



INDUSTRY REPORT

There's never been a better time to break into the coworking industry. We can say that with confidence because we're experts that have been working in this business for years. In this report, we'll take a closer look at the evolution of the industry as well as how Venture X has carved out a strong niche for our franchisees.



VENTURE X
THE FUTURE OF WORKSPACE

I. INTRODUCTION TO COWORKING SPACES: HISTORY AND BENEFITS

It's hard to say exactly when the first coworking space opened its doors. [The concept seems to have originated¹](#) in the 1990s when tech enthusiasts would get together in common workspaces to share knowledge and socialize. Coworking spaces as we know them today likely originated in the early 2000s, when a community space for entrepreneurs opened its doors in Vienna. It wasn't long before the concept took off from there.

It's no wonder that the concept proved to be so popular – coworking spaces come with many benefits for clients such as:

- ✓ Flexible leasing terms
- ✓ Access to amenities on their terms
- ✓ Collaborative workspaces
- ✓ The option to pay for a dedicated space or a more flexible shared space

In an age where a good deal of work can be done from just about anywhere there's a laptop and an internet connection, businesses large and small love the freedom coworking spaces have to offer when compared with traditional office spaces.



II. OVERALL GROWTH ANALYSIS

There's no doubt about the fact that the coworking industry is growing. A quick review of the numbers reveals that these workspaces are becoming more popular in the U.S. and abroad.

COWORKING BY THE NUMBERS



25,968 coworking businesses worldwide are [estimated](#) to be in business by 2022²



2.8% [coworking growth](#) per capita in the U.S.²



7 of the top 10 cities for coworking growth are [in the U.S.](#)²



185 average members [per coworking space](#)³



35 is the [median age](#) for a coworking space client, and it's increasing steadily⁴

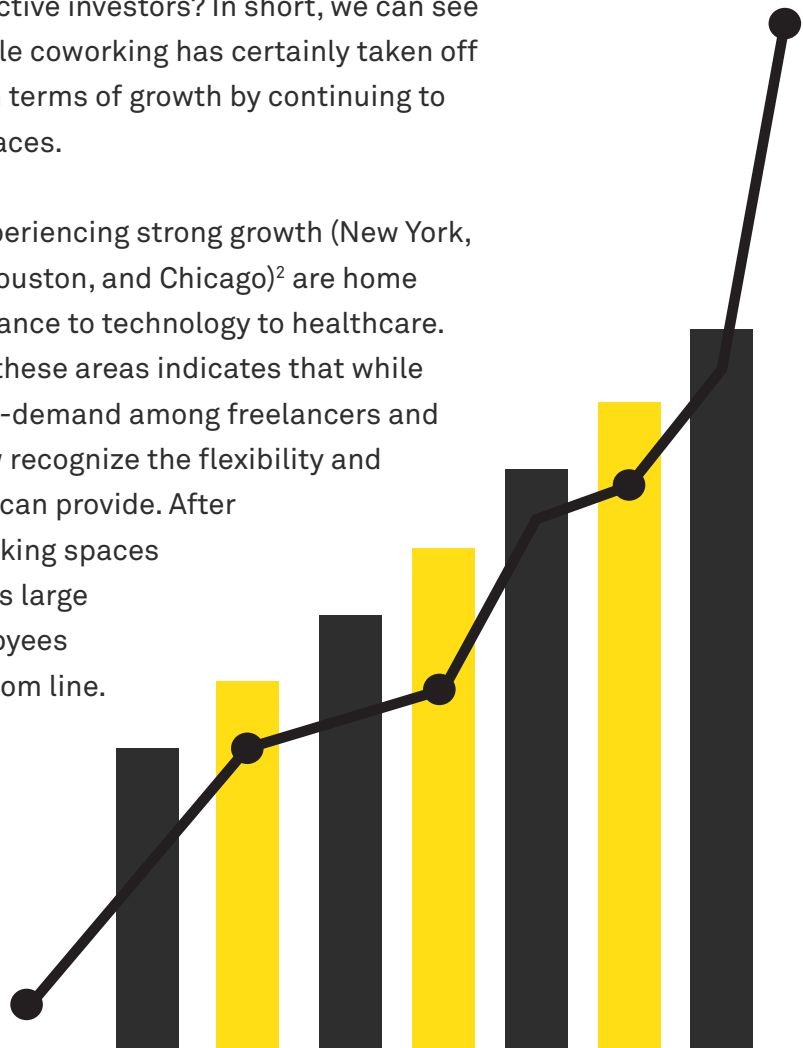


89% of coworkers [say they feel happier](#) after joining a coworking space⁴



What does all of this mean for prospective investors? In short, we can see that now is a great time to invest. While coworking has certainly taken off globally, the U.S. is catching up fast in terms of growth by continuing to increase the number of coworking spaces.

Furthermore, the seven U.S. cities experiencing strong growth (New York, Austin, Denver, Dallas, Los Angeles, Houston, and Chicago)² are home to a wide range of industries, from finance to technology to healthcare. The demand for coworking spaces in these areas indicates that while their services used to be especially in-demand among freelancers and startups, even large corporations now recognize the flexibility and collaboration that a coworking space can provide. After all – these statistics show that coworking spaces lead to happier employees. Companies large and small recognize that happy employees are great for productivity and the bottom line.



III. WHERE THE FUTURE IS GOING

Based on the data above, along with our own observations, we have a few predictions about the future of the coworking industry.

- ✓ As larger corporations [continue to choose](#) coworking spaces over traditional offices⁵, service providers will need to begin to tailor their offerings for larger groups and teams
- ✓ Coworking spaces will continue to pop up in non-traditional locations such as hotels so that travelers can easily work on-the-go⁶
- ✓ Different types of coworking spaces will continue to emerge to satisfy the tastes and needs of different professionals. Clients will have a choice between coworking spaces that offer their own unique environments

With all of this in mind, it's clear that investors have a number of choices to make. They'll be able to decide on where they'd like to do business, what type of clientele they'd like to attract, and what services will be most valuable to those clients.



IV. ABOUT VENTURE X

Venture X was founded in Naples, Florida [in 2012](#) when two entrepreneurs realized the potential for growth in the industry and decided to invest⁷. The business quickly took off, and the two realized that they hadn't just opened a successful business: they'd found a valuable franchising opportunity. Venture X has proven to be a popular coworking space franchise because:

- ✓ Each of our locations is built with a high-level of design
- ✓ Each space is designed with the needs of modern professionals in mind, so technology is integrated into every facet of our locations
- ✓ High-end furnishings provide a comfortable and stylish work environment that's a cut above what traditional office spaces have to offer
- ✓ Clients can choose to take advantage of a number of services as-needed without paying for things they won't use. Mailboxes, event spaces, printing and copying, and concierge assistance are just a few of the many additional services we offer (leading to additional revenue streams for franchisees)
- ✓ The environment in our coworking spaces is more collaborative and fun than a traditional office setting, but more focused and professional than coworking spaces that come with potential distractions like built-in skate parks
- ✓ We go above and beyond for franchisees, providing them with hands-on support throughout the process of finding a location, furnishing and building it out, finding customers, marketing, and more

These differentiators have made Venture X a popular choice for customers and franchisees alike. We're always conducting industry research and getting involved in collaborations and events so that our franchisees can rest assured we'll help them remain on the cutting-edge of the coworking business.





V. VENTURE X GROWTH

We've come a long way from that single location in Naples, Florida that opened back in 2012. As part of United Franchise Group, the Venture X franchise model quickly took off and we now have more than 100 locations in 26 countries. With expansion on this level, it's safe to say that Venture X is the fastest-growing coworking space franchise around.

The reasons for our growth are partially due to the differentiators listed in the previous section. Customers and franchisees alike love what we have to offer. Another key reason for our growth is that we're able to work with franchisees to establish new locations virtually

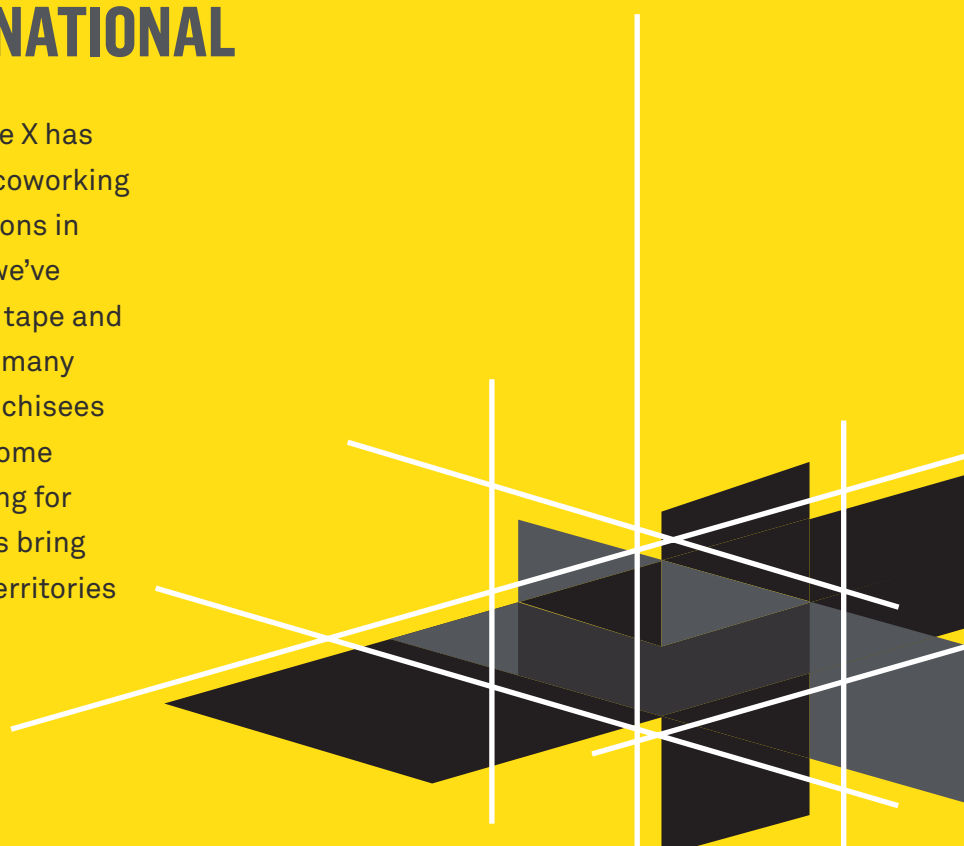
anywhere there's a demand. We've developed operational procedures over the years that have greatly simplified the process of getting new locations up and running. Many of our franchisees start out with a single location and find that it's performed so well they decide to expand to a second or third. Still, other franchisees opt to open multiple locations from the outset.

Whatever the case may be, our desire to form lasting partnerships with franchisees and our dedication to simplifying the process have helped us accelerate the growth of the Venture X brand.



VI. VENTURE X INTERNATIONAL

While our origins are in the U.S., Venture X has also worked to satisfy the demand for coworking spaces worldwide. We've opened locations in 26 countries with more on the way, so we've learned a lot about cutting through red tape and complying with the franchising laws of many countries. We're always looking for franchisees who can help us expand our brand at home in the U.S. and abroad. We're also looking for qualified Master Franchisees to help us bring Venture X to new places by managing territories across entire countries.

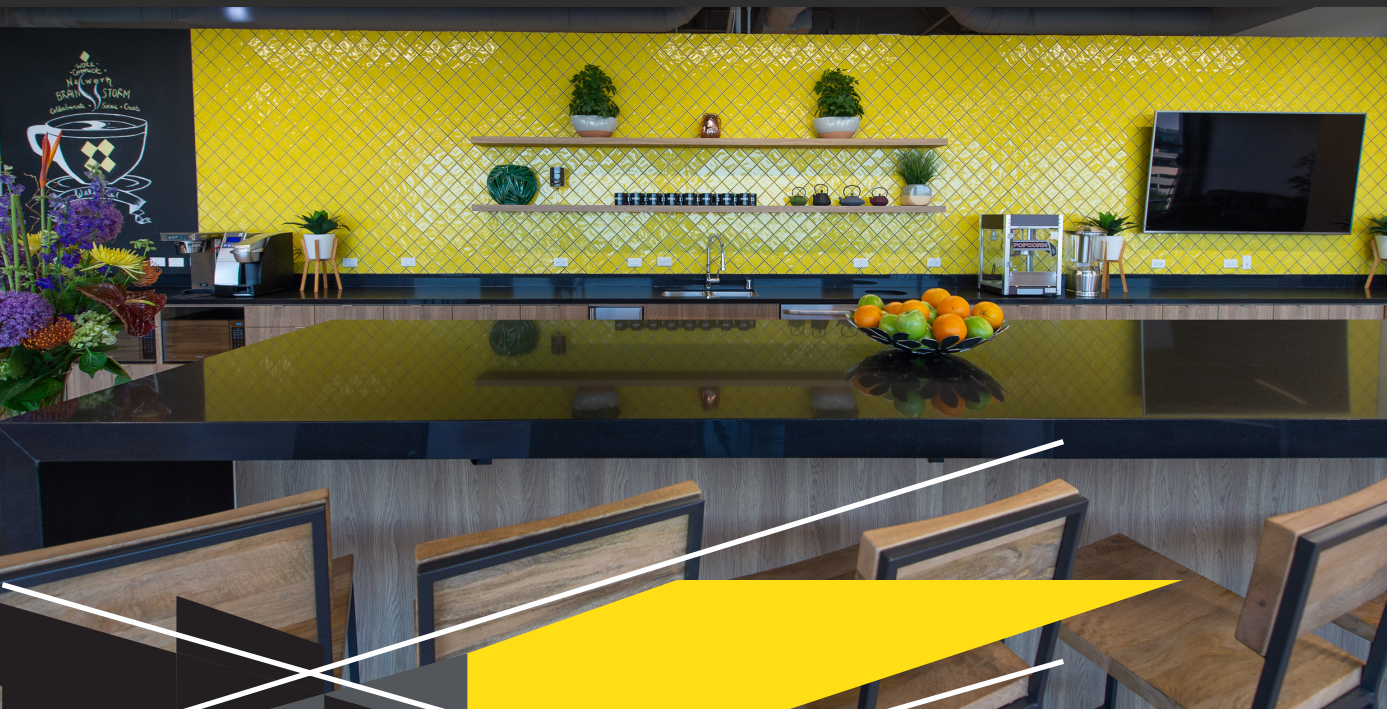


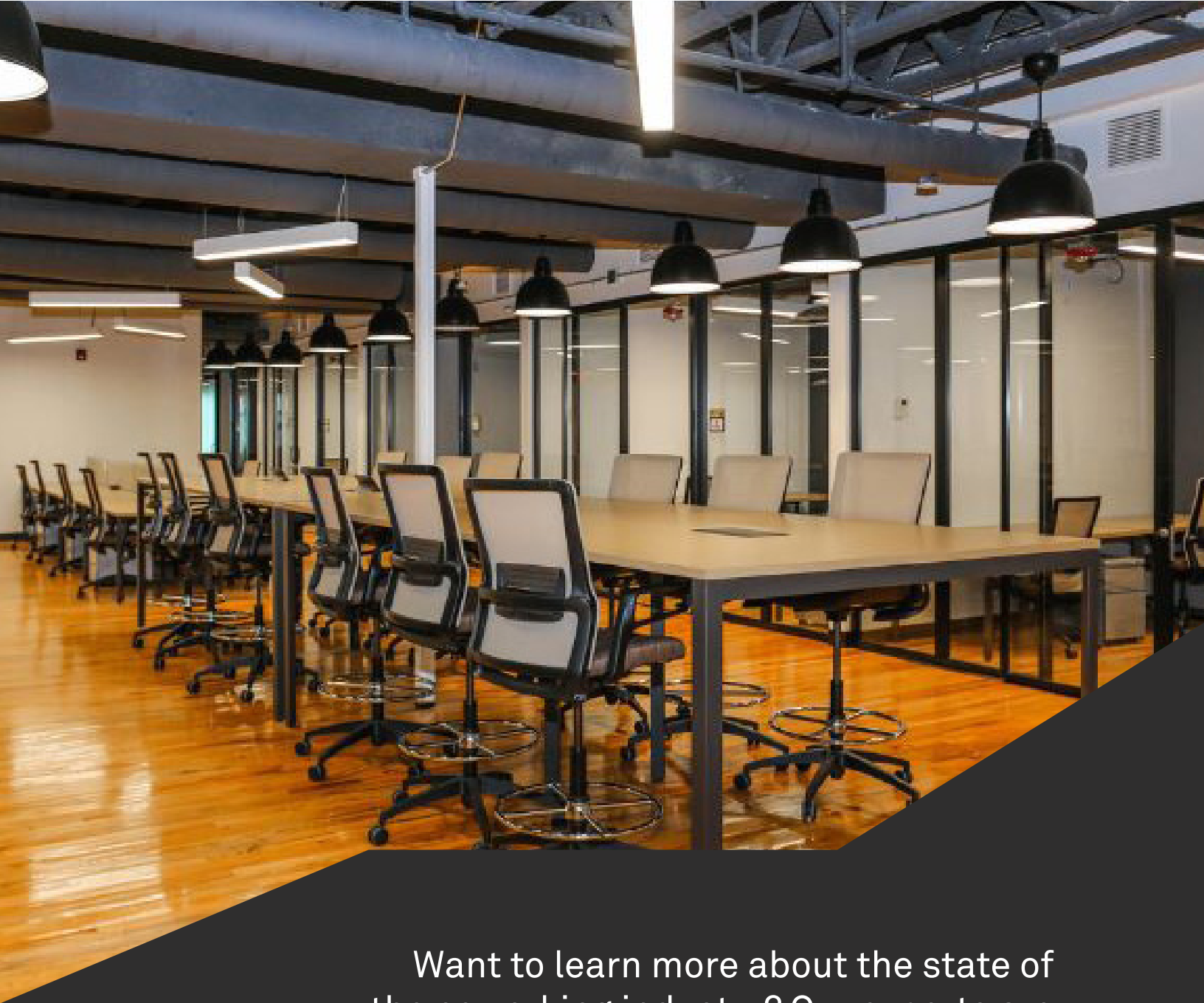
VII. VENTURE X FUTURE

As the coworking industry continues to grow, Venture X is keeping a close eye on industry trends to shape our services. A few of the measures we're taking to stay competitive include:

- ✓ Working to establish new locations in hotels and commercial retail spaces
- ✓ Adapting our services when necessary to keep Venture X attractive to large corporate teams as well as freelancers and startups
- ✓ Pushing into expanding U.S. markets as well as international markets

Of course, a key element in our ability to continue growing will be to find qualified franchisees who are ready to break into the coworking industry. Prospective Venture X franchisees should be financially qualified to make the investment⁸, ready to invest their time in getting a new coworking space up and running, and dedicated to mastering our business model. If any of these descriptors sound like you, you might just be an important part of our brand's future!





Want to learn more about the state of the coworking industry? Our experts are ready to share their knowledge with you. Contact us today to get started.



www.VentureXFranchise.com

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