



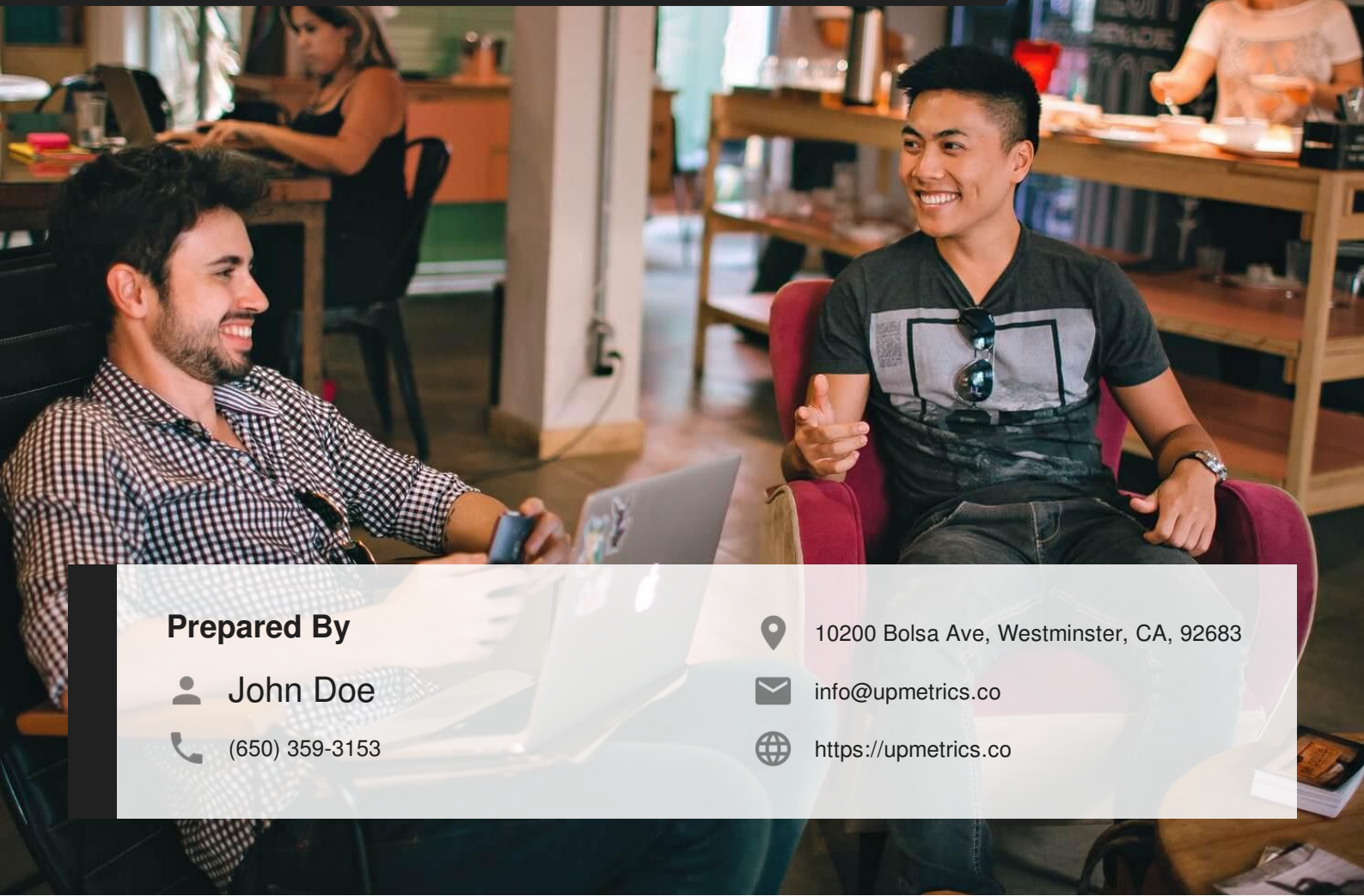
Co-Working Space

Business Plan


[YEAR]


Providing building blocks for success


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1.

Executive Summary

Company Overview

Partners/Management Team

Service Strategy

Marketing Plan

Financial Plan

Company Overview



TIP

YoWorks is a revolutionary business idea that will provide freelancers and entrepreneurs in the Batangas region an affordable, creative, and collaborative co-working space - that is a shared working environment where these individuals can work on individual projects yet collaborate with like-minded people inside the co-working facility. It is the first of

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Partners/Management Team



TIP

Our management team is composed of individuals with relevant skills ensuring a holistic management structure. Ronald Gonzales, the Chief Executive Officer (CEO), has years of experience as a freelancer (in CAD and other engineering projects, strategic planning, finance, computer applications, and business plan creation. Edel Aguisanda, the Chief Operations Officer

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Service Strategy



TIP

YoWorks' main service will be composed of co-working spaces fit for knowledge workers/freelancers and entrepreneurs. Offering various packages based on customers' preferred frequency of visit and perks (Earth - Day Pass, Night sky - Night Pass, Solar -Week Pass, and Galaxy -Month Pass), the company provides conducive and flexible amenities

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Marketing Plan



TIP

The Company has devised an innovative pricing strategy that allows customers to avail of the co-working spaces based on frequency (Pay Per Go/Day Pass, weeks' worth of usage and month's worth) and additional services/amenities (free-flowing coffee, scanning, printing, photocopying, meeting room usage, etc.).

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Financial Plan



TIP

YoWorks will have an active role in providing excellent co-working spaces and other relevant services. In year one, partners will invest \$2.5 million in cash to jump-start the operation. The equity capital will be used to complete the development of the Company's space and initiate the operation. Based on our projections, we will not need to finance the business.

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2.

Industry Analysis

Industry Drivers

Success Factors and Metrics

Porter's Five Forces Analysis



TIP

The co-working space industry can generally be defined as an established workspace designed for individuals and small groups to collectively work, do business, and collaborate in a shared community environment. The challenge of establishing a co-working space is not primarily in the actual physical space but in the development of a strong, sustainable community.

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Industry Drivers



TIP

Working with others in a collaborative environment encourages professional networking and business development. In the co-working pyramid of needs (see Appendix 2), it emphasizes that office amenities such as Wi-Fi, desks, and meeting rooms are essentially the basics and the bottom of what freelance professionals are looking for in a workspace. These amenities are the foundation for a successful co-working space.

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Sharing and Collaboration

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TIP

There is an increasing number of professional individuals working from home offices or telecommuting. These could include individuals working for companies that do not have the physical space or have employees that need to travel long distances to get to work. It also applies to freelance professionals who work on creative projects from the comfort of their homes.

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Working from Home

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TIP

New technologies are improving the ability for work to be done remotely and through the Internet. Cloud computing is changing the face of the traditional office and the needs of the individual worker. Email and data no longer need to be hosted on traditional servers, making workers far more mobile than ever historically possible. An individual can begin work in a co-working space and then transition to working from home as technology advances.

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Cloud Computing

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TIP

Among the biggest challenges for a new freelance professional is finding a place to work and meet clients and colleagues. Many end up working at either a coffee shop or at home. Neither is professional or sufficient for the needs of a professional-looking environment. co-working is a feasible, professional alternative to working in a coffee shop or from home.

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Having an affordable, professional place to work and meet

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TIP

Shared spaces are rented out through a variety of economic business models to individuals looking for a place to work. co-working attracts many individuals from a range of professions looking to take advantage of shared workspace and become a part of a professional community. It is important for freelancers and entrepreneurs to stay networked and connected.

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Collaborate with community at space

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Success Factors and Metrics



TIP

Having space that is popular and community-driven may still not be enough to make the business a success, and sustainable revenue and positive cash flow are still crucial. According to the Global co-working Survey, the three main factors that help a co-working space succeed are the number of members, age of space, and other sources of income.

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TIP

While there are no rules that dictate the size necessary for a co-working space to succeed, more members mean higher levels of revenue that can be used to cover fixed costs such as rent, employee wages, and other on-going expenses. While simply increasing the number of desks and recruiting new tenants seems like an obvious solution to cover operating costs, it

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Number of members in a co-working space

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TIP

Naturally, as space grows, the community of members evolves and matures. This will take some time as the members will help define the space. The longer space is operating, the more time the community can develop naturally. Research has shown that spaces struggle in the first year, not only to become profitable but also to capture the intended audience.

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Age of space (maturity of community)

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TIP

Looking at co-working spaces around the world has shown that the majority of owner-operators have other sources of income. Owners tend to be freelancers themselves and be an expert in a certain area. Many spaces are not established with the goal of lucrative profits, but rather to provide a mutually beneficial solution to a group of similar professionals.

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Other sources of income

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Porter's Five Forces Analysis



REMEMBER

Michael Porter's five forces analysis is helpful to determine the relationship among competitive forces in a particular marketplace. co-working is a new industry that is developing and evolving. The boundaries in which customers, suppliers, and space operators exist are somewhat unclear compared to old, more established industries.

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TIP

The co-working industry is not reliant on raw materials or commodities instead its continuous operation relies on utility services such as reliable electricity and high-speed internet. Switching from one supplier to another may not be possible (electricity provider is monopolized) or not easy due to service contracts and limited providers (high-speed internet).

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Bargaining Power of Suppliers

Start writing here...



TIP

Although buyers are critical because they help define the community and space, their relative bargaining power in this industry is limited. Because co-working is a new, young industry, there are more potential coworkers in the form of freelancers and small business entrepreneurs than dedicated spaces currently available. Once a buyer commits to a work

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Bargaining Power of Buyers

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TIP

For new entrants entering a co-working space, the barriers to entry are moderate to high. While it is not difficult to renovate a space and equip it with shared workstations and office equipment, it still requires working capital investment, time to plan the business, and efforts to operate the space. The other true test for entering the co-working industry is

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Threat of New Entrants

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TIP

Competition from other places to work certainly exists, but the services and features of the business concept make it difficult to make a direct comparison. A co-working space, while costing more than working from home, offers features and benefits that cannot exist at a home office. A sense of community is one of the biggest draws for this business and is

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Availability of Substitutes

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TIP

Competition between spaces is difficult to gauge given the newness of the industry. Research from the 2nd Global co-working Survey in 2012 has indicated that multiple co-working spaces in a city have a net positive effect on profitability versus a co-working space with no direct competitors. More spaces help increase the exposure of the industry and educ

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Rivalry among Competitors

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3.

Company Description

Our Mission

Our Vision

Management Team



TIP

YoWorks is a shared workspaces facility, a premium office, and a collaborative environment for freelancers and entrepreneurs. The design and operations of the functions of the space as convener which bonds people together. The design and layout consider the specific needs of different groups or individual customers. Partitioned offices, conference tables, a

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Our Mission



TIP

Provide a professional working environment where stakeholders can comfortably explore their creativity, passion, and success anchored to the values of connectivity, collaboration, and productive co-working.

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Our Vision



TIP

Become the undisputed leader in the co-working space business in the region by revolutionizing the office experience through developing a growing community of co-working individuals happily working together.

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Management Team



TIP

The company shall be formed through a partnership type of business.

The partners/management team consists of Celine Francisco, Mariko Manalo, Ronald Gonzales, and Edel Aguisanda. This team has a wide array of knowledge experience that shall help build the busin

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4.

Products & Services

Co-working Space

Classes & Workshops

Consulting Services

Other Services

Co-working Space



TIP

Providing co-working space serves as the core service of the company. Various packages shall be available for potential members each will suit their specific needs and will be flexible as they adapt to the stages of their growth. Members of our co-working space will get more than just a premium quality desk space. They will benefit from an engaging env

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Classes & Workshops



TIP

Our talented team will offer a variety of classes and workshops on various technical and management skills development (presentation skills, negotiation skills, problem-solving analysis, project management, data visualization, service plus, product design and development principle, CAD-related courses, effective communication skills, internet marketing, S

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Consulting Services



TIP

For businesses that want more hands-on assistance, we will provide consulting services and employee training. Services shall include brainstorming facilitation, branding, innovative marketing, workflow analysis, etc.

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Other Services



TIP

We shall offer add-on services such as virtual office and business start-up assistance for members

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5.

Market Analysis

Market Size

Market Segments

Our Competitors

Market Size



TIP

In the Philippines, as of this writing, over one (1) million are doing freelance work. Meanwhile, 11 million are self-employed (according to the Philippine Commission on Women in 2010). By tallying the estimated number of freelancers, self-employed, and small business owners in Batangas, our market size is composed of around 2,332 individual

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Market Segments



TIP

There are three market segments identified by YoWorks:

1. freelancers/knowledge workers with the age range of 18 to 66 residing in Batangas (60% of the total market)

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Our Competitors



TIP

YoWorks does not have a direct competitor yet since there are no coworking spaces yet in the Batangas/Lipa area. However, substitutes include cafes, home offices, and offices for commuters living in the Batangas area.

According to DeskMag's 2nd Global co-working Sur

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TIP

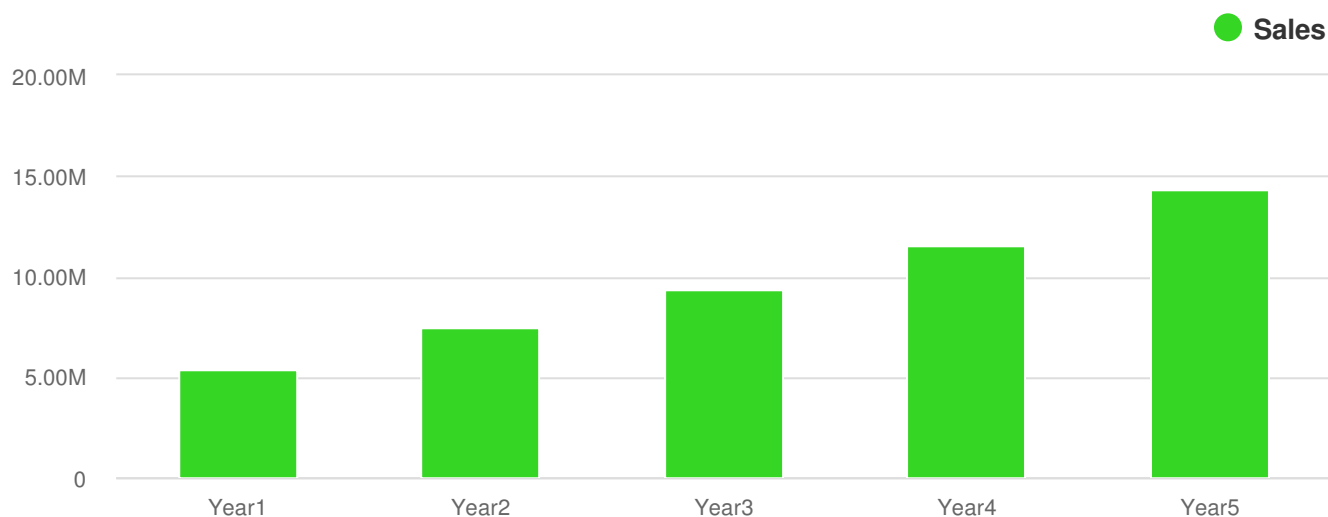
Based on the maximum seating capacity (122) and assumptions that there will be 40% and 50% capacities on Year 1 and 2, and steady growth on Years 3 to 5, the following sales projections have been calculated. First-year occupants will be composed of the following: 45% day pass, 25% night pass, 20% week pass, and 10% month pass. Second-year occupants

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5 Year Sales Goals

Start writing here...

5 Year Sales Goals Projections



Financial Year	Sales
Year1	5407058
Year2	7506781
Year3	9316095
Year4	11544080
Year5	14296696

6.

Marketing Strategy

Promotional Strategy

Pricing

Promotional Strategy



TIP

YoWorks will utilize relationship and content marketing strategies and tactics to reach the mentioned target markets to achieve \$ 5.4million gross sales by the end of the first year in business. The first-year budget for marketing including the early promotional strategy cost will be \$ 223,100. Appendix 5 described the strategies that will be adopted in promoting the com

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Pricing



TIP

We apply cost-based pricing and competitive-based pricing methods to set prices for our services. Our one-off costs and reoccurring costs are both considerable, thus we cannot ignore the costs when setting our prices. Otherwise, for the “co-working space” service, we will also refer to a standardized range of prices that earlier competitors

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7.

Operations Description

Operations Plan

Management Compensation and Ownership

Operations Plan



TIP

YoWorks will be accessible 16 hours a day, 7 days a week to its members. Drop-in will be open from 9 am to 5 pm. Each member will be issued a security pass card. Members can avail of the various amenities inclusive of each package we offer. The technology used at YoWorks will be equivalent to any professional business office. Meeting rooms will have

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Management Compensation and Ownership



TIP

Ownership of the business will be engaged through a profit-sharing basis so no regular salaries will be paid. Partners will have an ownership portion of the venture that is equivalent to the equity investment contributed.

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8.

Staffing Description

Staffing, Employee Compensation and Work Schedule

Staffing, Employee Compensation and Work Schedule



TIP

YoWorks shall hire staff that will help the management team manage and run the business in its daily operations. Positions, key functions/responsibilities, and basic qualifications are described in Appendix 7. The management team considers its employees as important contributors to the growth and success of the company. As such a competitive compensation

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9.

Financial Plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own cybersecurity business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business. To unlock help try Upmetrics!

Important Assumptions

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

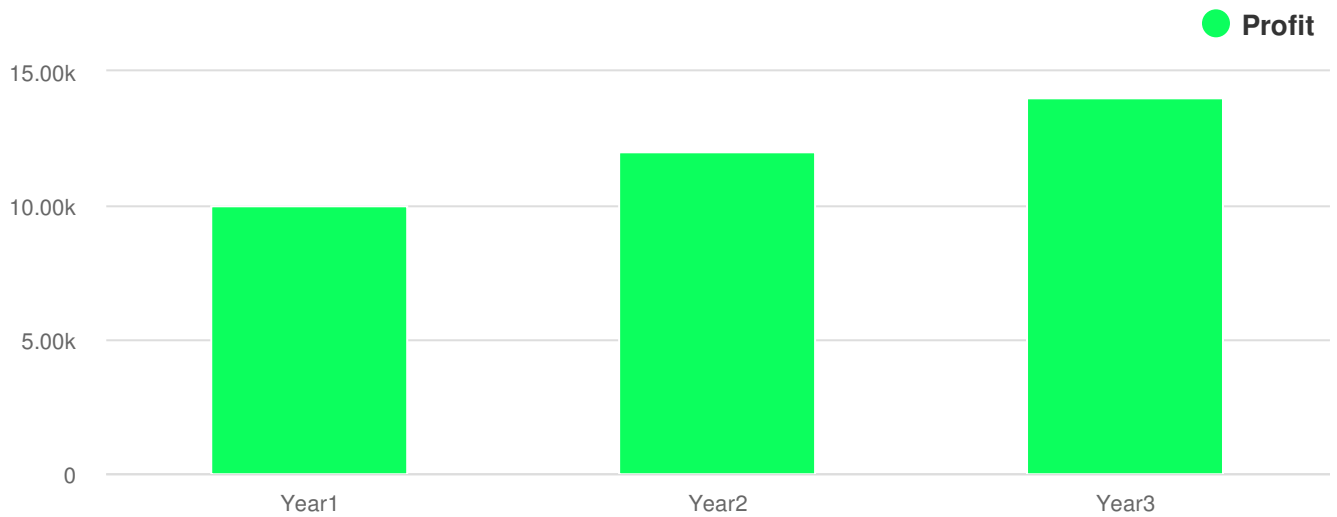
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593

	Year 1	Year 2	Year 3
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year

Profit

Year1

10000

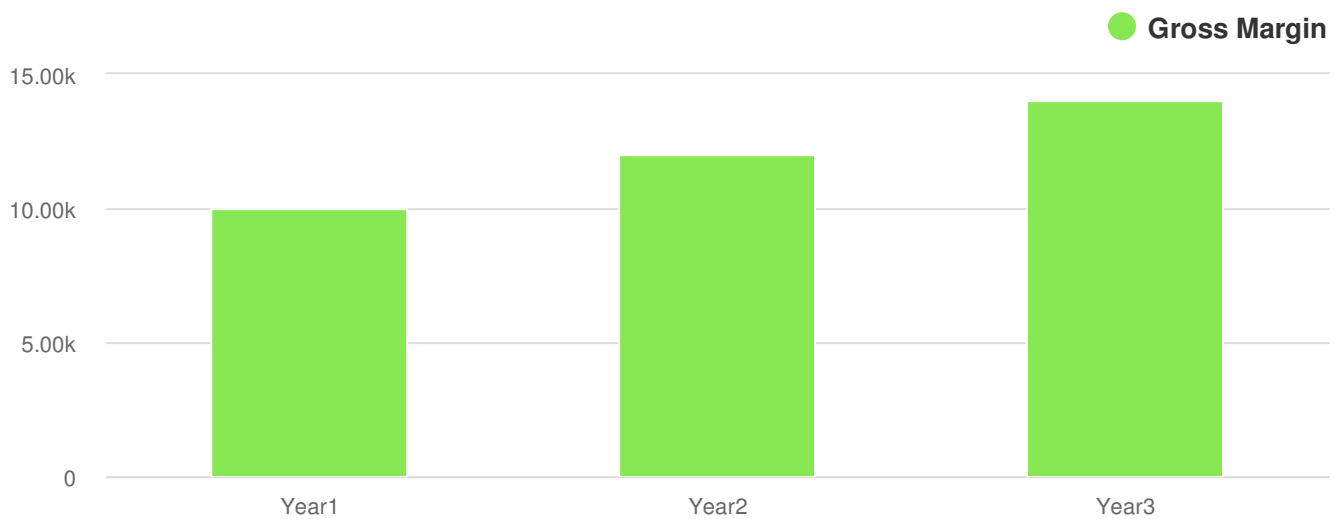
Year2

12000

Year3

14000

Gross Margin Yearly



Financial Year

Gross Margin

Year1

10000

Year2

12000

Year3

14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures			
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882

Cash Received	Year 1	Year 2	Year 3
Net Cash Flow	\$11 551	\$13 167	\$15 683
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Liabilities and Capital			
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020

Assets	Year 1	Year 2	Year 3
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry Profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%

	Year 1	Year 2	Year 3	Industry Profile
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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