHN,
3 TIMES TO MICHAEL,
10 TIMES TO ALICE**

TOO EXPENSIVE

NOT AVAILABLE

NOT A MATCH

**But as the question kept coming,
we were like...**



THAT'S REALLY INTERESTING.

An aerial photograph of Berlin, Germany, showing a dense urban landscape with numerous buildings, streets, and green spaces. Several white callout boxes are overlaid on the image, each containing the name of a coworking space. The callouts are: 'WeWork' (bottom left), 'Mindspace' (top left), 'Factory' (top center-left), 'Unicorn' (top center-right), 'RML' (center), 'Impact Hub' (middle left), 'Checkpoint Charlie' (small text near a landmark), and 'betahaus' (middle right).

Factory

Unicorn

Mindspace

Checkpoint Charlie

RML

betahaus

WeWork

Impact Hub

WHY CAN'T PEOPLE FROM DIFFERENT COWORKING SPACES FIND EACH OTHER TO WORK AND NETWORK?

No. of coworking spaces: 160 in Berlin

TO ANSWER THIS QUESTION WE WENT OUT AROUND BERLIN

25+ COWORKING SPACES OWNERS
AND MANAGERS INTERVIEWED

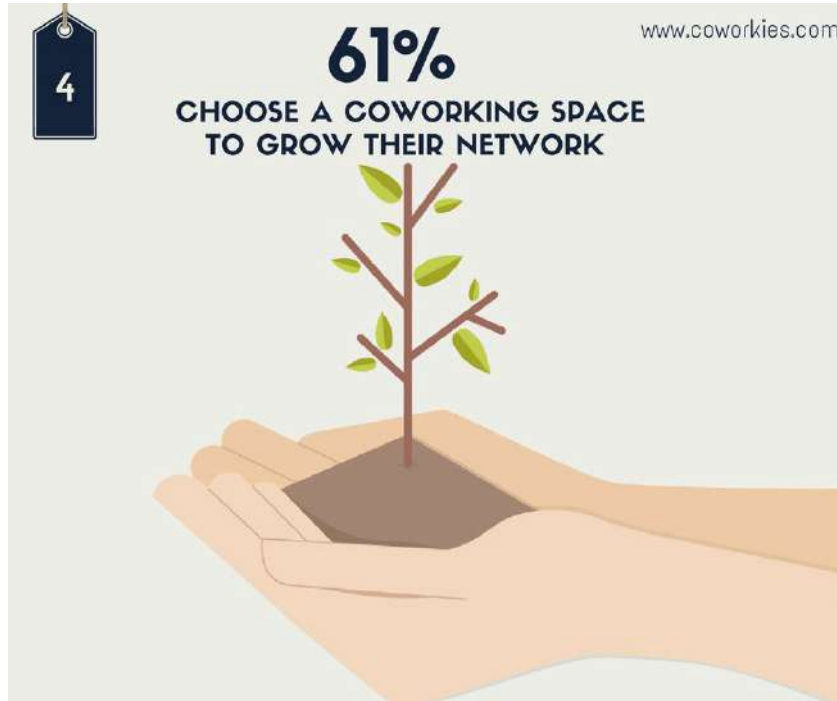
WE ALSO WANTED TO HEAR THE COWORKERS

20 COUNTRIES

120 COWORKING SPACES



SOME OF THE KEY LEARNINGS



Read more on <https://blog.coworkies.com/thecoworkersurvey2016/>

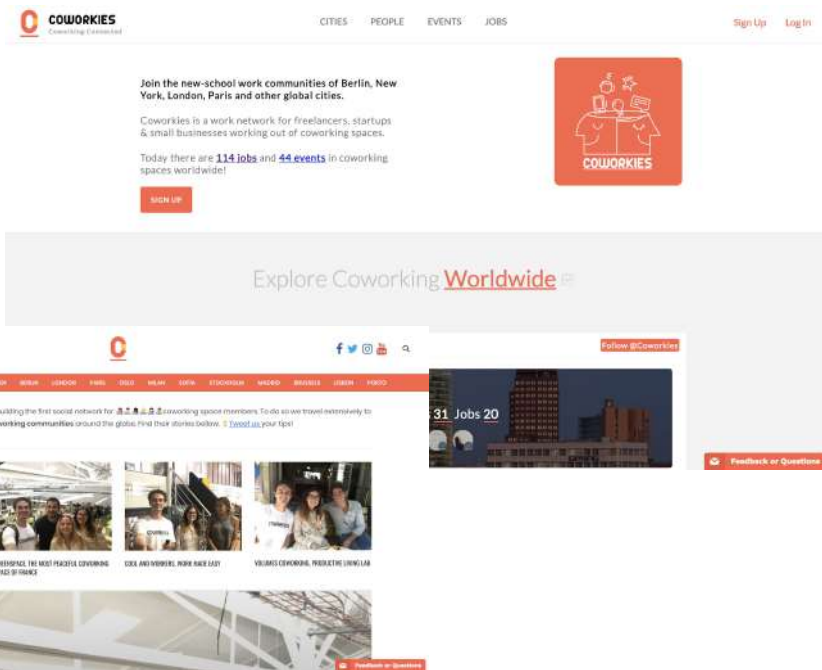
But Berlin was not enough



We needed to hear the world of coworking!

WE LAUNCHED A FEW WEBSITES

With the primary purpose to gather **people** and **knowledge** about coworking and share them with the rest of the community.



WE MADE SOME SWAG



And off we went!

286

Coworking spaces

30 cities

102,000 km







- BARCELONA - MADRID - PORTO - SHANGHAI






PARIS - SOFIA - COPENHAGEN - STOCKHOLM - OSLO



NEW YORK - ISTANBUL - DELHI - MUMBAI

A photograph of a modern, industrial-style coworking space. The room features large windows, concrete pillars, and various seating areas including tables, chairs, and a long white counter with yellow stools. The text "Do you want to know what's going on in the coworking world?" is overlaid in the center.

**Do you want to know what's going
on in the coworking world?**

**Let's go to
"The Future"**



***But* before talking about
the future, let's look a
little closer in the past**

THE WORK WE DO HAS EVOLVED

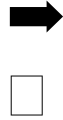


THE WORKSPACE HAS TRANSFORMED



THE WAY WE GO TO WORK IS CHANGING

LESS OF THIS



FOR MORE OF



Why?

THE WORLD HAS BEEN THROUGH CHANGES



RISE OF TECHNOLOGY

GLOBAL ECONOMIC CHANGES

RISE OF FREELANCERS

Evolution of the Desk

1980 - 2014

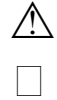


**How does the future of
work look like?**





WARNING



We look at future of “office” work!

MORE THAN A PLACE TO DO BUSINESS



*“The workplace of the future will be more than just a place to do business. It will be an essential microcosm of society that is **connected**, convivial, **commercially viable**, culturally aware and **collectively responsible**.”* - Naomi Tasic, Co-Founder of The Office Space Sydney

1,700,000
coworkers
expected by the end
of 2018

Source: www.coworkingsurvey.com

50% US
workforce will be
freelancing by
2020

Source: www.nasdaq.com

1B+ people will
be digital nomads
by 2035

Source:
levels.io/future-of-digital-nomads/

DIFFERENT CROWDS AT WORK

Boomers

Born between 1946 to 1964

Generation X

Born between 1965 to 1979

Generation Y

Born between 1980 to 1994

WITH VERY DIFFERENT VIEWS ON WORK

Boomers

Born between 1946 to 1964

Prioritized work and career over
personal life,

did not have the technology available to
work from anywhere,

Generation X

Born between 1965 to 1979

Entrepreneurial approach to work,
passion for work/balance

Generation Y

Born between 1980 to 1994

Digital natives,

Empowered,
Value work/life balance
Value work culture and ethics

Collect experiences not money

**What does it mean for
coworking?**

THE CROWDS IN COWORKING SPACES IS DIVERSIFYING

FREELANCERS

CORPORATES

STARTUPS

SMEs

CREATIVES

DEVELOPING DIFFERENT NEEDS

FREELANCERS - CREATIVES

Access to like-minded individuals
Access to flexibility
Access to learning opportunities
Access to work

STARTUPS - SMEs

Access to networking opportunities
Access to financing
Room for growth

CORPORATES

Access to Innovation in many forms

WHICH MEANS NEW BUSINESS OPPORTUNITIES!

Workspace as a service

NEW UPCOMING SERVICES

- Chair upgrades
- Furniture on demand
- Daycare
- Food
- Visa services
- Lawyer, accountant as a service

And more...



📍 **Mindspace**, Berlin

**How do we see coworking
moving forward?**

MORE CURATED WORKING ENVIRONMENT



📍 **Station F**, Paris



📍 **Senior Planet**, New York



📍 **The Wing**, New York



📍 **EasyBusy**, Berlin

MORE TECHNOLOGY AT WORK



VR Base, Amsterdam

Virtual Reality

Augmented Reality

Smarter buildings

Connected workspaces

MORE CORPORATE IN COWORKING



☛ **WeWork** x **Microsoft**, New York



☛ **Work.Life** x **Verizon**, London



☛ **WeWork** x **IBM**, New York



☛ **Zappos Coworking**, Las Vegas

BEYOND WORK, THE RISE OF COLIVING



WeLive studio apartments will rent for \$3,050 per month

► **WeLive**, New York



The rooms are going for the low, low price of £1,083 a month, or almost exactly half of the average Londoner's take-home pay

► **The Collective**, London

COWORKING ANYWHERE!



📍 High-End restaurant transformed into a coworking during the day -
via **SPACIOUS**, New York



📍 Reclaiming the unused spaces e.g restaurants/cafes that are closed during the day, and turn them into pop-up coworking offices -
via **POPICES**, Amsterdam

How can you get ready?

COWORKING IS ABOUT PEOPLE, NOT SQM

📍 **TODOS**, Lisbon



📍 **BatHaus**, New York



📍 **Apocapoc**, Barcelona



📍 **REMIX**, Paris

UNDERSTAND WHERE THEIR WORK IS HEADING AT

Their opportunities and challenges are yours too!

ADAPT YOUR WORKSPACE AND LET THEM THRIVE IN IT!

The future of work is based on flexibility and connectivity: flexible hours, flexible work methods, connected to your inner self or connected to the world.

How will **your** workspace become more flexible and more connected?



📍 The Assemblage, New York

WORKPLACE = HEALTHY PLACE



📍 KWERK, Paris



📍 The Assemblage, New York

Coworking is not (just) a place, **it's an activity**

**DURING THE NEXT 2 DAYS, WE ARE CURIOUS TO
HEAR MORE ABOUT YOU**

Come and chat with us about **your communities!**

THANK YOU!

FOLLOW OUR JOURNEY

 @coworkies

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