



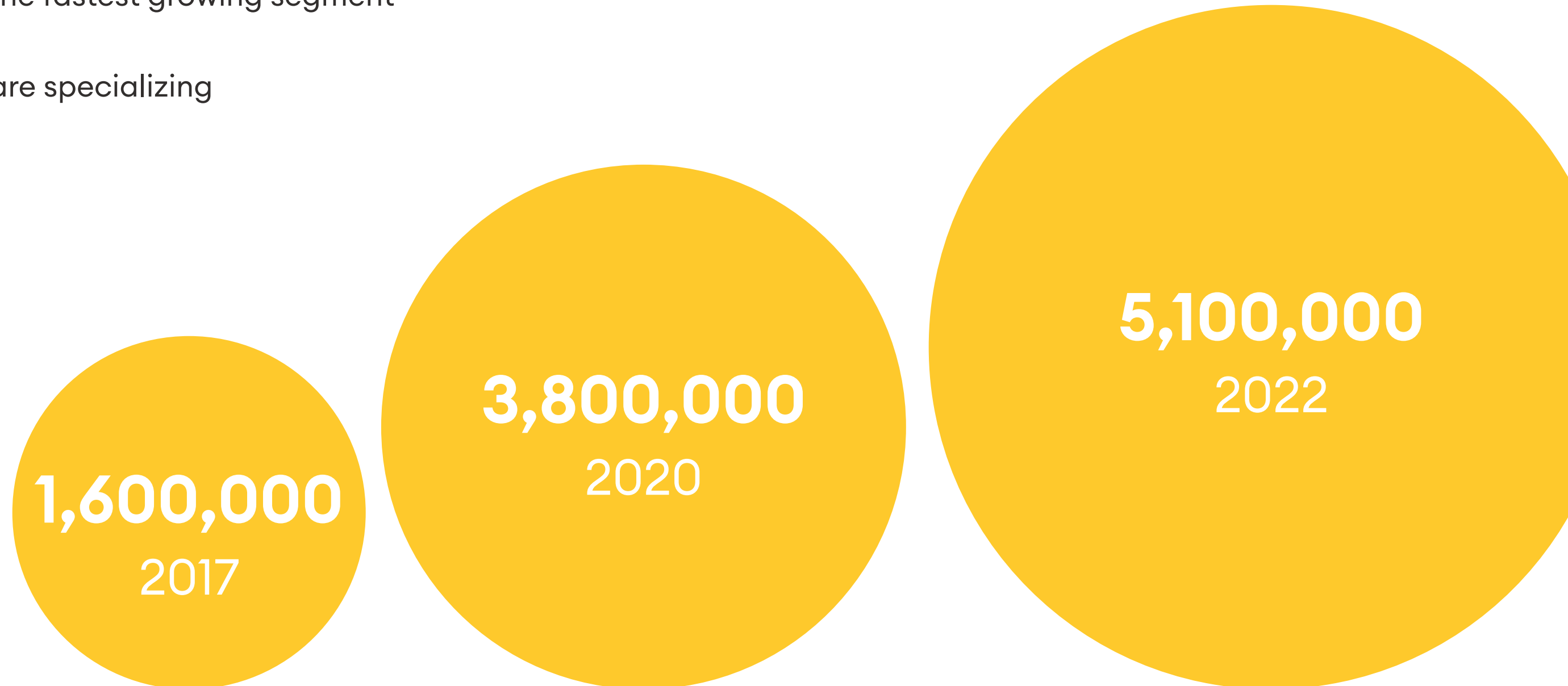
Seven ways to attract new members to your coworking space



upsuite.com

Trends in the Coworking Industry

- Market is growing from 2% of the office market to as high as 30% in 2020
- Competition is intensifying
- Teams are the fastest growing segment
- Operators are specializing



1

No coworking space is a fit for everyone.

PROBLEM



1

Develop a clear persona of your target members.
Who are they? Where do they live? Where do they work? What industry?
What do they love about work? What do they dislike?

SOLUTION



2

How does your location attract new members? Is your location a liability?

PROBLEM



2

Highlight the relevant attributes of your location: Is it in a great neighborhood? What makes the neighborhood great? Is the location walkable or near transit? Is there affordable parking?

SOLUTION





3

If you don't have the inventory, you won't sign the lease.

PROBLEM

3

Transparency about what is available, when, and how much it costs.
All online, and updated frequently.

SOLUTION



4

Coworking = community. How do you tell the story of who is engaged in your community, and what you offer to support it?

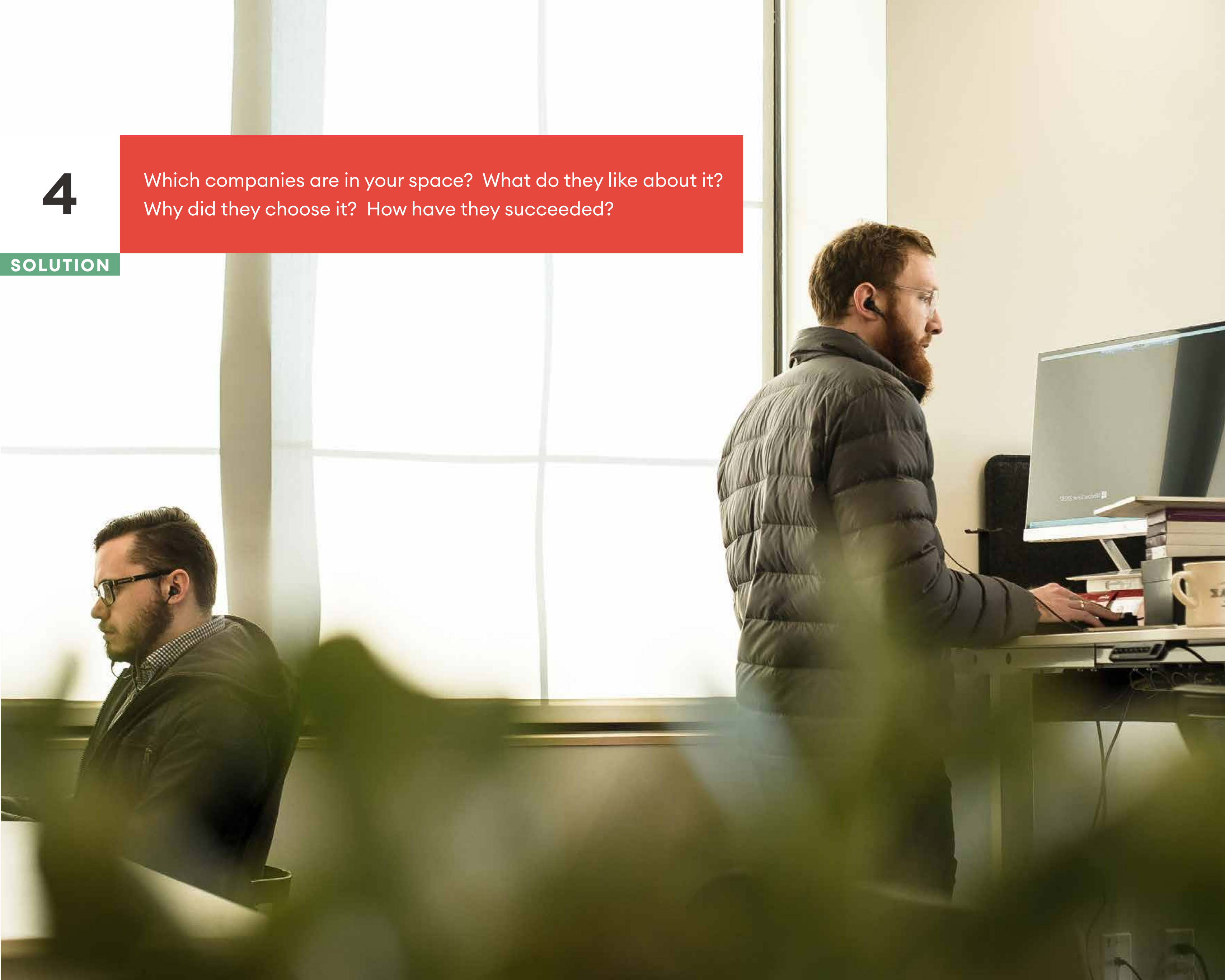
PROBLEM



4

Which companies are in your space? What do they like about it?
Why did they choose it? How have they succeeded?

SOLUTION





5

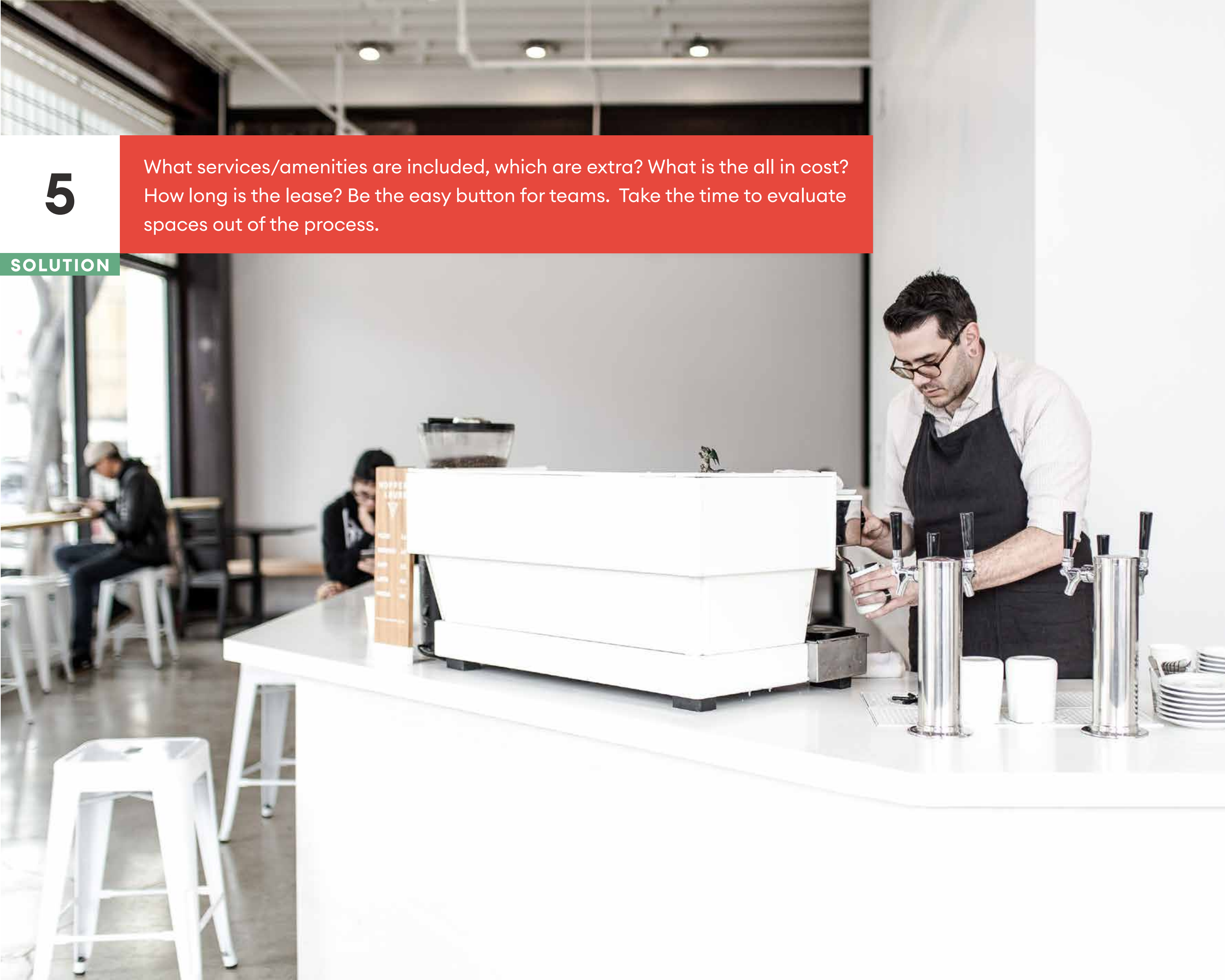
Looking for space is time consuming.

PROBLEM

5

What services/amenities are included, which are extra? What is the all in cost? How long is the lease? Be the easy button for teams. Take the time to evaluate spaces out of the process.

SOLUTION



6

How does your coworking space help your members attract and retain the best talent?

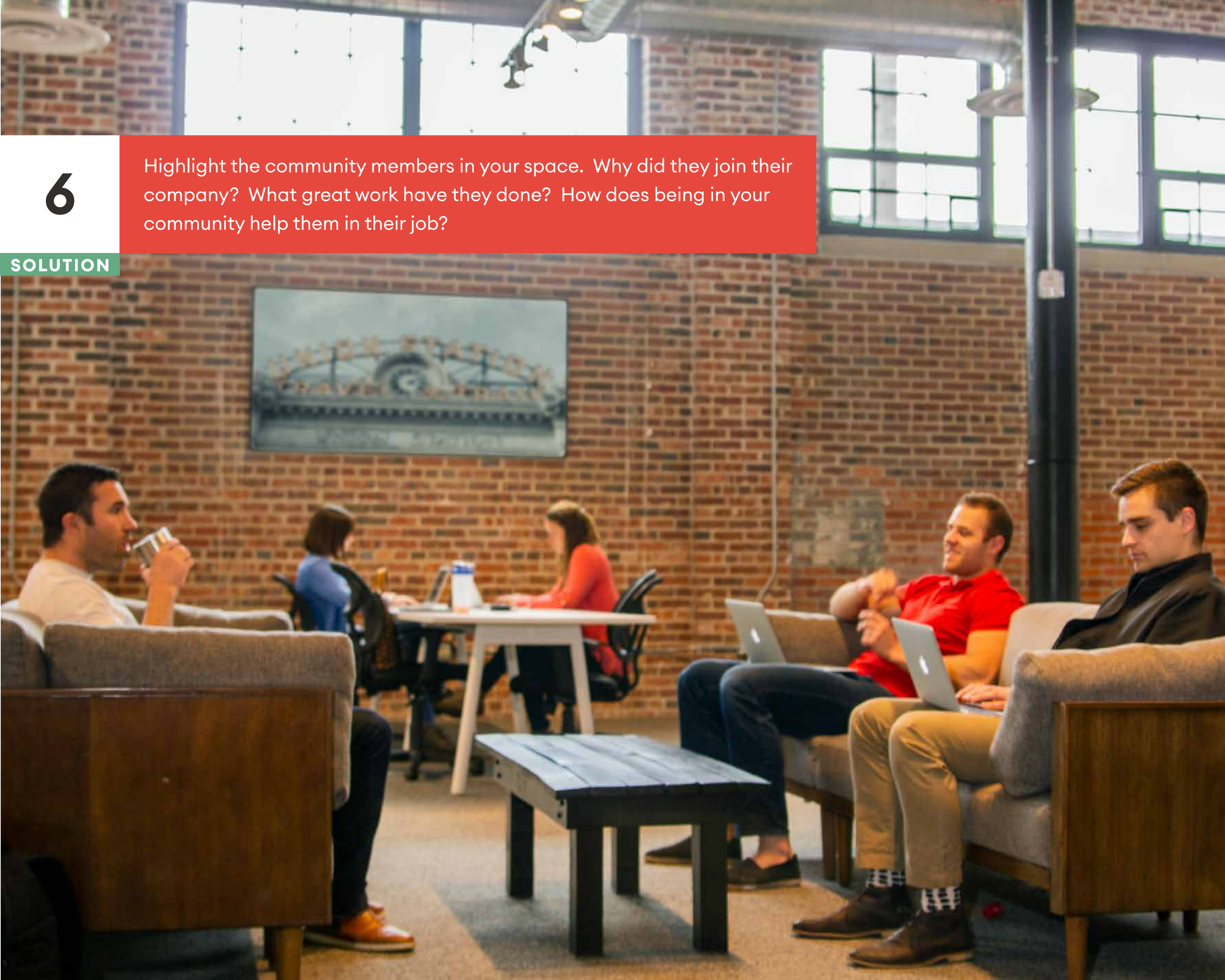
PROBLEM



6

Highlight the community members in your space. Why did they join their company? What great work have they done? How does being in your community help them in their job?

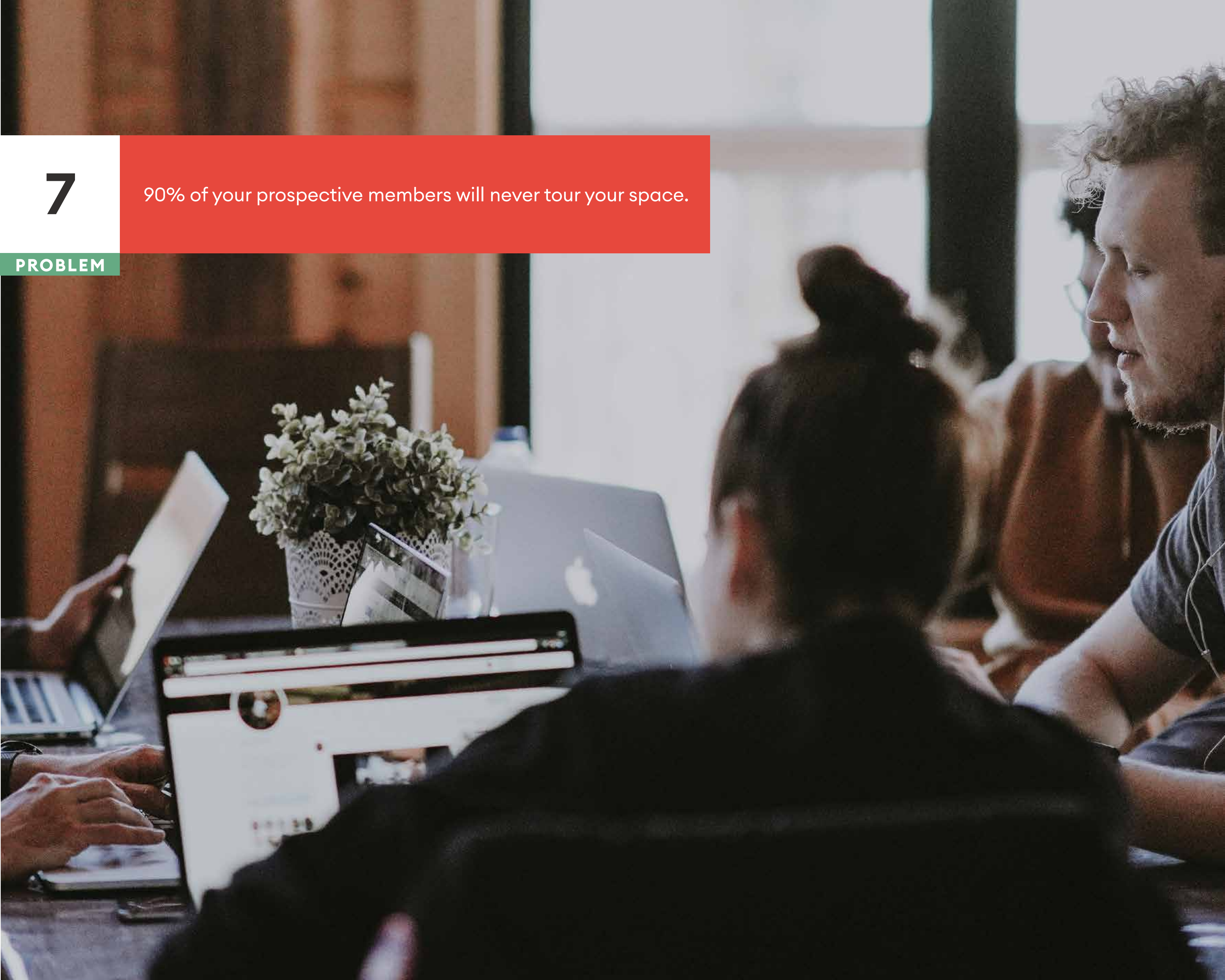
SOLUTION



7

90% of your prospective members will never tour your space.

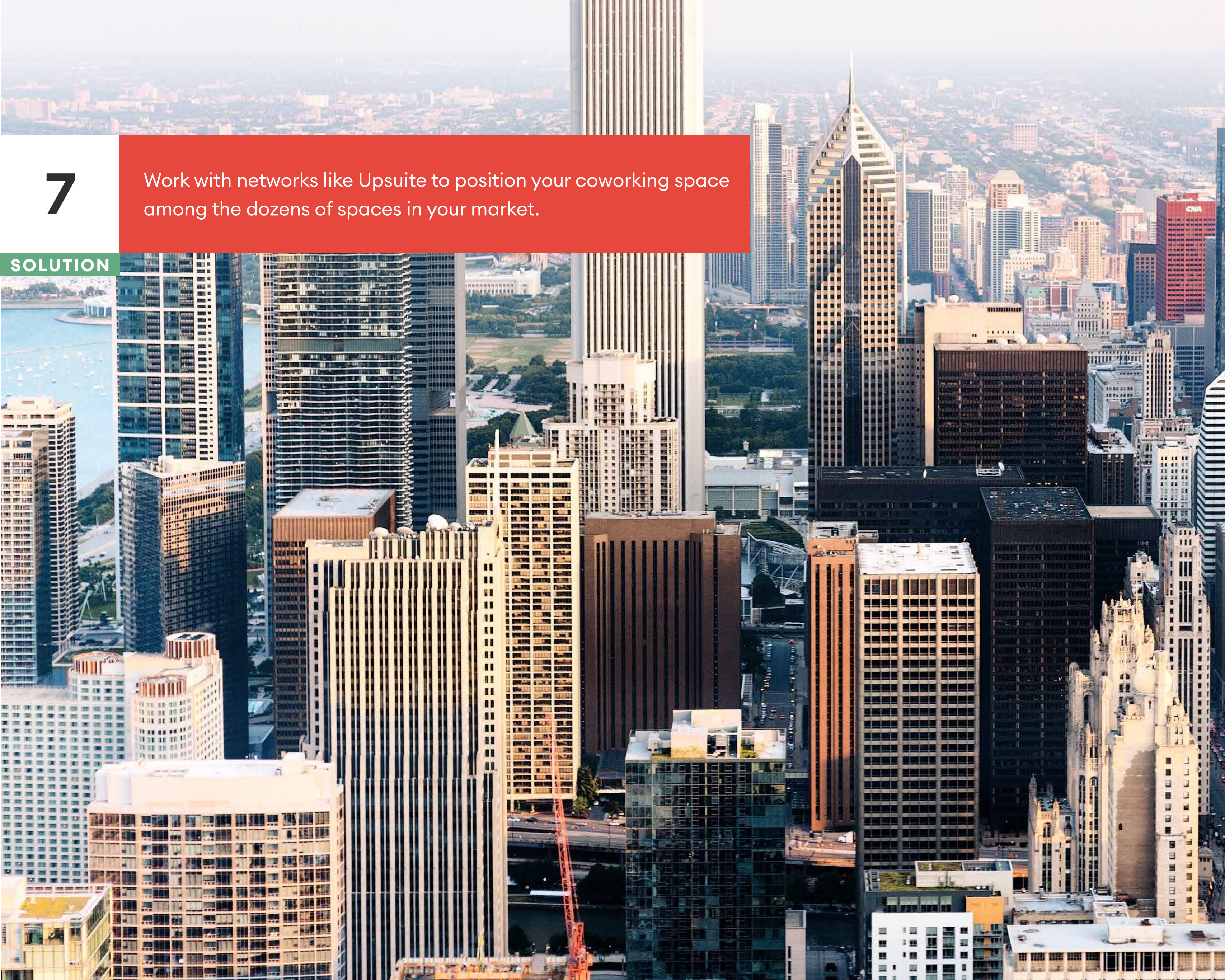
PROBLEM



7

Work with networks like Upsuite to position your coworking space among the dozens of spaces in your market.

SOLUTION



About Upsuite

Upsuite was created during an entrepreneurship accelerator called 101010 Cities. It was here that ten successful entrepreneurs tackled ten wicked problems over ten days.

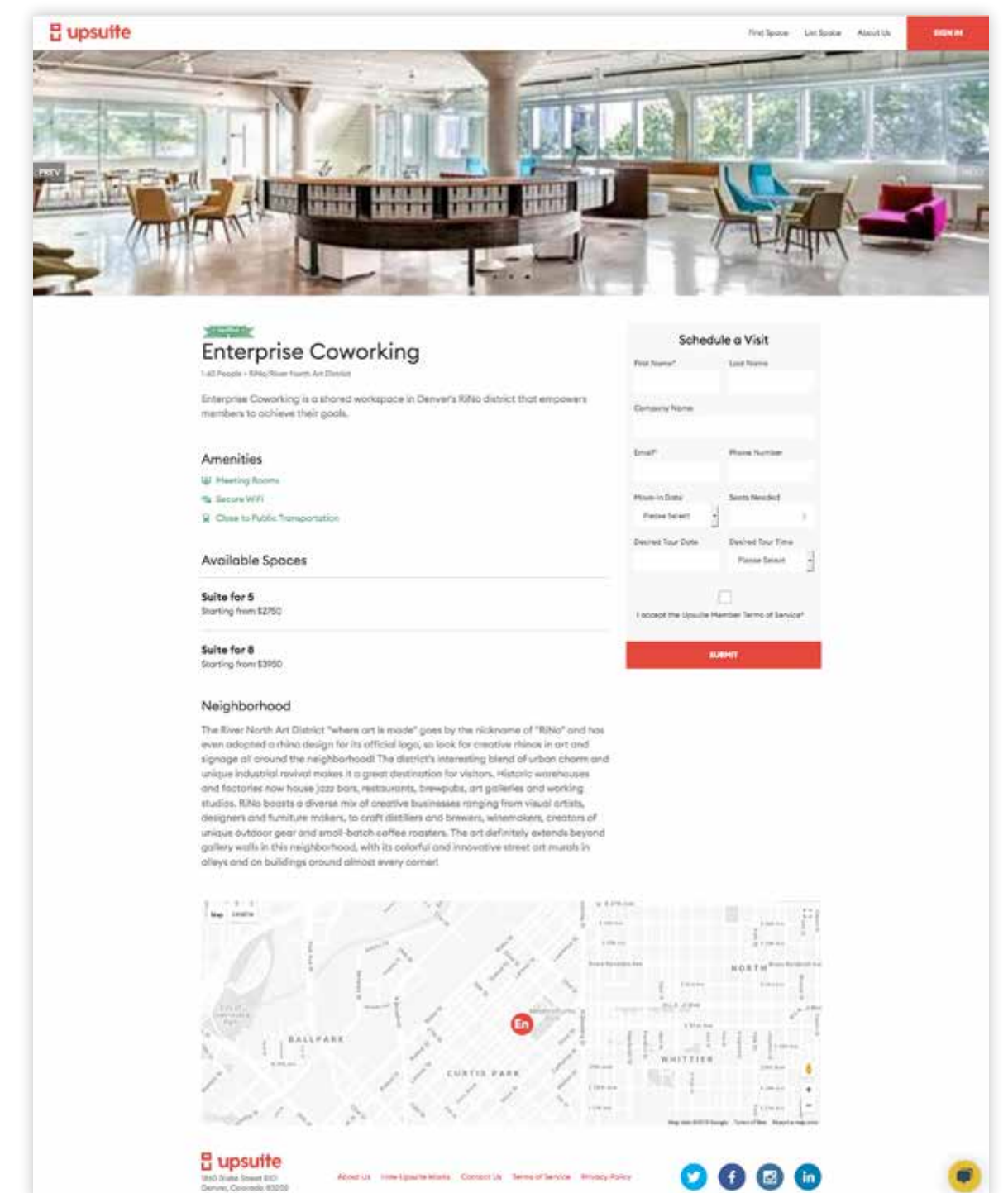
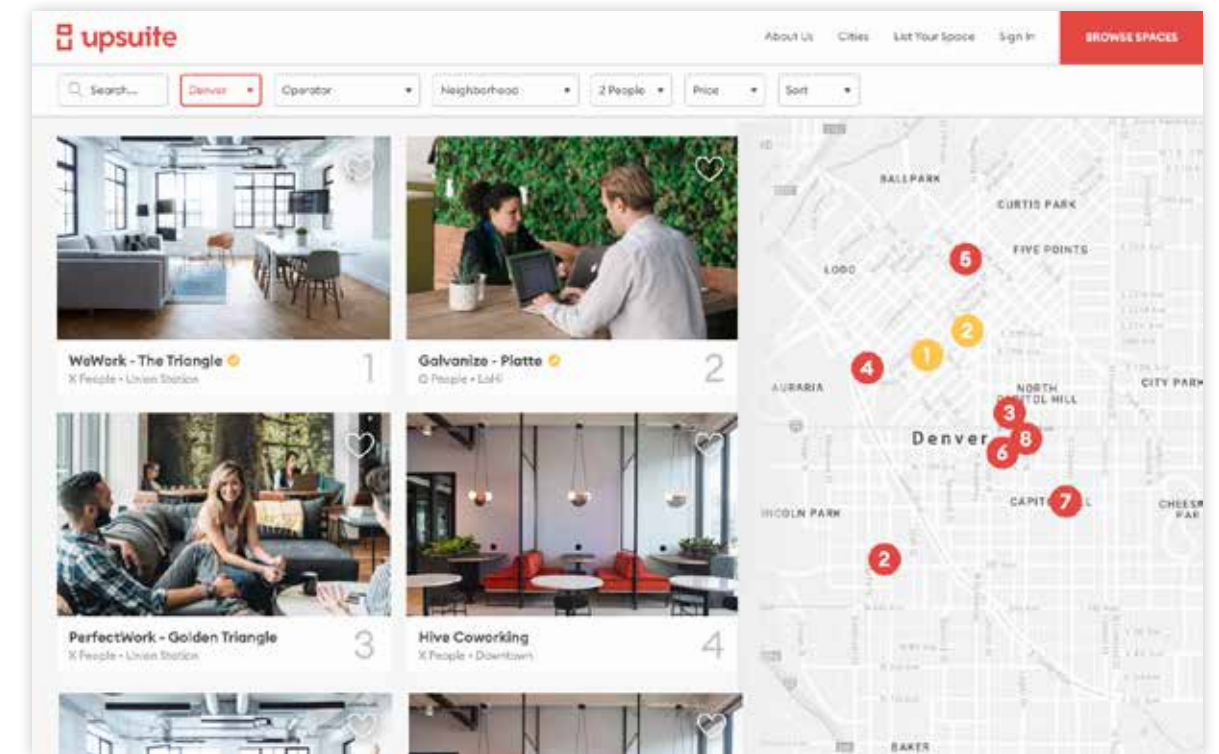
Serial tech entrepreneur, Ben Wright, was looking for a way to help connect people to the cities they love when he and his team identified big problems that both teams and coworking spaces run into. Thus, Upsuite was born.

We are on a mission to connect teams with coworking spaces so they are both more successful together.

Our Team

Our team is passionate about helping other teams be successful and we know we can help them by connecting them to vibrant and connected coworking spaces. Working in shared spaces has been a huge element to our successes in other companies and we want to share what we know with the world!

Founded on values of efficiency, connection, leadership and responsibility, Upsuite was created to empower teams to do their best work together.





Ben Wright
CEO

benw@upsuite.com
720.427.6079
Denver, CO

Work with Upsuite

Upsuite works with coworking operators in [market name] who are looking to attract more members to their space. Our customers are typically planning on opening new facilities, trying to compete with new entrants to the Denver market, or simply just higher quality tours.

CONTACT US TODAY FOR A FREE CONSULTATION.



Where teams go to find coworking spaces.