

CASE STUDIES AND ADDITIONAL INFORMATION

CASE STUDY – project date 2016 - 2019

LifeWorking Coworking, Lake Forest, IL

www.Mylifeworking.com

Successes

Currently seeking additional capital to expand in suburban Chicago. Opened in October, 2016.

Marketing

- Connected through the coworking community to publicize their opening and numerous events
- Aggressive marketing campaigns that delivered memberships
- High level of word-of-mouth referrals delivering more memberships
- Fosters start-up events such as “Shark Tank”-style events through the entrepreneurial programs of both Lake Forest High School and Lake Forest College
- Known as the Inubator destination for Lake Forest College
- Embedded in the community with the Lake Forest Chamber and the local arts league – featuring quarterly art exhibits of local artists’ work
- Unique event calendar: Salsa Dancing, Comedy for a Cause, Fashion Show benefiting Global Orphanages, Mind Your Business educational programming
- Newsletter and website translate culture very clearly

Design

- Cutting-edge design is a market differentiator, open plan, large amount of natural light, bright white walls, vibrant atmosphere
- 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

Culture

- Understands needs of the mobile worker in the greater Chicago market
- Member demographic reflects the community: 50% gender split and average age is 45+

