















Cowork Franchise Comparison Report

FEATURES							
Differentiation (Blue = SS Advantage)							
Full service café (open to the public)	x						
On-demand billing (by the minute)	x						
No long-term contracts	x	x	x	x			x
Professional coaching	x						
Local neighborhood locations	x					x	x
Flexible floorplan	x	x	x	x		x	x
Lean staffing (Cowork)	x						
R/E conversion option	x	x		x			
24/7/365 access for members	x	x	x	x		x	x
Enterprise Wi-Fi & secure printing	x	x	x	x		x	x
Complimentary coffee, tea, water, & snacks		x	x	x		x	x
Serves beer & wine	x						
Virtual office			x			x	
Metaverse membership	x						
Professional cleaning service		x	x	x		x	x
Technology							
Cloud-based POS	x	x	x	x		x	
Industry leading membership S/W	x	x	x	x	x	x	x
Coaching App	x						
Proprietary franchise management system	x	x	x	x		x	
Centralized bookings			x			x	
Coworking Offices							
Monthly Memberships	x	x	x	x	x	x	x
Membership	\$29	\$60 - \$179	\$299				\$170
Private offices	x	x	x	x	x	x	x
Hot desks		x	x	x	x	x	x
Dedicated desks		x	x	x	x	x	x
Mailboxes	x	x	x	x	x	x	x
On-demand Revenue (by minute)	x						
Private offices	x						
Micro offices	x						
Work booths	x						
Podcast studios	x			x			
Meeting rooms / events space	x	x	x	x	x	x	x
Day passes		x	x	x		x	x
Square footage (avg.)	5,500	25,000	20,000	20,000	15,000	20,000	15,000
High-end furnishings		x	x	x		x	
Franchise Support							
Data driven site selection	x	x	x	x		x	
Protected territory	x	x	x	x		x	
Project managed buildout	x	x	x	x		x	
Onboarding led by industry experts	x	x	x	x		x	
Online training academy	x	x	x	x		x	
Branded apparel portal	x	x	x	x		x	
Franchise advisory council	x	x	x	x		x	
Culture							
Focus on entrepreneurship / personal development	x						x
Growth-oriented workplace	x	x	x	x		x	x
Attractive wages & benefits	x	x	x	x		x	x
Customer loyalty program	x	x	x	x		x	
Intangibles							
Locations open	0	70	28	40	43	3300	1
Locations in development	10	140	100	130	12		
Area development			x			x	
Stand-alone revenue streams	3						
Low CapEx	x						
Cost-effective FF&E	x						
International speakers bureau	x						
Group coaching / professional development	x						
Affiliation	SUCCESS® Magazine	United Franchise Group		United Franchise Group		Regus, Spaces, HQ, & Signature	
Branding							
Tag line	Café, Cowork, Coaching	Dreamers, risk-takers, & doers inspired here.	Inspiration at work.	The future of workspace.	Let's change the way you do business.	The global leader in hybrid working.	Unbeatable workspace in the heart of town.
Logo							

Clutch Survey "2020"

Comparison based on review of Franchise Disclosure Documents

Top 5 reasons people choose coworking	
In-office perks (coffee, tea, water, & snacks)	94%
Convenient location (eliminate commute)	57%
Networking operations (collaboration & social events)	55%
Increased flexibility (shared space is agile)	53%
Sense of community (ideas & sharing)	51%

*SUCCESS® Space exceeds these expectations with (1) instant memberships, (2) great neighborhood locations, (3) inspirational atmosphere, & (4) strong collaborative community.