

CASE STUDIES AND ADDITIONAL INFORMATION

CASE STUDY – project date 2016

Enterprise Coworking, Denver, CO

<https://enterprisecoworking.com/rino-coworking-space/>

Successes

YES! provided Feasibility Study leading to a successful \$11M SBA loan to open their flagship in RiNO of Denver, 2016. Since then, they've added a second location in Greenwood Village

Design

- Market differentiator – focus on large, outdoor events to drive interest and community within the workspace.
- Mix of types of workspaces respond to the needs of users to work in different modes: solo, one-on-one, in a group setting, private and open

Marketing

- Major grand opening events to plant the location as a destination in RiNO in an underserved area of Greater Denver
- Aggressive pre-opening marketing campaigns that delivered memberships

Culture

- Understands needs of the Denver demographic, wanting access to extensive outdoor space for workspace and productivity in addition to the capacity for events

