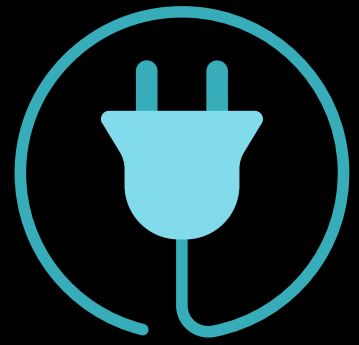




REMOTERS
present

Entrepreneurship and Innovation for
New Brands and Start-Ups
2020/2021

Final Project Work



OUR RESEARCH

MORE THAN 68% OF THE INTERVIEWERS DECLARED TO AIDP (ASSOCIAZIONE ITALIANA DIREZIONE PERSONALE) THAT THEY WILL CONTINUE WITH THE SMARTWORKING ALSO AFTER THE PANDEMIC, BUT OBVIOUSLY WITH DIFFERENT TIME SCHEDULE.

MORE THAN 30% WILL CHANGE THE ORGANIZATION OF THE COMPANY, BASED IT ON THE REMOTE-WORKING CONCEPT.

THE 70% OF THE COMPANY DECLARED ON THE SURVEY OF AIDP THAT WILL INTEGRATE THE REMOTE WORKING FOR 2/3 DAYS PER WEEK.

The pandemic was a wake-up call for the remote working. Previously, most jobs were considered unsuitable for remote working, but this situation conducted most of the companies to find a way to continue their work far from their offices and now of it can be done remotely.

ON THE OTHER HAND, STAYING AT HOME AND DOING SMART WORKING MADE A LOT OF PEOPLE SUFFER OF THE SO CALLED "BURN OUT".

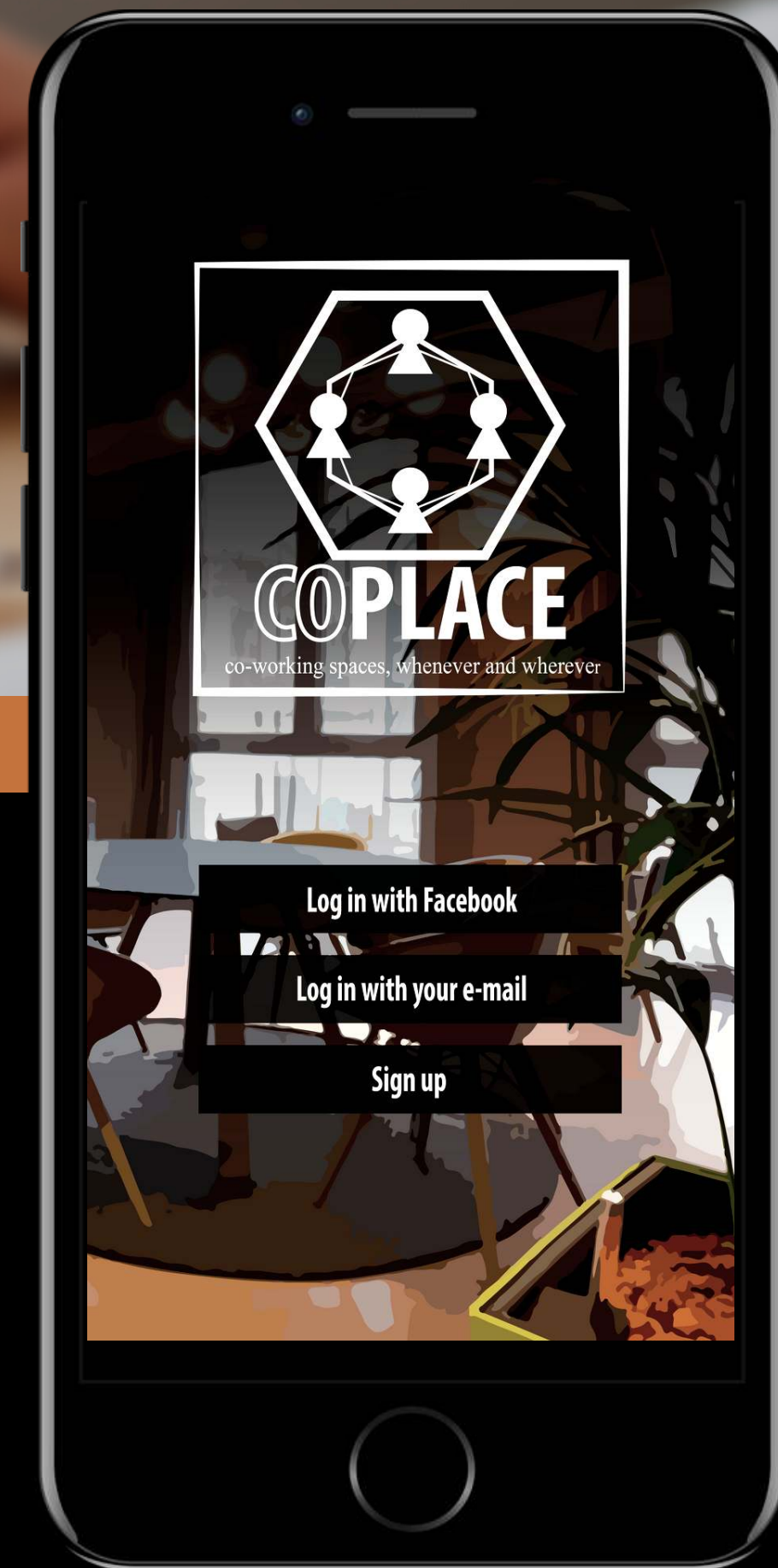
A RESEARCH MADE BY LINKEDIN SHOWED HOW A LOT OF PEOPLE STRESSED OUT BY THE FACT THAT THEY COULDN'T DIVIDE THE WORK LIFE WITH THE NORMAL ONE.

People are looking for spaces where they can smart-work in complete autonomy, but far from home. Working at home have advantages in terms of save time and money, more satisfaction of employees and better work-life balance, but disadvantages since it lacks of social relationships and there is no difference between work environment and home.

FROM 2013 TO 2019, THE SMART WORKING WORKERS CHANGED FROM 150 THOUSAND TO 570 THOUSAND, 20% MORE THAN THE PREVIOUS YEAR AND IT IS PROBABLY STILL GROWING.

IN ITALY, RIGHT NOW, THERE ARE AROUND 700 CO-WORKING SPACES (MOST IN NORTH ITALY).

Often the other platforms dedicated to coworking do not allow immediate booking of the workstation / desk and many structures do not use a management system for reservations.



03

OUR IDEA

GOPLACE is an app designed for those who need their own space to work, whenever and wherever they want.

OUR AIM IS TO HELP PEOPLE DISCOVER AND BOOK THEIR OWN DESK/WORKSPACE THROUGH A LIST OF THE MAIN CO-WORKING SPACES IN ITALY.

Our target includes employees, free-lancer, start-upper and students.

STARTING FROM MILAN, WITH THE FUTURE GOAL TO ALSO INCLUDE OTHER CITIES AND TOWNS AROUND ITALY, WE WANT TO HELP PEOPLE FIND THEIR IDEAL WORKSPACE WHEN THEY WANT TO WORK SOMEWHERE FAR FROM HOME, IN AN INSPIRING AND INNOVATIVE PLACE WITH DIFFERENT BENEFITS.

The platform works by reading the information each co-working space put in our management software and by reorganizing them to offer a live-booking experience to our audience.

04



WHY COWORKING SPACES?

The number of coworking spaces worldwide is projected to reach almost 20,000 this year and cross over 40,000 by 2024. While the industry is set to grow at a slower pace in 2020, we expect growth to rebound and develop even more rapidly from 2021 onwards, with a yearly growth rate of 21.3%.

We estimate that almost 5 million people will be working from coworking spaces by 2024, an increase of 158% compared to 2020.

The global average price per desk dropped by 2.14% between 2019 and 2020, which illustrates the increasing supply of new flexible offices, as well as how higher competition is leading to even more affordable options for companies and professionals.

In a post-COVID-19 world, statistics make it easy to predict that coworking will become even more mainstream, especially since companies are shifting to remote-first workforces. Demand will mainly come from larger organizations and enterprises looking to decentralize their workforces into smaller branch offices and remote teams into private flex offices.

OUR WHYS AND ANSWERS

04



WHY COWORKING SPACES?

Towards these needs, the idea is to provide this new platform within every coworking space in Italy.

Our research showed us that Italy is at the 15th point in the ranking for the number of coworking places. Therefore, this App allows them to be organised all in a platform, guaranteeing efficiency and rapidity.

We will meet both the demand of clients and the offer of coworking operators.

From one hand, the client will be satisfied for the wide offer of spaces, to meet every needs and different requirement, in a very simple way of booking and of check-in.

On the other hand, the coworking operator will be fulfilling by the adv on his space and the immediate payment of clients.

OUR WHYS AND ANSWERS

Step 1

Buys the subscription (after two months of free-trial) to the management system and agrees a percentage on bookings (5-10%).

Step 2

Inserts the number of seats, inserts the cost per station, inserts the times and booking periods. You will then have the option to change availability in real time.

Step 3

After the user makes its reservation at the desired facility, the cost of the reservation is divided between the facility (which receives 90-95% of the payment) and the app (which retains 5-10%).

INITIALLY, MANAGEMENT SOFTWARE WILL BE QUITE SIMPLE:
WE WANT IT TO BE ENJOIYABLE FOR THE OWNERS OF THE
COWORKING SPACES AND FLEXIBLE IN CHANGING
AVAILABILITY, RESERVATIONS, PRICES AND DISCOUNTS.
IT WILL ALSO ALLOW THE ADDITION OF FILTERS TO
FACILITATE THE RESEARCH FOR THE BEST FACILITY FOR THE
USERS.



05

B2B CUSTOMER JOURNEY

How will the co-working spaces' owners add their place in our platform?

06



B2C

CUSTOMER JOURNEY

What will the customers find in the platform?

WEBSITE &
ANDROID/IOS APP

BEFORE

In this phase, the user needs to have an adequate space to work / study remotely and asks if there are offices nearby, if there are workstations available and if the structure in question offers other services of interest to him, which he deems necessary for his work.

LOG IN

The user opens the application and chooses how to access his private area. The app provides for the creation of an account via Facebook, e-mail and standard registration via CoPlace.

SETTINGS

In this phase, the user is directed to the settings of his private area, where he will give some information about his area of interest and if he wishes to receive notifications regarding the opening of new offices in a specific city. This setting can be changed by the user every time he is in a new area or it will happen automatically if he agrees to use the GPS.

BROWSE

At this stage, the user will find a list of coworking spaces near the area specified in the settings on the app's homepage. The user can decide to scroll manually, search for the name of a particular location or filter them based on your interests. Filtering allows you to show only locations with certain characteristics such as dimensions, available seats and ancillary services.

06



B2C

CUSTOMER JOURNEY

What will the customers find in the platform?

WEBSITE &
ANDROID/IOS APP

AVAILABILITY

Once the facility has been selected, the user will be able to check the availability of seats and, if available, can book and indicate the time of stay and the booking time.

PAYMENT

To confirm the reservation, the page dedicated to payments will open where you can choose between different options including Paypal and credit cards.

CONFIRMATION

After payment, the user will receive a notification on the application.

AFTER

After using the service, the user will receive a notification to leave a comment on his experience in the structure he has chosen and a review of the application on the App store / Play store, if satisfied.



THERE WILL BE A TWO-ENTRY REVENUE MODEL:



The first type of incomes will come from the sale of the management software to the co-working spaces or other kinds of structures. It will be sold at a lower price compared to the competitors. At the same time, for the first two months, we will give a free trial to all our new clients before signing the subscription to the software rent. The fee to pay will be a fixed amount that structures will have to pay monthly. This is the **fixed revenue** for the company



The variable income will come from a fixed percentage taken from every transaction, (about 5-10%). Moreover, there will also be a fee for canceling the reservation: if the reservation is made for the same day, there is no possibility of cancellation and the payment cannot be refunded; if the reservation is made in the previous days, it can be canceled at no cost within 10 hours before the booking time.



As the company will become more famous and get used by more people, we would like to add another kind of revenue that is the **advertisement** of places within the platform and app.
The clients will pay to give more visibility to their structures.

07

OUR REVENUE MODEL



08

FUTURE ROADMAP

NEXT 3 YEARS

STEP 1

Implement a Subscription System

STEP 2

Add more Structures

STEP 3

Add other type of Structures (hotel, bar..)

STEP 4

Start other collaborations to offer new and better services



Massimo

Designer &
Digital Contents



Elena

IT Engineer



Maria

IT Engineer



Federica

Communcation
Specialist



Hanae

Business Developer



Ylenia

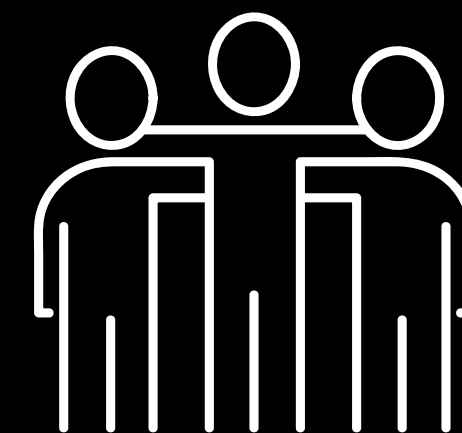
Customer Care



Paola
CEO

09

THE TEAM





End.

Astorino Paola
Basconi Massimo
Ferrara Ylenia
Ferrari Elena
Nadif Hanae
Tavano Maria
Val Federica

**THANK YOU FOR
YOUR ATTENTION!**



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