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

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And...All of You!
Making Coworking Work:
The View from Co-Merge (San Diego, CA)

Brett Schwartz
New Partners for Smart Growth Conference
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Presentation Agenda

Setting the Frame

A Personal Case Study

Tour of Co-Merge

What Makes Coworking Work
**Setting the Frame**

<table>
<thead>
<tr>
<th>Innovation Workplace</th>
<th>Inception Year</th>
<th>Purpose</th>
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<tbody>
<tr>
<td>Incubator</td>
<td>1959</td>
<td>Rent empty space by stimulating commerce through grouping together small businesses. Later incarnations added business assistance and financing opportunities.</td>
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<td>Innovation Center</td>
<td>1999</td>
<td>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).</td>
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<td>Accelerator</td>
<td>2005</td>
<td>Programming-based workplaces designed to help startup companies grow more rapidly by providing them with technical and educational assistance, mentoring, networking opportunities and workspace.</td>
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<tr>
<td>Coworking Center</td>
<td>2006</td>
<td>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.</td>
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**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

...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
“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.

HUB EXPERIENCE
INSPIRING SPACE
MEANINGFUL CONTENT
VIBRANT COMMUNITY
Mission HUB Locations

San Francisco
Berkeley
New York
Philadelphia
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, and diversity.

WE ARE HUB BAY AREA.
We proudly host 1300 Bay Area members in San Francisco and Berkeley. We are the consultancies and investors 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.

VIBRANT COMMUNITY.
TANGIBLE ENGAGEMENT.
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**

**30+ GLOBAL HUBS**
New locations from Johannesburg to Seoul coming online each month.
"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
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.
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 at 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.
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Change YOUR world, change THE world.
Welcome
Connect!
ON
Culture
with Delivering Happiness
Silicon Valley & WE Work Bank

Delivering happiness™
Presenter Showcase

Casey Caplowe
GOOD

Ellen Bennett
Medley & Bennett

Adam Smiley Poswolsky
The Quarter-Life Breakthrough

Bettina Warburg
Institute for the Future

Featuring a Musical Performance by Bradley Kohn!
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