



# Coworking Space Business Plan Template

Here's an example of a coworking space business plan for a fictional coworking space called CollabHub to get you inspired. You can access an [editable template](#) and follow [Archie's guide to coworking space business planning](#) for more tips.

## 1. Executive Summary

### **Mission Statement:**

CollabHub's mission is to create a welcoming, productive space where freelancers, entrepreneurs, and small teams can work, collaborate, and grow their businesses.

### **Vision:**

To be the leading coworking space in our city, known for its vibrant community and top-notch amenities.

### **Objectives:**

- Achieve 75% occupancy within the first six months.
- Reach profitability by the end of year two.
- Expand to a second location within three years.

## 2. Company Description

### **Business Structure:**

Limited Liability Company (LLC).

### **Location:**

Downtown Springfield, near public transit and popular cafes.

**Target Market:**

Remote workers, small businesses, startups, and creatives aged 25–45.

**Unique Value Proposition:**

CollabHub offers flexible memberships, modern design, premium amenities, and a strong community focus, including networking events and workshops.

### 3. Market Analysis

**Industry Overview:**

The coworking market is growing at 15% annually, with increasing demand from remote workers and startups.

**Target Audience:**

- Freelancers looking for an alternative to working from home.
- Startups seeking affordable office solutions.
- Professionals seeking a community-oriented work environment.

**Competitor Analysis:**

- **Competitors:** SharedWork, UrbanOffice, and Workspace+ offer basic coworking amenities but lack community-focused events.
- **Differentiation:** CollabHub provides networking events, industry-specific workshops, and a family-friendly atmosphere with childcare services.

### 4. Services and Revenue Streams

**Core Offerings:**

- **Hot Desks:** Flexible seating, starting at \$200/month.
- **Dedicated Desks:** Reserved desks for \$350/month.
- **Private Offices:** Starting at \$1,000/month, with options for 2–6 people.

### **Additional Services:**

- Meeting rooms (\$50/hour).
- Event space rentals (\$500/event).
- Printing and mail-handling services (\$25/month).
- On-site café with paid snacks and beverages.

## **5. Marketing and Sales Plan**

### **Marketing Strategies:**

- Launch social media campaigns on Instagram, LinkedIn, and Facebook targeting local professionals.
- Offer free one-day trials and discounted opening memberships.
- Partner with local businesses for cross-promotions.

### **Partnerships:**

- Local café providing snacks and coffee at discounted rates.
- Nearby gym offering discounted memberships for CollabHub members.
- Collaboration with local artists for rotating art installations in the space.

### **Sales Funnel:**

- Attract leads through digital ads and events.
  - Convert with personalized tours and membership promotions.
- Retention Plan:
- Host monthly networking events and workshops.
  - Implement a loyalty program with discounts for long-term members.

## **6. Operational Plan**

### **Founders:**

- **Jane Doe:** Experienced entrepreneur with a background in community-building.
- **John Smith:** Former architect with expertise in designing coworking spaces.

### **Key roles:**

- Community Manager: Oversees operations and events, greets members, and manages bookings.
- Maintenance Staff: Handles cleaning and repairs.
- Marketing Specialist: Focused on social media and lead generation.

**Technology:**

- [Archie](#)'s coworking management software for bookings, billing, and visitor management.

**Daily Operations:**

- Open hours: 7:00 AM–9:00 PM.
- Member check-in via app or reception.
- Weekly cleaning and maintenance schedule.

## 8. Financial Plan

**Startup Costs:**

- Renovation and furniture: \$75,000.
- Technology setup: \$15,000.
- Marketing and launch: \$10,000.

**Revenue Projections:**

- Year 1: \$200,000.
- Year 2: \$300,000.
- Year 3: \$450,000.

**Operating Expenses:**

- Rent: \$5,000/month.
- Salaries: \$8,000/month.
- Utilities and supplies: \$2,000/month.

**Break-Even Analysis:**

Expect to break even after 18 months with 75% occupancy.

*This template provides a foundational structure for your coworking space business plan. It should be adapted to fit your specific vision, goals, and resources.*