

**COWORKING  
BUSINESS CENTRE  
OFFICE BUILDING**





OFFICE BUILDING

# OFFICE BUILDING

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- CONSTRUCTION COSTS
- RENT RATE
- VACANCY
- YIELD





recharge

REGUS BEACONSFIELD



# BUSINESS CENTRE DEFINITION

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A PLACE PROVIDING **OFFICE FACILITIES AND SERVICES**

English Dictionary. Collins, 2014

<http://www.collinsdictionary.com/dictionary/english/business-centre>



# REGUS

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-  FOUNDED **1989** IN BELGIUM
- **2300** BUSINESS CENTRES
- **2388 MEUR** REVENUE
- **6500** EMPLOYEES
- **LISTED** ON THE LONDON STOCK EXCHANGE





REPUBLIKKEN



Tragfähigkeit 1000 kg/qm

BETAHAUS BERLIN



**RAINMAKING LOFT COPENHAGEN**



THE MILL



**RIGA TECHHUB**



CO WORKING RIGA

# COWORKING DEFINITION

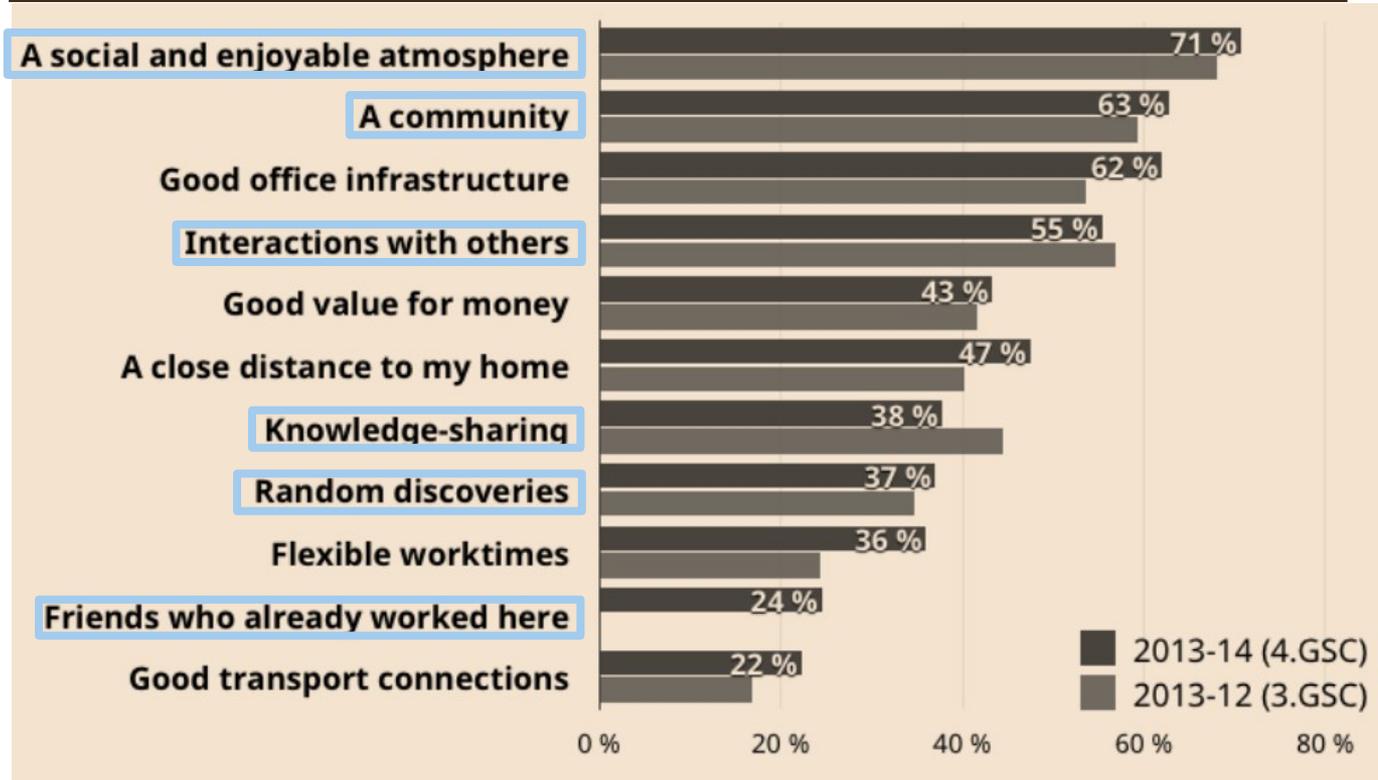
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EVERY **WORKSPACE** WITH **FLEXIBLE STRUCTURES** THAT IS DESIGNED FOR AND BY **PEOPLE WITH ATYPICAL, NEW TYPES OF WORK** - THAT IS NOT EXCLUSIVELY FOR PEOPLE FROM ONE CERTAIN COMPANY.

Nina Pohler, *Coworking 101: A new definition*. Deskmag, 2011  
<http://www.deskmag.com/en/coworking-spaces-101-a-new-definition>



# REASONS TO CHOOSE COWORKING



The preliminary results of the 4th Global Coworking Survey. Coworking Survey, 2014  
<https://prezi.com/8uepd7b7stfo/the-preliminary-results-of-the-4th-global-coworking-survey/>





# POST-MODERN WORK

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OFTEN **PROJECT-BASED**, **INDIVIDUALISED**, **GLOBALISED**, **LESS STRUCTURED**, MUCH MORE **FLEXIBLE** AND REQUIRES MORE OF THE **SELF**: **SELF-DISCIPLINE**, **SELF-MOTIVATION** AND **INDEPENDENT THINKING**.

ITS DIFFERENT, BUT WE DON'T REALLY KNOW WHAT THIS MEANS FOR THE FUTURE.

Nina Pohler, *Coworking 101: A new definition*. Deskmag, 2011  
<http://www.deskmag.com/en/coworking-spaces-101-a-new-definition>





# COWORKING SPACES WORLDWIDE

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AS OF OCTOBER 31, ANNUALLY

7.800

2015

10.100

2016

12.700

2017



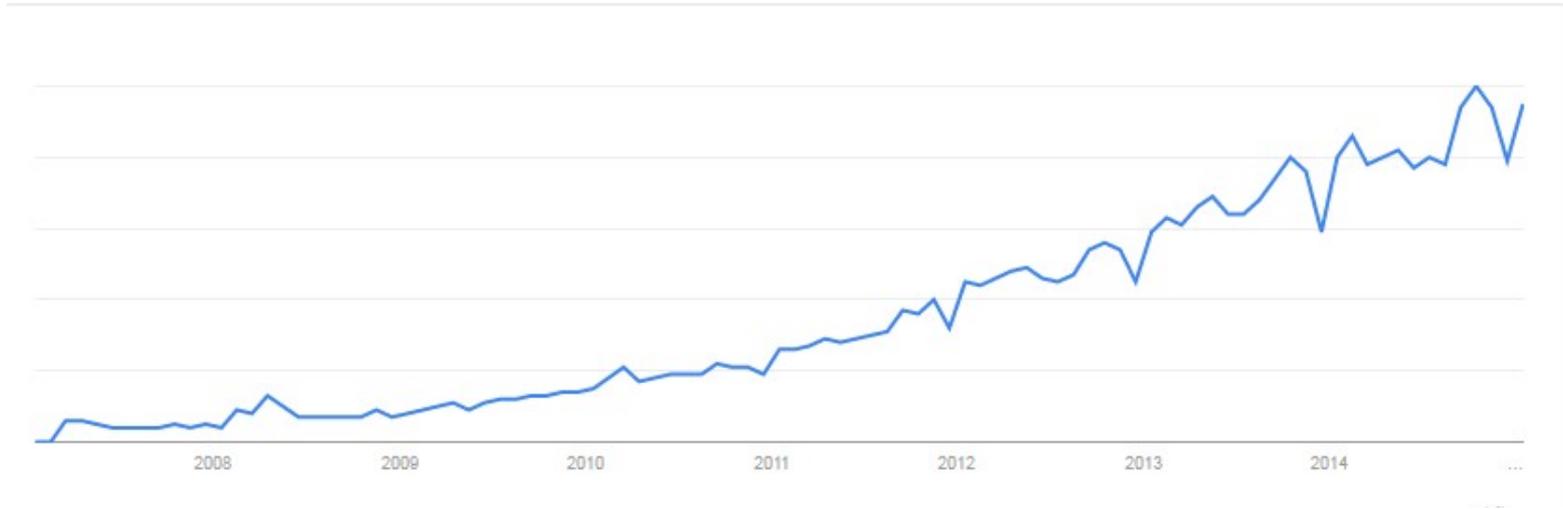
# COWORKING SPACES MEMBERS WORLDWIDE

AS OF OCTOBER 31, ANNUALLY



# GOOGLE TRENDS: COWORKING

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# KEYWORD PLANNER: MONTHLY SEARCH

Breakdown by location ⇅

Country ⇅



 Brazil	19.6% (7,920)
 Spain	15.8% (6,413)
 Italy	14.8% (6,009)
 France	11.7% (4,751)
 United States	5.0% (2,037)
 Other countries	33.0% (13,370)



# IMPACT ON REAL ESTATE INDUSTRY



Corporate Solutions Strategy & Innovation  
FOURTH QUARTER 2014

## How Coworking Can Improve Flexibility, Reduce Costs and Increase Employee Engagement

Imagine this scenario: You are the Director of Real Estate managing your company's portfolio. You typically employ the 80/20 rule: 20 percent of your rooftops are responsible for 80 percent of your cost. You focus plenty of energy managing that 80 percent cost and have gotten it (largely) under control.

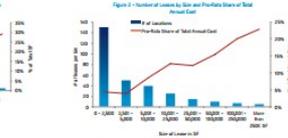
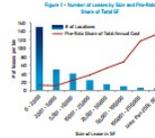
But the other 80 percent of your rooftops still need to be procured. Resources still need to be deployed to negotiate leases, to build the spaces out and to maintain them. Be honest. You and your corporate real estate (CRE) team probably spend the bulk of your time managing locations smaller than 2,500 to 3,000 square feet, since these typically account for the greatest number of locations. Ironically, these locations also account for the smallest proportion of the total square feet and total annual cost (see Figures 1 and 2). And the amount of time it takes to procure a small

location doesn't necessarily correspond to its size. In fact, it takes just as much time to secure as large locations.

At the same time, due to the way your CRE organization procures, designs and builds out locations, your group has a tangible impact on the company's cost structure, culture and level of employee engagement. Add to these considerations the rise of a distributed work force, the desires of the Generation Y or Millennial workforce (those born in the early 1980s to the early 2000s), which include — among other things — creative and engaging workspace, and

you have an environment where multiple forces are pulling in different directions. You and your team struggle to deploy the right balance of quantitative and qualitative criteria to satisfy your stakeholders and customers, and to maintain flexibility within your portfolio management capabilities.

As the war for talent drives decision-making for real estate location, a dilemma arises when businesses are faced with the reality of placing a fixed location to house a shifting talent pool. A distinct lack of flexibility presents itself as a challenge to the business as it seeks to provide fixed



How Coworking Can Improve Flexibility, Reduce Costs and Increase Employee Engagement (Fourth Quarter 2014) | Corporate Solutions Strategy & Innovation



The serviced office sector has changed and evolved into a wide and sophisticated range of flexible office solutions. The modern day descendants of the traditional serviced office centres continue to play a major part; once the domain of smaller start-ups they are now increasingly seen as an essential resource for larger established businesses and corporates looking to scale up quickly, either for project work or for overflow space.



### TRADITIONAL SERVICED OFFICES

Fully fitted furnished space, in segregated offices—typically conventional office space

Allocated space

Occupied on a license

One fixed charge for the duration of the licence covering all operating costs — usually on a cost per desk basis



### CO-WORKING SPACE

Club membership charged annually

Typically open plan—informal setting

Ad hoc and short term space

Price per workspace—hourly/daily/monthly

Shared space—not allocated

Provision of events/mentoring/business support

10-30% space allocated to social space



COMMERCIAL PROPERTY • RESIDENTIAL PROPERTY • CAPITAL



### Growth of co-working prompts businesses to get flexible

09 September 2013

With the growth of co-working in Australia, businesses are anticipated to increasingly embrace flexible workplace practices and potentially take up less direct office space in future, according to Knight Frank.

Knight Frank's Head of Office Agency for Australia, John Preece, said the younger generation entering the workforce, combined with the trend towards co-working and flexible working environments in Australia, is forcing companies to get behind alternative ways of working. "This is having a direct impact on office leasing trends," said Mr Preece.

"Over the past several years, we have seen major corporations moving to activity based working, or agile working, which requires fewer desks than headcount due to its flexibility for employees. This makes a lot of sense from a cost, staff satisfaction and productivity perspective."

"I can see a time in the not-so-distant future when major corporations lease only a small corporate office for their 'fixed' functions such as human resources, legal, administration, and board members, with the balance of



# EU POLICY

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EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR EDUCATION AND CULTURE

Culture and creativity  
Cultural diversity and innovation

Brussels, June 2015

## CALL FOR PROPOSALS EAC/S08/2015

### EU Network of Creative Hubs and co-working spaces

According to the **2015 Annual Work Programme<sup>2</sup>** for the implementation of the Creative Europe programme<sup>3</sup> under point 2.23 - Support to the Innovation in the cultural and creative sectors, the **Commission will allocate EUR 1 million** to the development of an action addressing this specific objective.



# FUNDS RAISED BY COWORKING SPACES

Country	Space	Amount raised within the last year
USA	We Work	355 Million USD + 433.9 Million USD= 788.9 Million USD
USA	NeueHouse	25 Million USD
USA	AlleyNYC	16 Million USD
USA	Galvanize	18 Million USD
USA	Cove	2.8 Million USD
USA	Uber Offices	14 Million USD
France	Remix	1 Million Euro
Italy	Talent Garden	1 Million Euro
Singapore	HUB Singapore	1.1 Million USD

*Coworking industry raises close to 1 Billion USD within the last year. Coworking Europe, 2015*  
<http://coworkingeurope.net/2015/07/17/coworking-industry-raises-close-to-1-billion-usd-within-the-last-year/>



# DEBATE AND HYBRIDISATION

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wework®

RIGA  
POWERHOUSE

*betahaus* |

Regus

ClubWorkspace  
Network. Collaborate. Innovate.



# COWORKING 2.0

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- **SCALABLE AND SUSTAINABLE BUSINESS**
- **CRITICAL MASS AND DIVERSITY**
- **EPICENTRE OF INNOVATION**
- **HIGH GROWTH SECTOR IN COMMERCIAL REAL ESTATE**
- **CREATIVE SME WILL BE THE CUSTOMER**



# COWORKING 2.0

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- KNOWLEDGE, EXPERIENCE AND **PROFESSIONALITY**
- **POSITIVE IMPACT** ON URBAN DEVELOPMENT
- **NEW REVENUE** STREAMS
- PROFESSIONAL **SOCIAL NETWORK**



# REAL ESTATE EXPORT

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- **HOTEL CHAIN**
- **BUSINESS CENTRE (SERVICED OFFICE)**
- **COWORKING SPACE**



# QUESTIONS...

