

The *Cowork*  
CONSULTANT

Outline For – You:)

Cowork Consulting Outline

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# Cowork & Cultural Consulting

This proposal contains a detailed breakdown of deliverables for a new coworking project requested by Patricia Spicuzza and describes a plan for the execution of the following;

- development of operating guidelines,
- development of annual programming calendar,
- and development of tenant selection criteria (selecting the first class of tenants).

This project will be managed by Chris Cooley. The requested deliverables (see page 4) will be executed using a thorough cowork and cultural consulting strategy.

## **THE PROPOSED DURATION OF THE PROJECT IS -** **6 WEEKS FOR PHASE 1 AND 3 MONTHS FOR PHASE 2 - BOTH PHASES ARE RECOMMENDED**

Please note: The breakdown of cost in this proposal is to identify the pricing of specific tasks. The deliverables of the full project are somewhat flexible and tailored to this project, so that we are able to execute this strategy with maximum efficiency. It is recommended that all the items (page 4) in this proposal are included as part of this project.

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### **PRE-REQUISITE**

#### **REVIEW YOUR PROJECT & APPROVE CONTRACT**

- Phone consultation
- Review outline and deliverables (this document)
- Q & A call and contract execution

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### **STEP 1 - ON-SITE COLLABORATION**

#### **TOUR OF FACILITY & BRAINSTORMING SESSIONS**

- Define an "execution" team and personalized culture
- Tour of facility and initial "launch" meeting
- Create a 3-month plan and outline based on immediate needs

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### **STEP 2 - DEVELOP & REFINE CONCEPTS**

#### **CO-CREATION**

- Develop and approve operations manual
- Develop tenant selection criteria
- In-person and virtual meetings with "execution" team
- Selection of first class of tenants

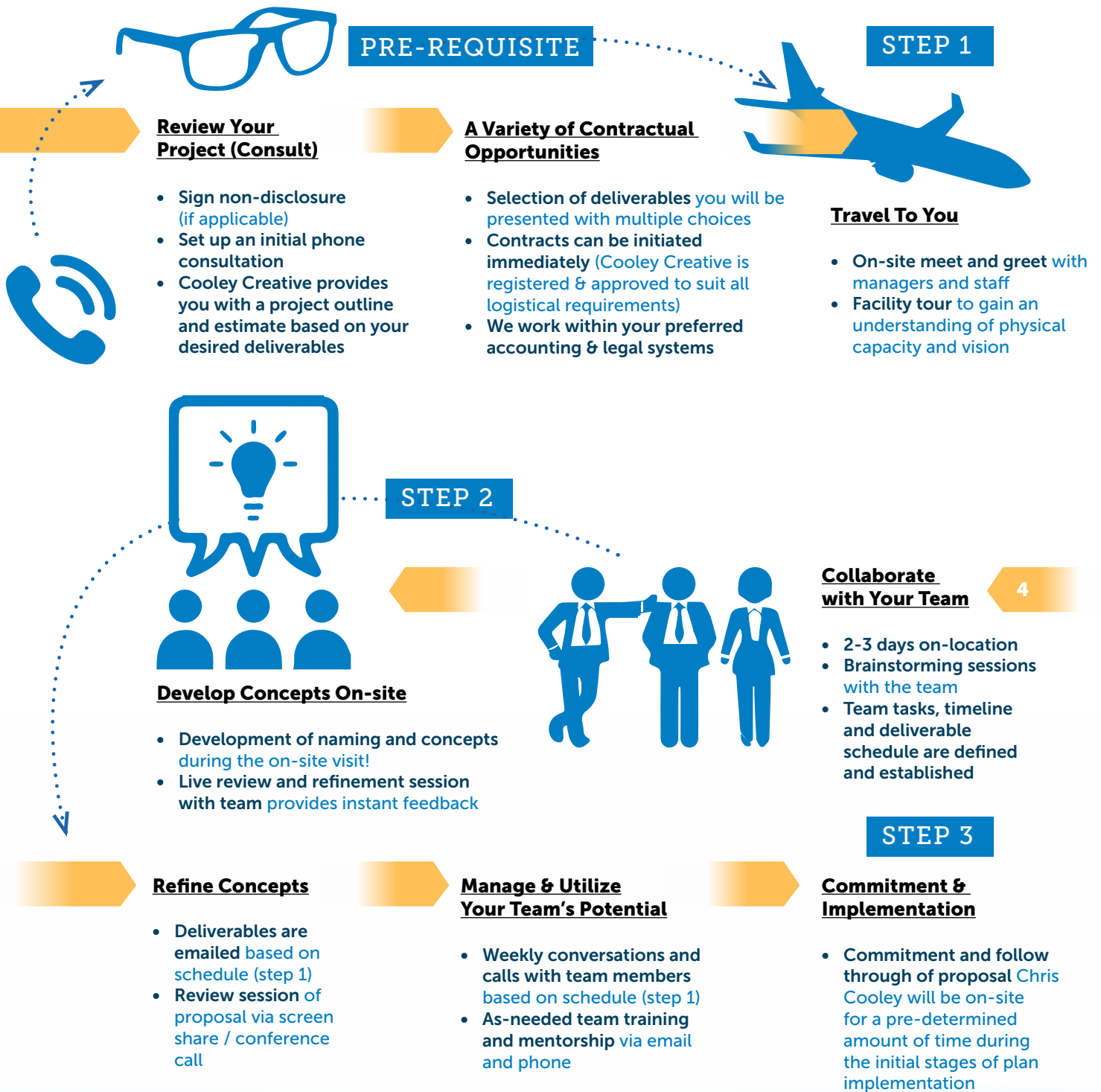
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### **STEP 3 - IMPLEMENTATION**

#### **A NEW APPROACH**

- Chris Cooley is on-site to manage and facilitate operations
- Weekly "idea parties" with "execution" team and first "class" of tenants
- Define next steps and assess future commitment
- Note: The days / times of all meetings are based on the 3-month plan developed in step 1

# The Process - How it's Done...



## Qualifications & Credentials

THE COWORK CONSULTANT CAN EASILY BECOME A VENDOR TO YOUR COMPANY.  
WE ARE SET UP IN ALL STATE & FEDERAL SYSTEMS -  
ALL LOGISTIC COMPONENTS ARE IN PLACE TO BEGIN A CONTRACTUAL AGREEMENT IMMEDIATELY  
CHRIS COOLEY ALSO HOLDS ALL NECESSARY INSURANCES.

MORE DETAILED INFORMATION IS AVAILABLE UPON REQUEST

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# Tasks & Deliverables

## PROPOSED DURATION **6 WEEKS**

### STEP 1 & 2

#### Client Needs

#### Solution

##### **DEVELOPMENT OF:**

- **OPERATING GUIDELINES,**
- **ANNUAL PROGRAMMING CALENDAR**
- **TENANT SELECTION CRITERIA**
- **FIRST CLASS OF TENANTS**

- Identify, recruit and engage a local "execution" team
- (6) meetings / on-site sessions with team
- Definition of a culture (specific to this project and demographic)
- Creation of an operations "manual"
- Creation 3-month plan

## PROPOSED DURATION **3 MONTHS**

### STEP 3

#### Client Needs

#### Solution

##### **IMPLEMENTATION OF:**

- **OPERATING GUIDELINES,**
- **ANNUAL PROGRAMMING CALENDAR**
- **TENANT SELECTION CRITERIA**
- **CULTURE!!!!!!**

- Weekly "idea parties" with team and tenants to maintain and establish culture
- Chris Cooley is on-site (1-day per week) for 3 hours sessions (2 hours of travel time are included in estimate)
- Recruitment and assessment of potential tenants
- Management of programming calendar

## Cost Estimate

### STEP 1 & 2

6-week MIN commitment - 25 hrs  
6-week MAX commitment - 35 hrs

\$3,850/MAX + Travel

### STEP 3

3-month MIN commitment - 60 hrs  
3-month MAX commitment - 80 hrs

\$8,800/MAX + Travel

It is agreed that all steps (1-3) are required for the execution of this project, however, payments can be made in separate installments.

Half of step 1 & 2 payment is expected up front and the remaining half payment is due at the end of the 6-week duration. Half of step 3 payments are expected up front and the remaining half payment is due at the end of the 3-month duration.

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