Coworking space – Trend oder Nische?

Fritz Oettl, Dipl.Ing.
pos architekten, Wien
coworking space

what it is
who it is
where hotspots – global
where hotspots – local
what key figures found
result: trend(scout), niche yes

Fritz Oettl, Coworking Space, 2013
Coworking space

what it is.
brand new, since 2005,
very fast growing,
for that a trend?

fig. deskmag GmbH 2012: deskmag’s 2nd Annual Global Coworking Survey;

"As someone used to hacking out solutions, Mr. Neuberg took action. He created a word - coworking, eliminating the hyphen - and rented space in a building, starting a movement. While coworking has evolved since Mr. Neuberg’s epiphany in 2005, dozens of places around the country and increasingly around the world now offer such arrangements, where someone sets up an office and rents out desks, creating a community of people who have different jobs but who want to share ideas."

Fost 2008, 20. February: They’re Working on Their Own, Just Side by Side;

Fritz Oettl, Coworking Space, 2013
coworking space
what it is.
a global hype
but in terms of total m2 office space
definitely a niche
coworking space
what it is

just office space -
but special in a way
home office + internet cafe
cozy and relaxed

"The idea is simple: independent professionals and those with workplace flexibility work better together than they do alone. Coworking answers the question that so many face when working from home: "Why isn't this as fun as I thought it would be?" Beyond just creating better places to work, coworking spaces are built around the idea of community-building and sustainability. Coworking spaces agree to uphold the values set forth by the movement's founders: collaboration, community, sustainability, openness, and accessibility."
Coworking Wiki - Front Page; http://wiki.coworking.info/w/page/16583831/FrontPage

The Trampery, Arbeitsplätze.
The Trampery; http://thetrampery.com/
coworking space
what it is
non standard space
the standard is variety
in style  ...
coworker

... who it is

digital bohème

"Die fällige Individualisierung der Arbeitswelt, die wuchtige Wirkung der digitalen Technologie auf die Handlungsspielräume des Einzelnen und neue alte Formen non-hierarchischer Vernetzung und Kooperation, die wir in Ermangelung eines besseren Begriffes "digitale Bohème" tauften." Friebe und Lobo 2008, S. 13


>>> TREND!

What is your highest level of education?

respondents: coworking space members

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school</td>
<td>6%</td>
</tr>
<tr>
<td>College</td>
<td>18%</td>
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<tr>
<td>Bachelor/Master</td>
<td>72%</td>
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<tr>
<td>PhD or higher</td>
<td>3%</td>
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<tr>
<td>n.a.</td>
<td>2%</td>
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</table>

Fritz Oettl, Coworking Space, 2013

Professional status of coworking space members, 2011

- Freelancer: 54%
- Entrepreneur with employees: 13%
- Employee of a company with up to five employees: 8%
- Employee of a company with 6 to 99 employees: 12%
- Employee of a company with more than 100 employees: 7%
- Student: 5%
- Job seeker: 1%
- Other: 4%
- n.a.: 2%

Income of coworking space members compared to general population

- 32% above average
- 54% average
- 14% below average

Fritz Oettl, Coworking Space, 2013
coworking space
what it is
non standard space
the standard is variety
...in size
Oettl, fritz: coworking Space, 2013.
coworking space

what it is
the standard is variety
...in community

http://citizenspace.us
http://www.schraubenfabrik.at

an the network fig.: Flatau, Britta: Das Netzwerk der gemeinsamen Projekte zwischen den einzelnen Firmen der Konnex Communities.
coworking space
... what it is
the standard is variety
...in tariffs

http://betahaus.de/preise/
http://thetrampery.com/
http://bayarea.the-hub.net/membership

<table>
<thead>
<tr>
<th>Desk For 1 Month</th>
<th>£330</th>
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<tbody>
<tr>
<td>£250</td>
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<tr>
<td>£25</td>
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@thetrampery on twitter

<table>
<thead>
<tr>
<th>HUB Basics</th>
<th>HUB Friends</th>
<th>HUB Family</th>
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<tr>
<td>Level - $30 Hub Connect</td>
<td>Level - $70 Hub 10</td>
<td>Level - $375 Hub 100</td>
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<tr>
<td>Workspace Access</td>
<td>Workspace Access</td>
<td>Workspace Access</td>
</tr>
<tr>
<td>Day Passes available</td>
<td>10 hours per month</td>
<td>100 hours per month</td>
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<thead>
<tr>
<th>Level - $135 Hub 25</th>
<th>Level - $215 Hub 50</th>
<th>Level - $495 Hub Unlimited</th>
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<tbody>
<tr>
<td>Workspace Access</td>
<td>Workspace Access</td>
<td>Workspace Access</td>
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<tr>
<td>25 hours per month</td>
<td>50 hours per month</td>
<td>Unlimited</td>
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<table>
<thead>
<tr>
<th>Level - Custom Hub Office</th>
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</thead>
<tbody>
<tr>
<td>Workspace Access</td>
<td></td>
<td></td>
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<tr>
<td>Unlimited per month</td>
<td></td>
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</table>
coworking space

... where hotspots – global
USA, Europe
coming South Americas
Coworking Spaces weltweit. David Flint:
coworking space

... hotspot – Berlin

Coworking Spaces in Berlin. deskwanted.com:
Deskwanted - home;
https://www.deskwanted.com/
Flaggschiff betahaus
http://betahaus.de/

We can host anything!

At our location in Berlin we have got more than 2500 sqms of creative space for many purposes.

You can spend your working day here, attend a workshop or build your prototypes in our maker area.
If you are a company, you can host your event at our facilities or use it as your breakout office. We have got open space for collaborative work as well as meetingrooms for confidential conversations.

Check out the space during our weekly guided tour:
coworking space

...hotspot – Vienna?

Schraubenfabrik mit Gründung in 2002, der älteste Coworking Space in Wien, möglicherweise sogar weltweit,

Rochuspark, Huffabrik, HUB Vienna, sektor 5, und einige weitere

Coworking Spaces in Vienna:
https://www.deskwanted.com/
The HUB Vienna | home: http://vienna.the-hub.net
coworking space
... where hotspots – local
CBD Central Business District
e.g. London
Coworking Spaces in der weiteren City of London.
deskwanted.com: Deskwanted - home;
https://www.deskwanted.com/
premium walk scores
coworking space
... where hotspots – local

charming neighbourhood
e.g. Coffice Stockholm  Foto Oettl,

Fritz Oettl,  Coworking Space, 2013
coworking space
...what key figures found 1

number of members, age of space and profitability

coworking space

...what key figures found 2 virtual floorspace occupancy

coworking space
...what key figures found
typology: market space versus workspace

Fritz Oettl, Coworking Space, 2013.
coworking space
...what key figures found
tarif policy

coworking space
...what key figures found
tarif policy and typology
large volatile market space
small and quiet work space

The HUB Bay Area | Space; [http://bayarea.the-hub.net/space](http://bayarea.the-hub.net/space)
Pulsraum - coworking Berlin - Kreuzberg; [http://www.pulsraum.de/index.html](http://www.pulsraum.de/index.html)
coworking space

...what key figures found

market rent and tariff

coworking space
...what key figures found
market rent and revenues
Factor 2

The number of coworking spaces in rural areas has dramatically increased in 2011.

Distribution of new opened coworking spaces by city size:
- Less than 20,000 inhabitants
- 20,000 to 99,999
- 100,000 to 999,999
- A million and more
coworking space

...  
result: trend(scout), niche yes

http://www.entrepreneurskyrkan.se

Thank you