



OKC CoCo

Coworking Technology Collaborative

Two Opportunities

- Coworking
 - Time-share work space
- Technology Collaborative
 - Community Events (e.g., openbeta)
 - Classes, Workshops
 - Podcasting
 - Start-up Incubator



Survey Results

Survey

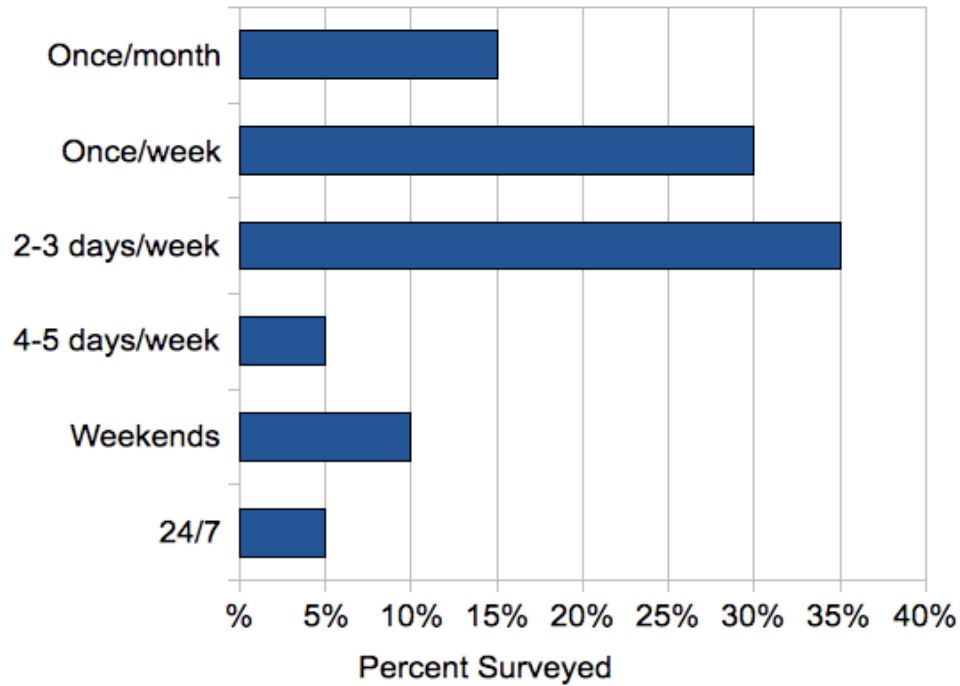
- 16 people - (14 male/ 2 female)
- Anonymous

Percent	Age
27%	21-25
46%	26-30
27%	31-35

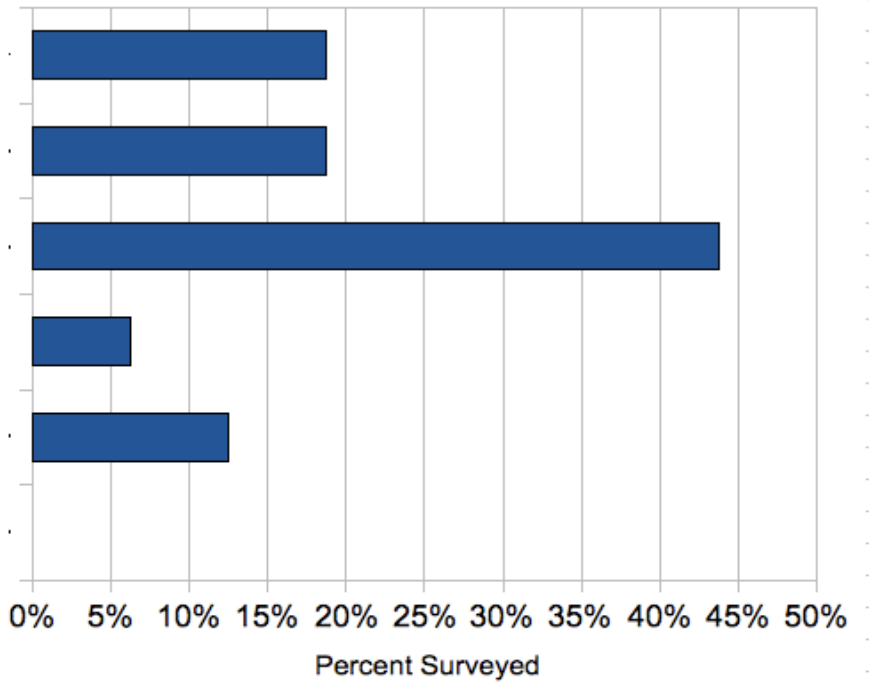
Percent	Work
56%	Freelance
69%	Employee
31%	Business Owner

On average, 90% of work requires computer
On average, 11 hours/day of computer use

How often would you want to cowork at collaborative?

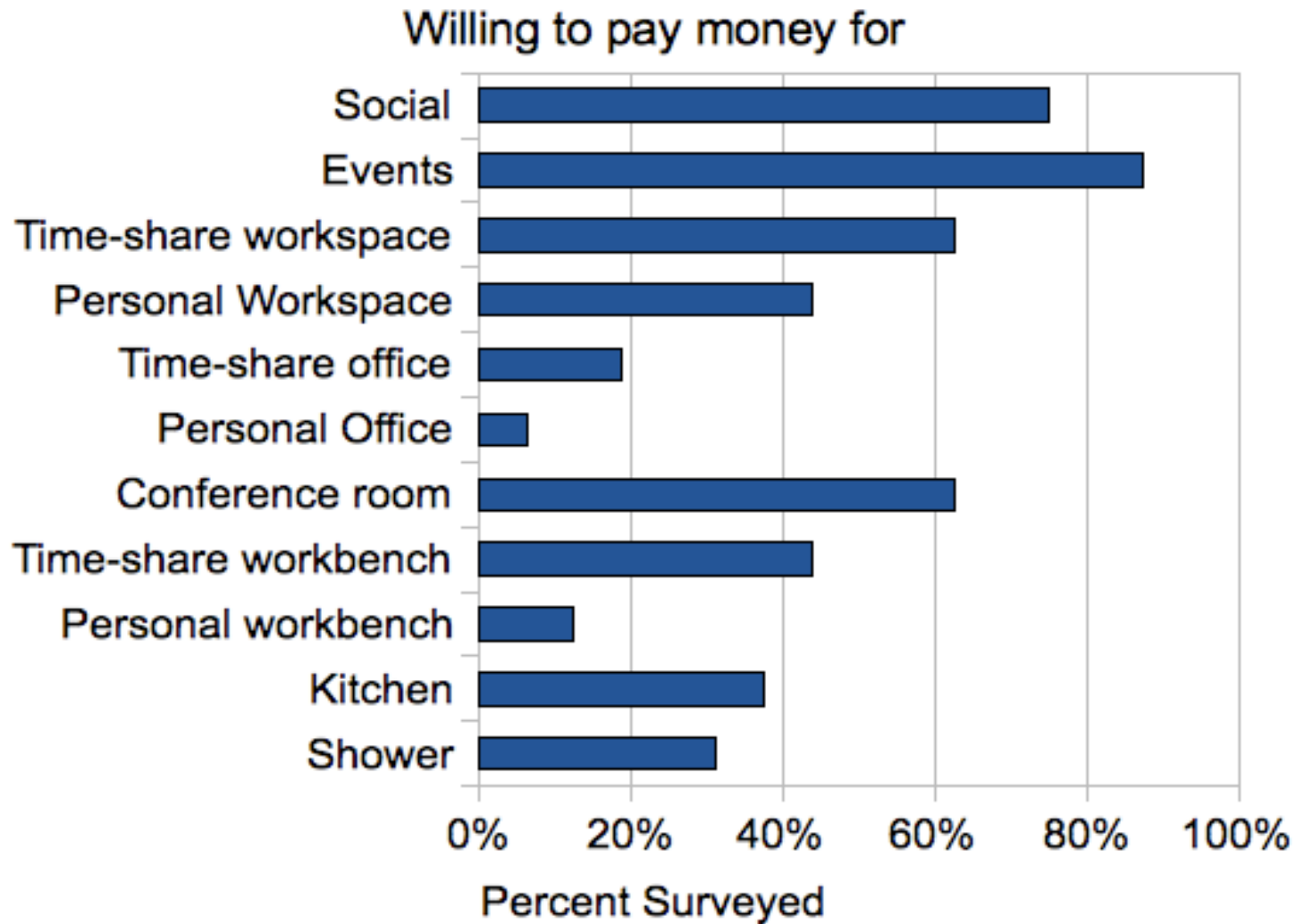


How often would you want to socialize at collaborative?



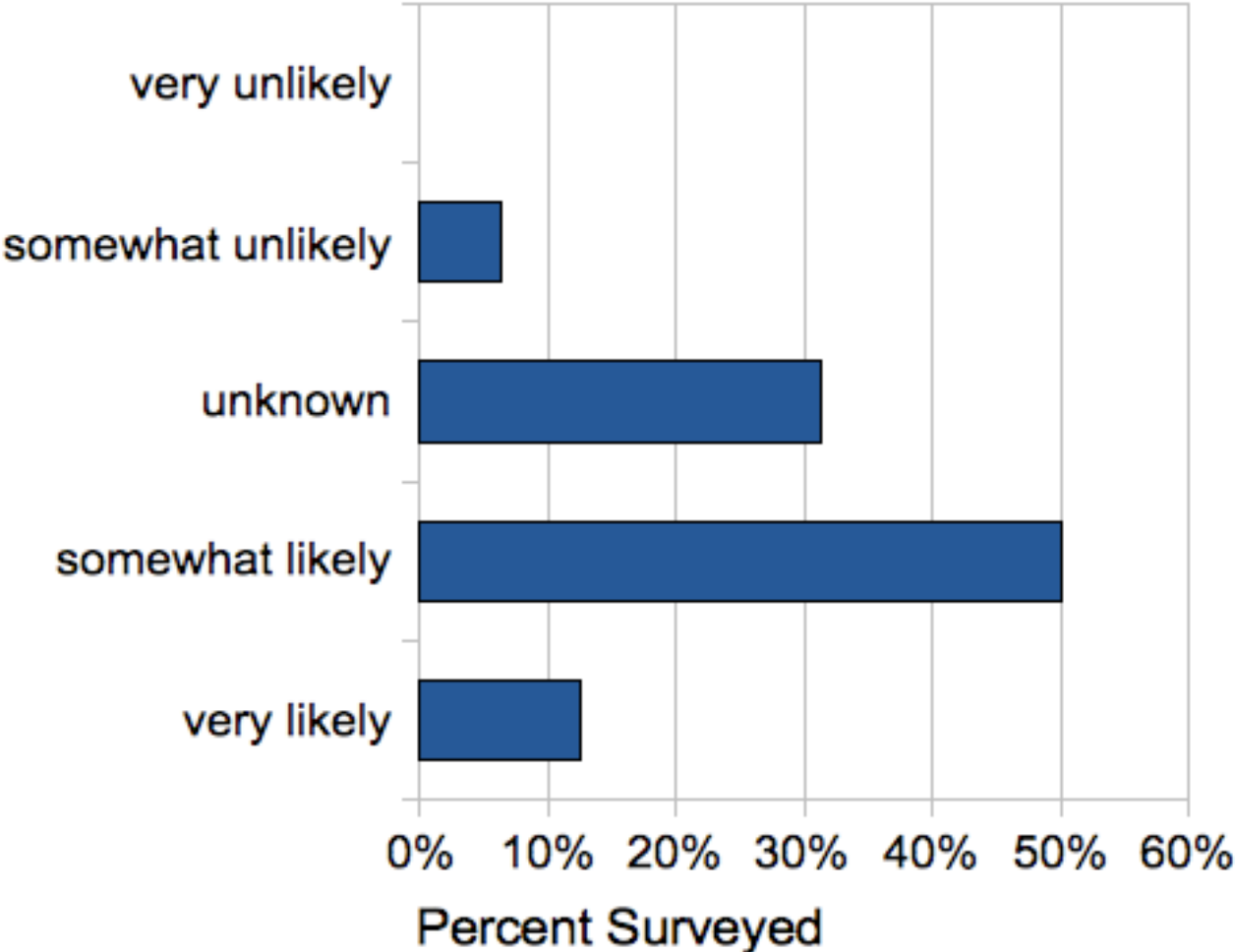
Most Important Aspect

Surveyed	Aspect
23%	involving quality people
15%	keep costs low
15%	established set of rules
8%	create a diverse set of resources
8%	long term viability
8%	make it funky
8%	maximizing community involvement
8%	minimize price
8%	location



Average amount willing to pay: \$200/month

Work after 6pm?



Most Important Services

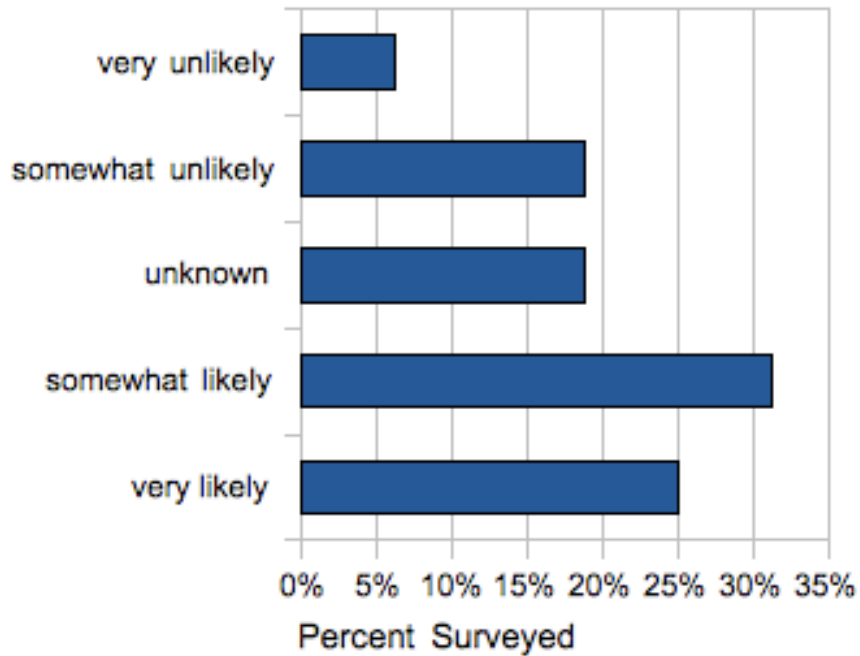
Surveyed	Service
38%	networking with people
19%	place to go that isn't home
10%	classes
10%	start-up business resources
5%	dedicated space
5%	conference facilities
5%	shared space
5%	computing resources
5%	internet access

Potential Classes

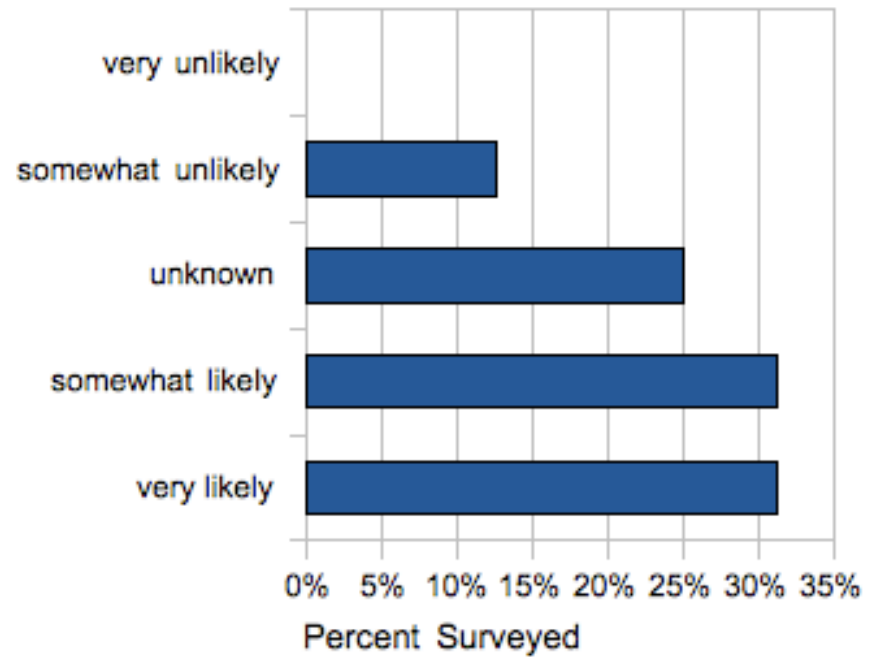
blogging	client relations
pragmatic development	workflow
CSS	new media
typography	effective communication
print design	project management
marketing	entrepreneurship
advertising	contracts
user experience	negotiation
video/music production	javascript
design principles	adobe air
interface design	word press
user-centered design	motion graphics
PHP	podcasting
mysql	workflow

Average desired income to teach a class: \$70

Use Podcasting Services



Use Startup Business Resources



Interest in Online Startup

88% Interested

13% Undecided

0% Not interested



Brainstorming Results

Advantages and positive outcomes of coworking

<u>Frequency</u>	<u>Advantages of working together</u>	<u>Frequency</u>	<u>Positive outcomes</u>
9	social opportunities	3	long lasting friends
5	sharing ideas	3	social opportunities
5	people help keep you focused/motivated/creative	3	make money
3	professional networking	3	start a company
3	shared resources	3	new work referrals / job opportunities
3	access to shared knowledge,mentoring,teachers	2	generated new ideas
3	new work opportunities	2	learned something new
3	constructive criticism/critical feedback/advice	2	accomplish something big
3	exposure to new software/tools/music	2	increased professional visibility
3	cost-savings	1	find access to funding
2	other people offer new perspectives	1	build community
2	access to like-minded smart creative people	1	solve problems

Ways to achieve positive outcomes of coworking

<u>Build relationships</u>	<u>Gain Respect</u>	<u>Jobs</u>
encourage openness to new ideas	volunteer	job board
encourage idea sharing	teach classes	group advertising
social opportunities w/food and alcohol	be open to new ideas	portfolio building opportunities
seek out new members	be social	education – classes, peers
involve experts	support others	
	evangelizing community	

Disadvantages and negative outcomes of coworking

<u>Frequency</u>	<u>Disadvantages of working together</u>	<u>Frequency</u>	<u>Negative outcomes</u>
4	cost	3	idea gets stolen/tell someone your great idea
4	difficult people/personality mismatches	3	cash flow problems
4	distractions/noise	3	failure to get work done
3	theft of ideas	2	inappropriate social situations
3	lack of cleanliness and hygiene	2	meet poor partners / freeloaders
2	un-welcomed criticism	1	business failure
1	loss of privacy	1	can't bring clients to space
1	less control of environment	1	getting sick
1	theft of property	1	never leave
1	differences of opinion		
1	too many ideas		
1	commuting		

Ways to avoid potential negative outcomes of coworking

<u>Idea theft</u>	<u>Distractions</u>	<u>Problematic people</u>
NDA/contracts	rules	rules
documentation of ideas	access to secluded work areas	lockable storage
limit sharing	scheduled quiet time	encourage courtesy
share the wealth	headphones	complain
watch who you work/talk to		hire cleaning staff
enforce rules		