



Breaking Down the Walls: Coworking and the Future of Innovation

New Partners for Smart Growth
Baltimore, MD
January 31, 2015

Session Agenda

Welcome

Introductions

Presentations

Conversation

Introductions



Brett Schwartz

Program Manager, NADO Research Foundation
San Diego, CA / Washington, DC



Max Harper

Co-Founder, Impact Hub DC
Washington, DC



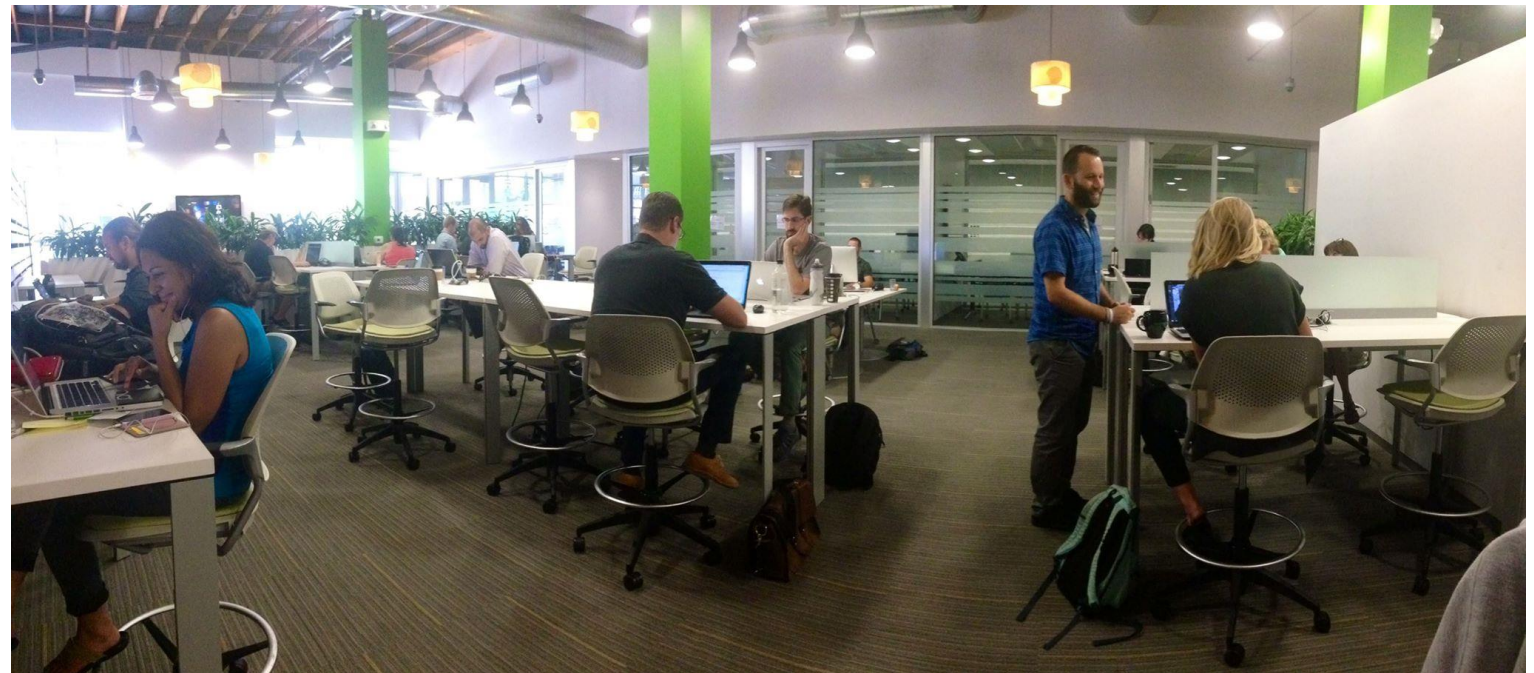
Christine Lai

Chief of Staff, Delivering Happiness
San Francisco, CA / Las Vegas, NV

And...All of You!

Making Coworking Work: The View from Co-Merge (San Diego, CA)

Brett Schwartz
New Partners for Smart Growth Conference
January 31, 2015



Presentation Agenda

Setting the Frame

A Personal Case Study

Tour of Co-Merge

What Makes Coworking Work

Setting the Frame

Innovation Workplace	Inception Year	Purpose
Incubator	1959	Rent empty space by stimulating commerce through grouping together small businesses. Later incarnations added business assistance and financing opportunities.
Innovation Center	1999	Provide office space and services to young companies, initially to tech startups. Focus on commercialization of innovation and entrepreneurship (i.e., prototyping and taking the product to market).
Accelerator	2005	Programming-based workplaces designed to help startup companies grow more rapidly by providing them with technical and educational assistance, mentoring, networking opportunities and workspace.
Coworking Center	2006	A membership-based, interdisciplinary workplace for independent workers and startup companies, providing community, business services, collaboration opportunities and a place to focus on work as well as to participate in social and educational events.



Coworking Center: A membership-based coworking space that hosts and houses work, social, and educational functions for a variety of independent users.

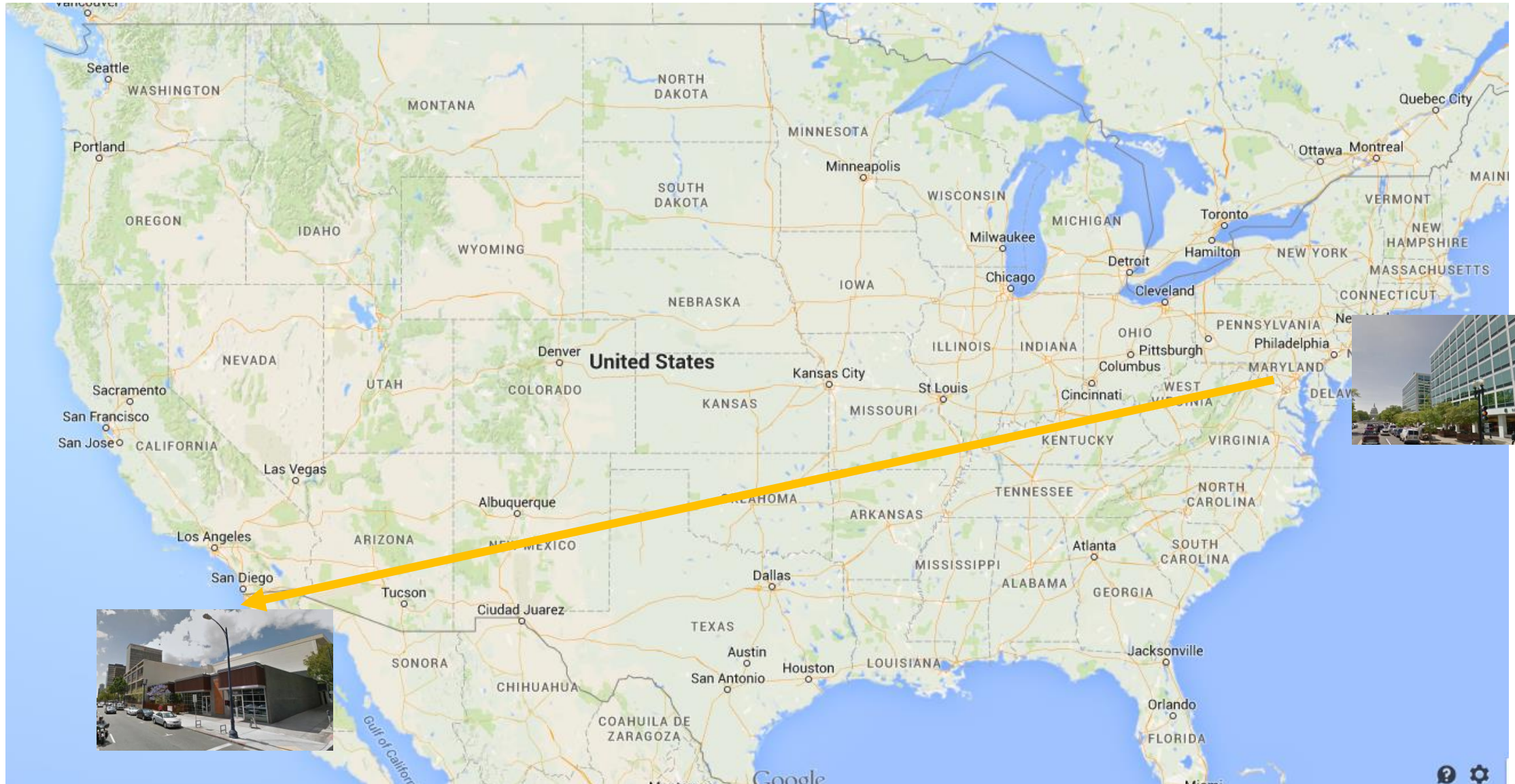
Coworking centers are defined by three elements:

- 1) multifunctional work/learn/social space
- 2) a mixture of designated and undesignated seating
- 3) participation by membership

Thanks Andrea Foertsch Founder, Disruptive Space.

More info in: *Workplace Innovation Today: The Coworking Center*

A Personal Case Study



Quick Tour of Co-Merge (minus the most important ingredient: people!)



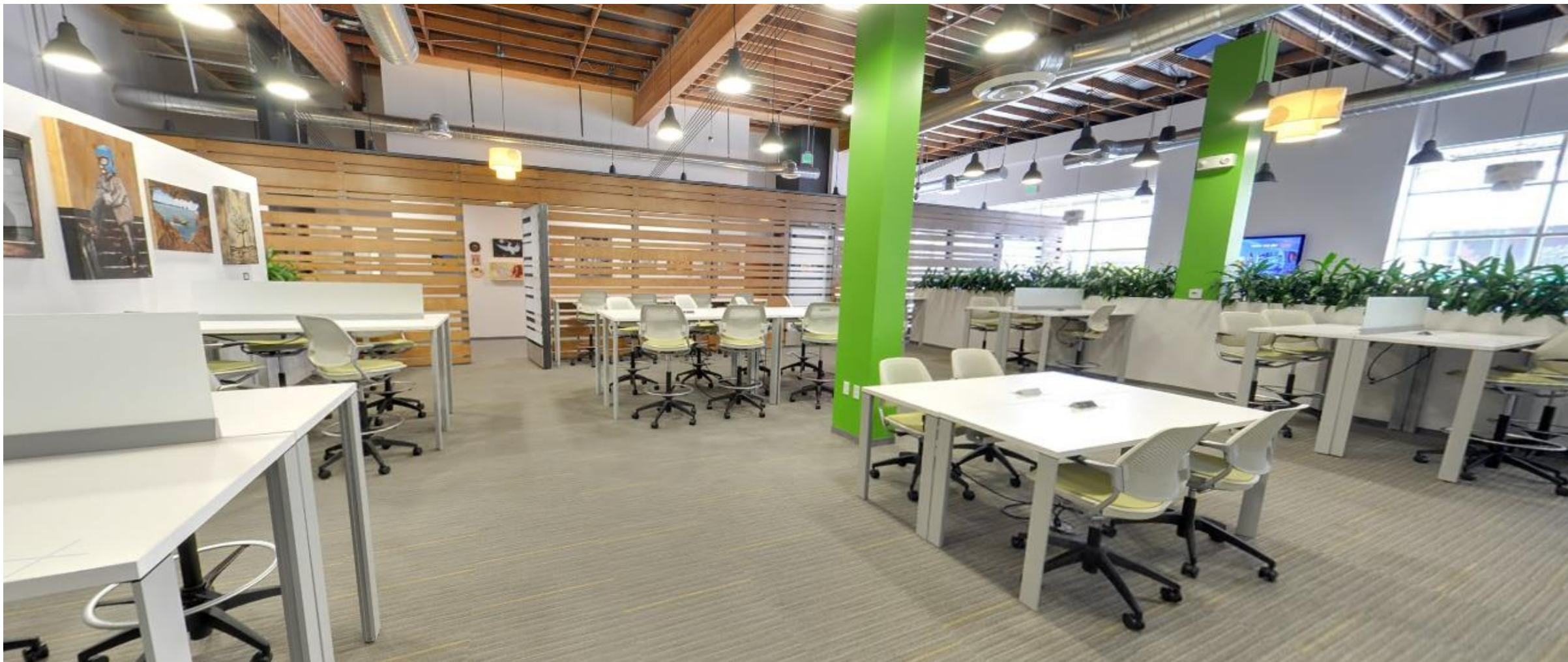
Front Desk / Reception Area



Main Floor Space / Café seating



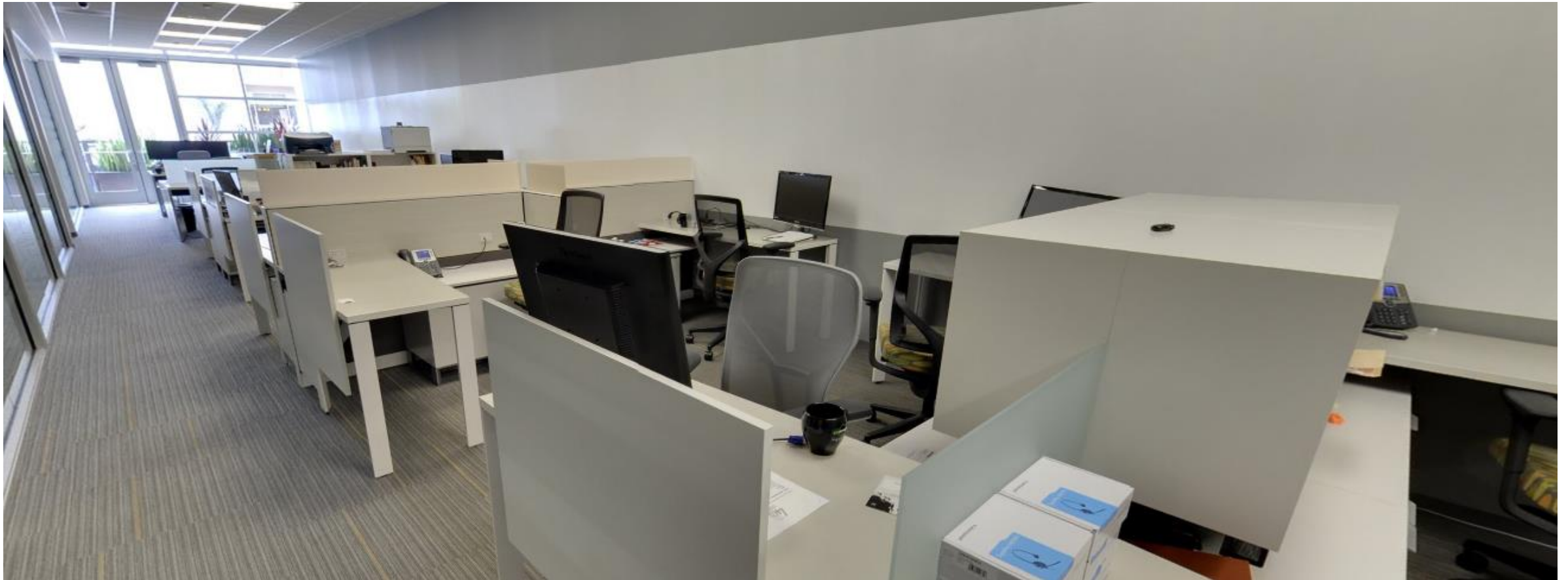
Open Seating Area



Small /Medium/ Large Conference Rooms



Reserved Seating / Office Space



Multi-Purpose Training Room



Kitchen / Dining Area



Green Roof Deck

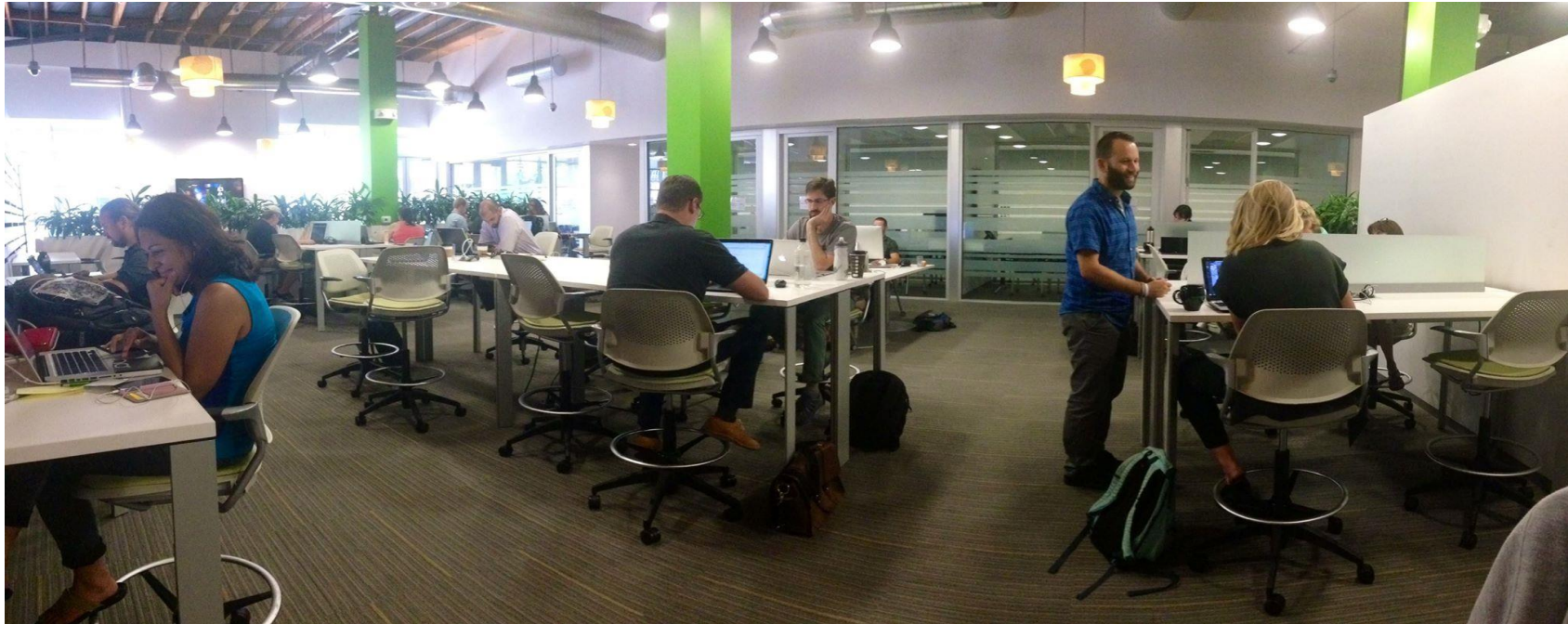


What makes coworking spaces *work*?

- Facilitates collaboration, innovation, and “spontaneous collisions”
- Serves as a community space to learn, share, and celebrate
- Supports the development of a vibrant and growing downtown



Facilitates collaboration, innovation, and “spontaneous collisions”














There's a temptation in our networked age to think that ideas can be developed by email and iChat. That's crazy. Creativity comes from **spontaneous meetings**, from **random discussions**. You run into someone, you ask what they're doing, you say 'wow,' and soon you're cooking up **all sorts of ideas**.

Steve Jobs

Many disciplines and fields, all under one roof

 Kayla Bass Co-Merge Workplace Marketing Civic Center/Core	 Brett Schwartz NADO Research Foundation Renewables & Environment Civic Center/Core	 Evona Niewiadomska Undiscovered Kitchen Marketing Civic Center/Core	 Geoffrey Craig Documents Are Go! Information Services Civic Center/Core
 Meghan Conrad Radius Information Services Civic Center/Core	 Justin Nordin The Foundation Information Technology Civic Center/Core	 Micah Maland The Foundation Information Technology Civic Center/Core	 Joe Chapman Atomic Data, LLC Information Technology Civic Center/Core
 Angelina Sereno Skybox Creative	 Sage Tree Solutions Sage Tree Solutions	 Peter Dresslar Elevoda	 Lidija Skolnija anaZana

 Ryan Willemsen LegacyLinks Internet Civic Center/Core	 Michael Elgo Michael Elgo Creative Advertising • Marketing Civic Center/Core	 Jason Brooks Beanstak Computing Information Services • Information Technology Civic Center/Core	 Jonathan Zaidman The 1 to 1 Movement Renewables & Environment Civic Center/Core
 Adam Geitgey Groupon Computer Software Civic Center/Core	 Koorosh Khashayar Lokk Legal Law Practices Civic Center/Core	 Jerry Hall Gov Alert Information Services Civic Center/Core	 Mandie Shaner ZENTHREE // Design SEO Hosting Web & Branding Civic Center/Core
 Matt Staub Pasha Law PC Law Practices Civic Center/Core	 Robert Conrad Co-Merge Workplace Business Development • Commercial Real Estate	 Michael Kenny Co-Merge Workplace Commercial Real Estate Civic Center/Core	

...any many others!

Serves as a community space to learn, share, and celebrate



Coworking is putting your pants on, grabbing your laptop, leaving the procrastination-hole you call your home-office behind and moving on to a **productive environment**. It's a place where you are surrounded by people, Wi-Fi and coffee. It's a place where you get **motivated** by the mere presence of productivity...It's where **your social network is real**.

One Million Cups San Diego – Wednesdays @ 9am



Community Events and Trainings



Rotating Artwork Featuring Local Artists



Member Breakfasts, Networking Happy Hours, and Holiday Parties



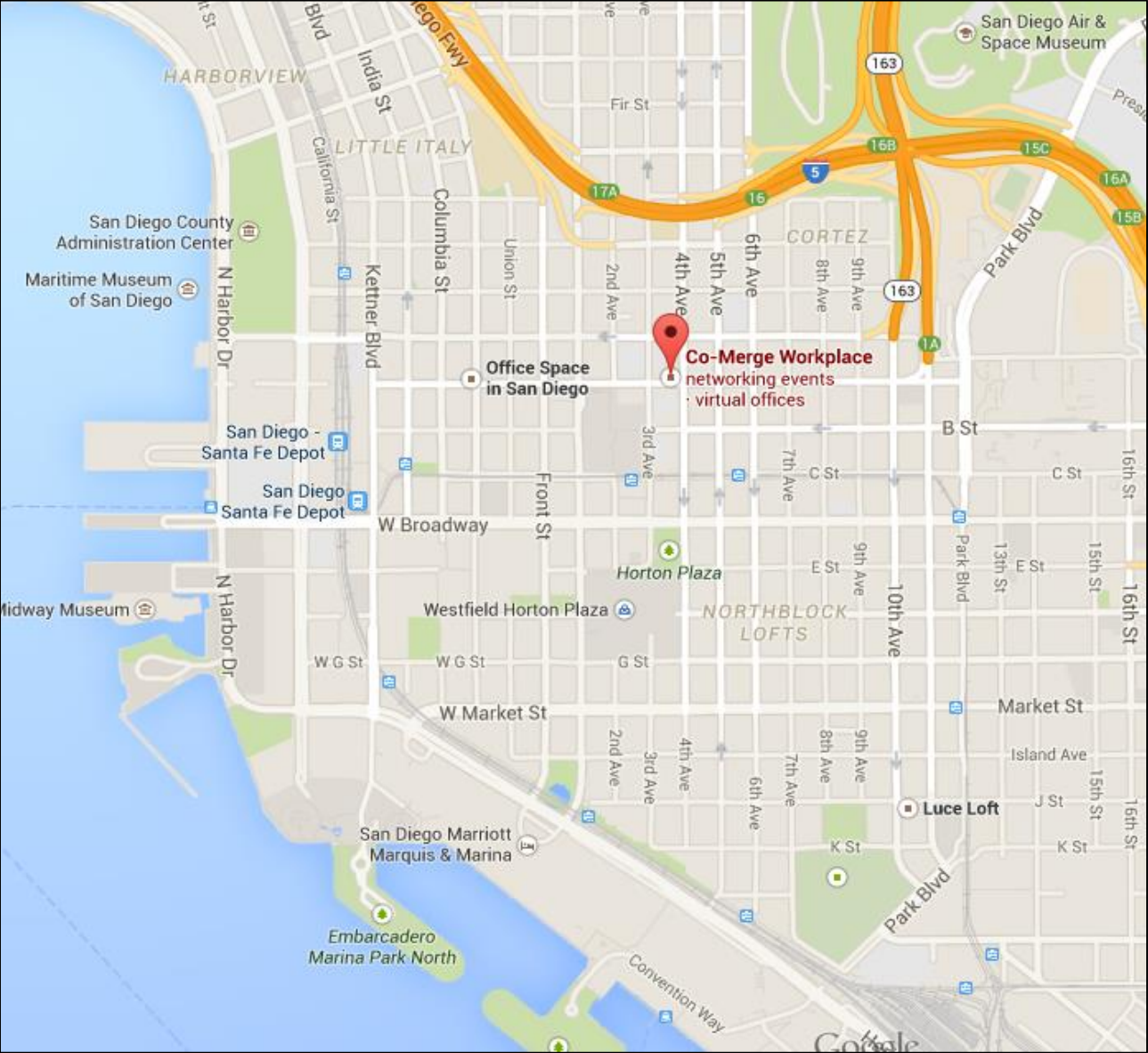
Supports the development of a vibrant and growing downtown



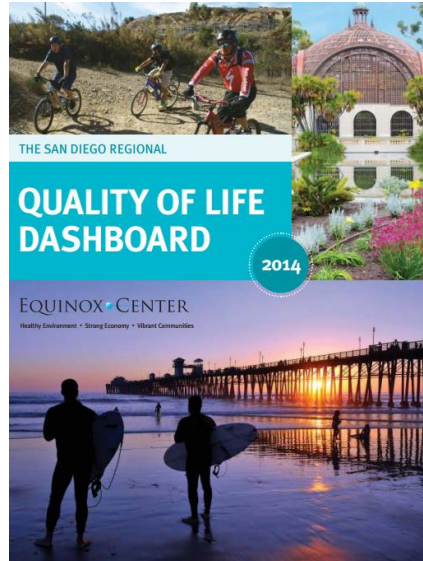
Our demographic can be any knowledge worker from a single person entity to any of the largest companies in the world. Ideally we'll contribute to a **lessening of our carbon footprint** by drawing most of our members from within **walking distance** of any Co-Merge location.

Michael Kenny, Co-founder, Co-Merge

Multi-modal Accessible Downtown Location



PARKing Day, Bike to Work Day, and Other Community-Focused Efforts





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NADO Research Foundation

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HUB



WE'RE HUMANS TAKING COLLABORATIVE ACTION FOR A BETTER WORLD



WE PARTNER WITH ORGANIZATIONS AND PEOPLE WITH A PASSION FOR GETTING THINGS DONE.

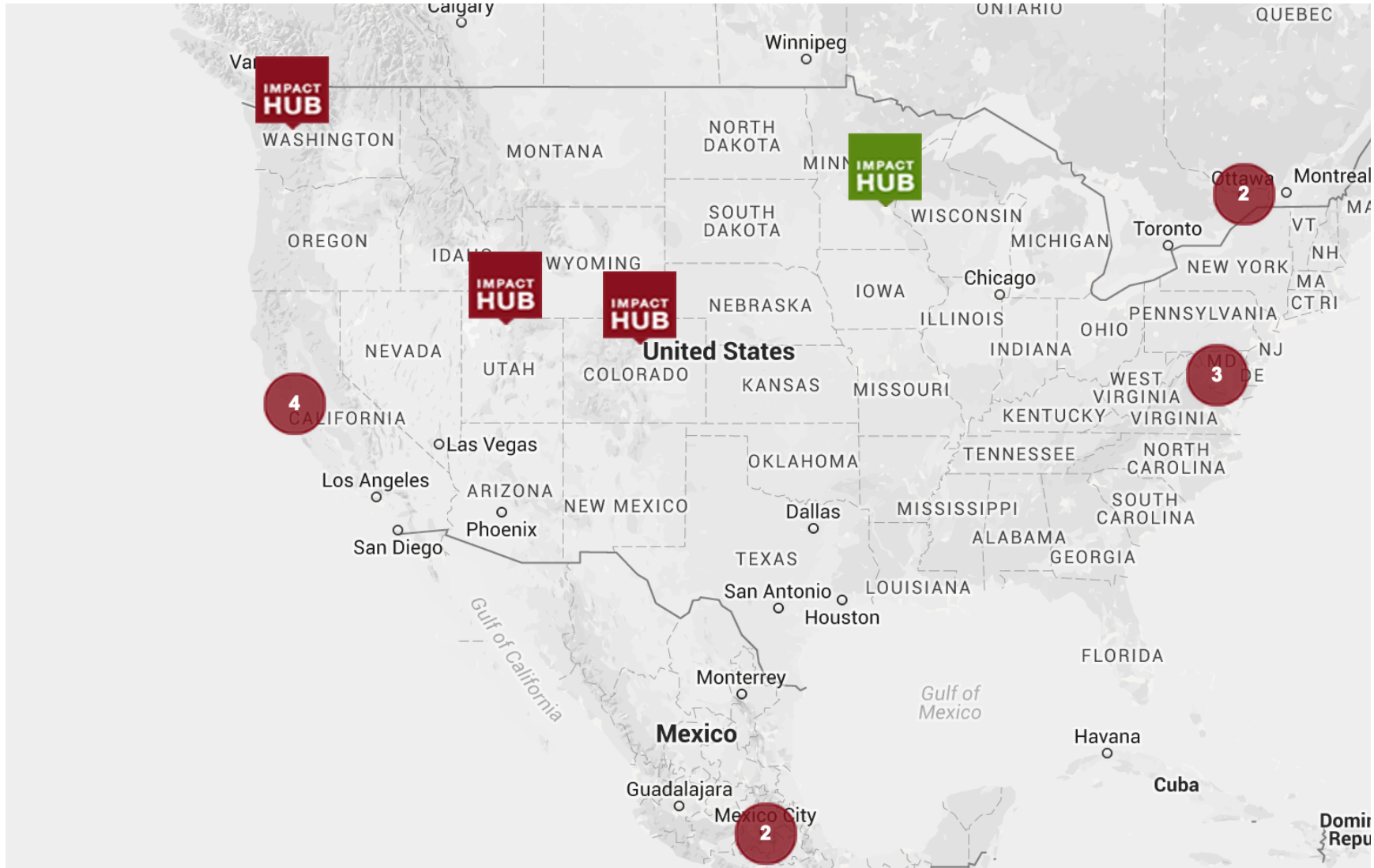
"This is not the wisdom of the crowd, but the wisdom of someone in the crowd. It's not that the network itself is smart; it's that the individuals get smarter because they're connected to the network."

STEPHEN JOHNSON / Where Good ideas Come From

SPACE COMMUNITY CONTENT

THIS IS HOW WE WORK.





Mission HUB Locations



VIBRANT COMMUNITY. TANGIBLE ENGAGEMENT.



WE ARE PEOPLE.

Enterprising, designing, making, creating, investing, governing, serving. We need each other and we're always inviting new and diverse allies to the table.

5000+ GLOBAL MEMBERS IN 32 LOCATIONS

Accessing knowledge, skill, momentum, and serendipity.

WE ARE HUB BAY AREA.

We proudly host **1300 Bay Area members** in San Francisco and Berkeley. We are the consultancy and investor developing HUBs across North America through HUB Cities. We are the creators of the **SOCAP Conference Series, HUB ventures, Creative Currency initiative, HUB Workbench** and more.

INSPIRING SPACE

A PLACE FOR PARTNERSHIP



THE HUB IS THE FUTURE OF WORK.

We create spaces that inspire, connect, and empower people to realize enterprising ideas for sustainable impact.

FEATURES

The HUB is a **collision-rich, creative cafe** equipped with private offices, quiet areas, and a wide array of event spaces, meeting rooms, private phone booths and collaborative work spaces.

NEW HUBS IN DEVELOPMENT

New York City, Washington DC, London, Rome, Berlin, Madrid, Sao Paulo, Dubai, Helsinki, Amsterdam 2.0

30+ GLOBAL HUBS

New locations from Johannesburg to Seoul coming online each month.

OUR COMMUNITY



“The HUB’s been like a central cog for me as a new founder. The building is less of a work space and more like a real community of people. Has a sense of comfort to it, like home. People aren’t just working, they seem intent on exploring the space, building relationships and helping each other. You get a sense for the place as a community in more than the thin and wispy marketing sense.”

NAITHAN JONES / Founder & CEO, *AgLocal*



“The Hub is a great community and a dream come true for me. It’s the way I work best- in community, sparking off of other people’s great ideas. So the Hub is just a natural home for me, and I’m so excited. I can’t stop talking about it to people.”

JOYCE NAWSTAT / CEO, *Rocket Science Associates*

OUR COMMUNITY



“The Hub has been a hugely helpful platform for us in finding both community and collaborators. We’re tenants in the space, we’ve hosted everything from hackathons to National Voter Registration Day here, convened a panel at SOCAP on the market for civic engagement and even made our first hire from the Hub community!”

CHRISTIE GEORGE / Director, *New Media Ventures*



“The Hub was home for Scoot when the team was tiny and we were just getting started. Having like-minded, supportive people to share workspace with was a huge boost to our moral. We also found key team members and at the Hub, and our first customers were among the early adopting collaborators that are members of the Hub community. It was the perfect place to launch a social enterprise.”

MICHAEL KEATING / Founder & CEO, *Scoot Networks*

MEANINGFUL CONTENT MEANINGFUL COLLABORATION



**CHANGE YOU CAN SEE. ACTION YOU EXPERIENCE.
COLLABORATION IN COMMUNITY. THIS IS HUB PARTNERSHIP.**

Together we all experience transformative cooperation as humans working together to advance enterprising ideas for a better world.

HUB PROVIDES

+ Deep engagement with a wide network of thought-leaders.

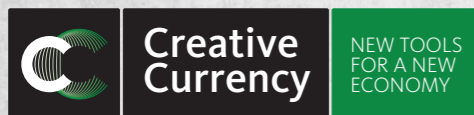
+ Creative interactions that inspire innovation within your organization

+ Strategic programs that catalyze transformative, action-driven change in the context of community.

CUTTING-EDGE PROGRAMS CO-CREATED BY YOU AND BY US



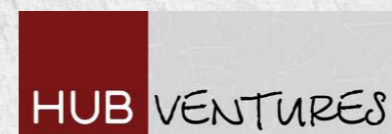
WE WORK IN PARTNERSHIP TO CREATE LONG TERM EFFORTS THAT ADDRESS THE GREATEST CHALLENGES OF OUR COMMUNITIES AND THE WORLD.



CREATIVE CURRENCY was developed in partnership with the Gray Area Foundation for the Arts, American Express, and The City of San Francisco. It represented a new model for community-driven innovation, extending the traditional hack-a-thon to a 6-month period of community engagement, problem identification, pre-initiative media engagement, and post hack-a-thon capacity building and engagement to spur innovations.



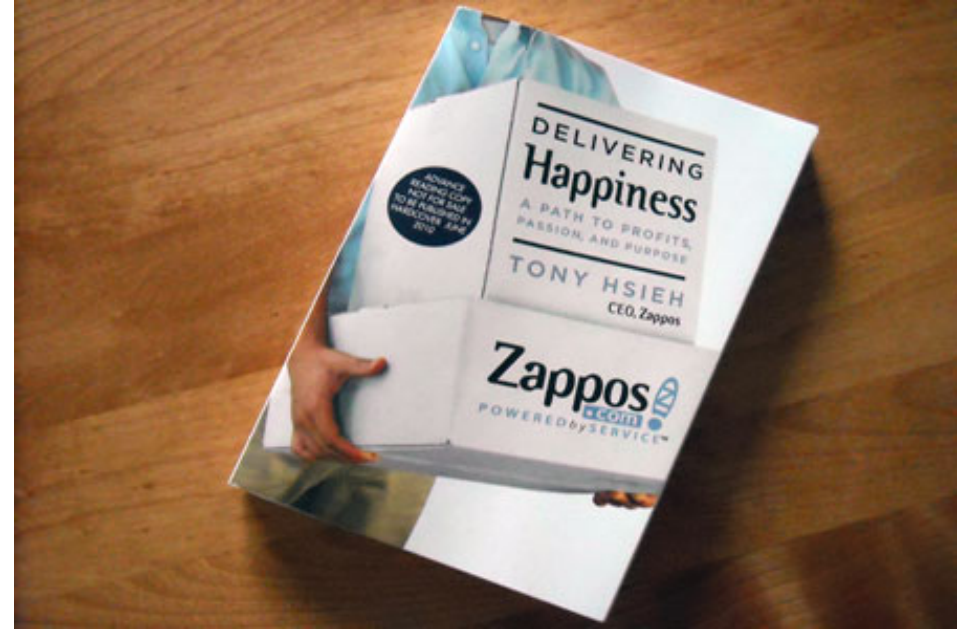
IMPACT ACCELERATOR @ SOCAP was a high-touch weekend program designed to amplify the benefit social entrepreneurs received from SOCAP. Focused on peer collaboration, targeted mentoring, and polished presentations, the program provided highly valuable feedback and connections. The program was customizable, allowing entrepreneurs to select session topics that would most help them accelerate their impact.



HUB VENTURES is an accelerator for seed-stage entrepreneurs with companies making the world a better place.



HUB WORKBENCH is an education platform that enables changemakers to develop the skills to build innovative solutions that address the world's most challenging problems. Our teachers are activists, artists, and social entrepreneurs.



Christine Lai

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Change YOUR world, change THE world.



DELIVERING
happiness™



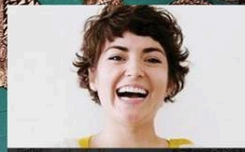
Welcome
CONNECT!
ON 
Culture
with Delivering
Happiness
Silicon & We
Valley Work
Bank



Presenter Showcase



Casey Caplowe
GOOD



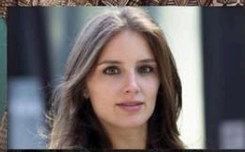
Ellen Bennett
Hedley & Bennett



Featuring a Musical
Performance by
Bradley Kohn!



Adam Smiley Poswolsky
The Quarter-Life Breakthrough



Bettina Warburg
Institute for the Future

co-curated by: **DELIVERING happiness**





inspire! by **DELIVERING happiness**
LAS VEGAS

September's Inspire! is about Service
Saturday, September 27th from 1:00-2:30pm
Learning Village - 727 Fremont St., Las Vegas, NV



Inspire! Host:
Rukesh Samarasekera
Storyteller & Changemaker



Brian Burton
Three Square Food Bank



Janette Powell
Cirque du Soleil






Evelyn Sabino
Catalyst Creativ



Rick Passo
Food Hub LV

Help create hunger free communities.
Bring non-perishable food items to donate!





People do amazing things
when you create the space for it.

— Walter Robb
CEO, Whole Foods

DELIVERING 
happiness™