



WORKY INC.

SAMPLE

E2 VISA BUSINESS PLAN

This is a sample E2 Visa
Business Plan related to
co-working space.



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Executive Summary



Worky Inc. is a provider of coworking spaces offering a range of workspace options for businesses, including fully furnished offices, virtual offices, and conference/meeting rooms. The company has secured a 50,000-square-foot facility in Chandler, AZ, where it will create a secure and private work environment for freelancers, professionals, entrepreneurs, and startups. The coworking space will have over 12,500 square feet of common areas for a lounge, café, kitchen, and conference/meeting rooms. Additionally, it will offer 38 Ad-hoc Desks, 80 dedicated desks, and a group desk that accommodates up to 650 members.

Worky Inc. is owned by Mr. Tony Doe, an E-2 treaty investor, who has invested \$500,000 in the company. An additional \$500,000 will also be invested in the company as private equity. Worky Inc. plans to create eight permanent positions in the United States, excluding the CEO, by the end of its fifth year of operations. Mr. Tony Doe serves as the Chief Executive Officer of Worky Inc., bringing with him a wealth of experience and a strong network within the industry. His sharp business acumen and diligent work ethic will be instrumental in driving the company towards sustained success within the coworking market.

Market Demand: According to demographic research, there are no competitors within a 5-mile radius of Chandler, AZ that provide coworking space services. This area is a leading commercial hub for hi-tech, IT, and financial services providers and experiences high traffic, yet remains underserved. The average size of a furnished office in the area is 5,000 square feet with rent ranging from \$X to \$X per square foot annually, which is beyond the budget of most startups. Therefore, offering shared office spaces with shared rent and utilities will be an attractive and practical option for our target consumers.

Market Size: Based on IBISWorld's market research, the Serviced Office Leasing Industry (NAICS: 531120) has demonstrated a consistent yearly growth rate of 6.3% over the past five years, culminating in industry revenue of roughly \$2.4 billion in 2019. During this period, the

industry experienced a surge in growth owing to an increase in national corporate profit. In addition, demand for professional, scientific, and technical services saw moderate growth, further boosting industry revenue. Moving forward, the Serviced Office Leasing Industry is expected to grow at an average yearly rate of 3.5% over the next five years, resulting in projected industry revenue of \$2.9 billion in 2024.

Marketing: To promote Worky, we will implement a multi-channel marketing strategy, with a focus on leveraging the internet and word-of-mouth referrals. Our website, <https://Worky.com/>, will serve as the central platform for rental and membership sales, and we will invest in online marketing and social media to enhance our digital presence and grow our professional network. In addition, we will host workshops and events that will double as marketing initiatives, creating more opportunities to engage with potential clients and showcase our offerings.

Target Market: The Worky's space rentals are geared towards a specific target market, including freelancers, solopreneurs, remote employees, and entrepreneurs who require desk space for a few hours or days each week. Additionally, small and medium-sized startups and teams with a limited number of employees who require a lease contract of at least six months are part of the target market.

Competition and Competitive Advantages: Worky Inc. competes with Workuity, The Forum Cowork, and Regus in the coworking space market. However, Worky has distinct advantages over its competitors, despite their location outside the 5-mile radius of Worky's facility. These competitive advantages include the owners' extensive experience and proven management skills, a state-of-the-art facility equipped with the latest technology, and the prime location of Worky's facility, which is highly sought after by hi-tech, IT, and financial services tenants.

OBJECTIVES

The purpose of this business plan is to provide the USCIS with a comprehensive evaluation of Worky's current and future market position. The plan serves as a strategic roadmap for the company's management team, while also demonstrating key elements to the USCIS, including the \$500,000 investment made by Mr. Tony Doe as the owner and E-2 treaty investor. The plan also highlights the significant market opportunity available in the current market landscape, the management team's qualifications to execute on the company's operational, marketing, and sales strategy, and the importance of having the correct capital structure in place to ensure a profitable and sustainable business.

By the end of the fifth year, Worky aims to generate \$X million in annual gross revenue, resulting in a net profit of approximately \$X million, which represents a profit margin of X%.

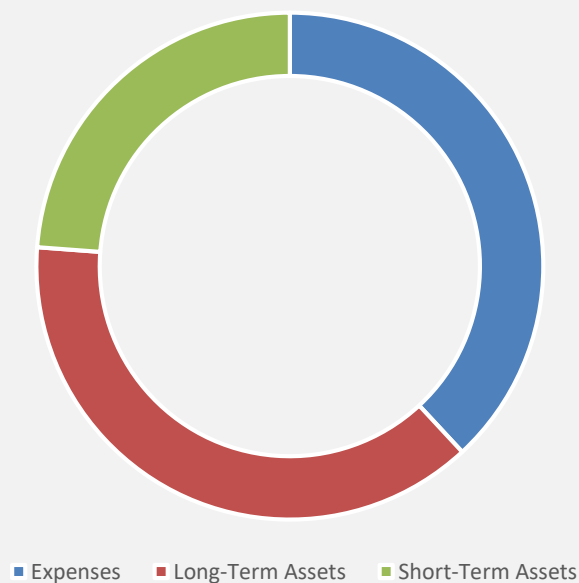
Funding & Start-Up Summary

The following tables shows the funding and start-up summary:

Use of Start-up Funding	
Expenses	
Legal Fees & Trademark	\$X
Website Development	\$X
Other Start-up Expenses	\$X
Total Start-up Expenses	\$X
Long-term Assets	
Furniture & Fixture	\$X
Electrical & Other Buildout Cost	\$X
Signage	\$X
Flooring & Lighting	\$X
Kitchen & Electrical Appliances	\$X
Other	\$X
Total Long-Term Assets	\$X
Short-Term Assets	
Working Capital	\$X
Total Short-Term Assets	\$X
Total Funding Requirements	\$X

E2 Applicant Contribution	
Start-up Funding	
E2 Applicant	\$X
Total Funding	\$X

Funding Utilization



Worky Inc.

Worky Inc., doing business as Worky, is a serviced office and coworking space that offers communal amenities to a diverse range of businesses, entrepreneurs, freelancers, and independent professionals. Worky Inc. is incorporated in the state of Delaware and is wholly owned by Mr. Tony Doe.

CO-WORKING SPACE

Worky Inc. has secured a 55,000-square feet premise at 3377 S. Price Rd. Chandler, AZ 85248, which is an ideal location to develop a coworking space. The Company offers the following types of spaces:



- **Private Offices:** These fully furnished office suites have fingerprint keyless entry and can accommodate teams of 2-50 people. The pricing for private offices ranges from \$599-\$899 per month.
- **Dedicated Desk:** These desks are reserved, permanent spaces equipped with a chair, trash can, and lockable filing cabinet. They are ideal for freelancers, small business owners, and remote workers who require a workspace to keep their belongings and return every day. The pricing for dedicated desks is \$499 per month, and customers can avail all amenities, including a conference/meeting room.
- **Ad-hoc Desk:** This workspace system allows customers to use desks on an ad-hoc basis, providing flexibility and a "work-how-you-want" approach. The pricing for Ad-hoc Desks is \$399 per month.
- **Virtual Office:** This arrangement provides customers with a prime business and mailing address to be used for client correspondence and other business requirements. The pricing for virtual offices is \$99 per month.

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Our mission is to create a supportive and empowering environment for our members, equipping them with all the necessary resources to achieve success independently.

AMENITIES & SERVICES



FLOOR PLAN

Worky plans to launch its 50,000-square-foot facility spanning two floors at Chandler, AZ. The interior and floor plan have been designed with a hospitality flair to provide a variety of secure and private workspaces, promoting networking and collaboration, which are crucial to growth and upward mobility. The following is the floor plan for the two floors:

	Hot Desk	Single Desk	Group Desk	Total Stations
Floor 1	16	36	335	387
Floor 2	20	46	313	379
Total	36	82	648	766

TARGET MARKET

Worky's primary target market is comprised of freelancers, solopreneurs, and remote employees who require desk space for a few hours a day or a few days each week. The secondary target market is made up of small and medium-sized startups and teams with fewer employees, who require a minimum six-month lease contract period.

According to IBISWorld, non-employing businesses and companies with fewer than 25 employees account for an estimated 25.0% of industry revenue. Many industry customers are mobile workers and freelancers who often work from nontraditional spaces like cafes, parks, or libraries. They rent small suites and conference rooms for client meetings but conduct most of their business online, reducing their need for daily office space. Start-ups, which comprise a

sizeable portion of small businesses, are also expected to generate a larger portion of industry revenue in the future. Many medium-sized companies whose employees primarily telecommute prefer the coworking model of office leasing to traditional models, which require a lengthy lease period and provide fewer property management services. These companies, with 25 to 149 employees, are estimated to account for 55.0% of industry revenue in 2019. Over the past five years, small businesses have become a smaller market for the industry as larger companies increasingly use serviced offices to gain a foothold in new markets. However, medium-sized businesses have grown as a share of the revenue.

BUSINESS MODEL

The business model adopted by the Company entails offering rental options ranging from monthly to annual contracts. These rentals include single hot and dedicated desk space for freelancers and individual entrepreneurs, as well as private offices for small businesses. The following table outlines the pricing for the next five years that will be charged to members/customers:

	Year 1	Year 2	Year 3	Year 4	Year 5
Pricing					
Dedicated Desk	\$399	\$400	\$440	\$440	\$465
Ad-hoc Desks	\$299	\$250	\$300	\$300	\$325
Office Premium	\$695	\$750	\$795	\$795	\$795

The global economy is being profoundly and seriously impacted by the coronavirus pandemic, leading policymakers to seek ways to respond. Economists predict that the pandemic will cause a recession as businesses are forced to shut down, causing the economy to grind to a halt. As the pandemic continues to affect work, commerce, and travel, economists are updating their models on a daily basis. While economic downturns typically result in more business closures, serviced office space can be used to reduce fixed costs by renting only the required amount of space for shorter periods. In the aftermath of the recession, many companies seek to become more streamlined and operate with lower fixed costs such as rent, making smaller, furnished suites more appealing.

COMPETITIVE EDGE

The Company has identified several key competitive advantages that it will leverage upon entering the market, including:

- Owner's experience and demonstrated management expertise
- State-of-the-art facilities equipped with the latest equipment
- Strategic marketing campaigns to attract and retain customers
- Potential to generate multiple revenue streams
- Favorable location factors:
 - No direct competitors or coworking space providers within a 5-mile radius of the premises
 - Attractive location for high-tech, IT, and financial services tenants
 - High traffic score for increased visibility and accessibility.





Management

E2 TREATY INVESTOR - TONY DOE

Tony Doe is the E2 Treaty Investor and CEO of Worky Inc., a successful business that he founded. Born in Berlin, Germany, he comes from a long line of businesspeople engaged in the real estate and construction industry since 1942. Tony Doe completed his graduation in Commerce and Business Administration from a renowned

university

in Berlin. Since a young age, he has

been fascinated by his family's business and possessed a passion for expanding the company.

In addition to his role in Worky Inc., Tony Doe established Doe LLC, a real estate investment, management, and trading company in Dubai, UAE. He managed project development, formalized business strategies, and launched media and advertisement campaigns. The company provided services to high net worth clients, further showcasing Tony's entrepreneurial skills.

Tony Doe's excellent communication skills, time-management skills, and overall organizational skills have been instrumental in his success. He is a highly motivated individual who excels at whatever he does. His strategic planning and execution make him well suited to lead the Company. As the CEO of Worky Inc., Tony is responsible for overseeing the operations, formulating business strategies, and ensuring the company's growth and expansion. His dedication and hard work have propelled the company to greater heights, making it one of the leading companies in the industry.

In conclusion, Tony Doe is a successful business leader with a proven track record of success. He possesses exceptional entrepreneurial skills, a passion for business, and an unwavering dedication to achieving success. His strategic planning, communication skills, and time-management abilities have enabled him to lead Worky Inc. and Doe LLC to greater heights. With his leadership, the company is poised for continued growth and success in the future.

CHIEF EXECUTIVE OFFICER (CEO) – TONY DOE

Type: Full-Time Position

Number of Position: 1

Initial salary: \$X per year

CEO – Job Description	%Time
<ul style="list-style-type: none"> Establish both long-term and short-term goals and policies for Worky, specifically related to marketing, budgeting, and space rentals. 	40%
<ul style="list-style-type: none"> Oversee the day-to-day operations and management of Worky, including organizing and standardizing the coworking space rental operations' process and management system. Participate in business negotiations and sign major contracts, while supervising all activities that align with Worky's business plans and policies. 	30%
<ul style="list-style-type: none"> Develop and review personnel plans, which include recruitment, training, assessing, promoting, and hiring. Direct, supervise, and control middle management's work, and provide feedback on their performance. Take appropriate personnel actions as necessary. 	25%
<ul style="list-style-type: none"> Actively participate in ensuring Worky's compliance with government regulations and tax requirements. 	5%
<ul style="list-style-type: none"> Stay up-to-date with current news, business markets, and the US economy. Attend industry conferences and exhibits, such as The GWA Conference organized by the Global Workspace Association, to bring business to the company. 	5%

POSITIONS TO BE CREATED IN THE UNITED STATES

The following full-time job positions will be created in the United States.

OFFICE MANAGER

Type: Full-Time Position

Number of Position: 1

Report to COO

Initial salary: \$X per year

Office Manager – Job Description	%Time
<ul style="list-style-type: none"> Member Services Management <ul style="list-style-type: none"> ▶ Plan and execute seating arrangements for members ▶ Implement customer service and member relations programs and policies to ensure excellent member experiences ▶ Respond promptly and thoughtfully to members' issues and inquiries through verbal or written communication ▶ Follow all policies, procedures, and health/safety regulations 	40%
<ul style="list-style-type: none"> Vendor Management 	20%

➤ Maintain professional interactions with vendors and subcontractors	40%
➤ Coordinate with vendors for complex facility issues/repairs	
• Facilities Management	
➤ Manage janitorial staff to uphold coworking space cleanliness standards for furniture, wireless network appliances, bathrooms, kitchen, and conference rooms	
➤ Troubleshoot minor appliance, wireless network, and security system issues and provide updates to Management	
➤ Conduct hourly facilities checks to ensure tables, chairs, internet, and conference rooms are in order	
➤ Keep bathrooms and kitchen well-stocked and clean	
➤ Coordinate with maintenance crew to keep facilities clean and functional	
➤ Maintain a space design that meets member needs, rearranging as necessary.	

RECEPTIONIST

Type: Full-Time Position
 Number of Position: 2
 Report to Office Manager
 Initial salary: \$X per year

Receptionist – Job Description	%Time
• Facility/Administrative Operations	70%
➤ Assist with facility operations and maintenance to provide a high-quality experience for members and guests.	
➤ Order key supplies and consumables	
➤ Manage the distribution of member mail and packages	
➤ Ensure the facility is clean and well kept	
➤ Facility/Administrative Operations	
➤ Assist with facility operations and maintenance to provide a high-quality experience for members and guests.	
• Facility/Administrative Operations	30%
➤ Assist in overseeing facility operations and maintenance to ensure an exceptional experience for members and guests.	
➤ Procure necessary supplies and consumables for the facility.	
➤ Handle the distribution of member mail and packages efficiently and accurately.	
➤ Maintain the facility's cleanliness and aesthetics at all times.	

ADMINISTRATIVE ASSISTANT

Type: Full-Time Position
 Number of Position: 3
 Report to Office Manager
 Initial salary: \$X per year

Office Manager – Job Description	%Time	
<ul style="list-style-type: none"> • Facility/Administrative Operations <ul style="list-style-type: none"> ➢ Collaborate with the Office Manager to schedule preventive maintenance for facility equipment such as HVAC, plumbing, and electrical systems.. ➢ Act as the point of contact between outside contractors/vendors for capital improvements and infrastructure projects, and vendors for routine preventative maintenance programs. ➢ Conduct inspections and walk-throughs with the Office Manager to ensure that the facility is in good working order. ➢ Manage the ordering and inventory of maintenance supplies and facility equipment to monitor the budget. 	85%	
<ul style="list-style-type: none"> • Facility/Administrative Operations <ul style="list-style-type: none"> ➢ Contribute to the development and monitoring of the annual maintenance and capital expenditure budget. ➢ Collect and submit monthly meter readings to track facility usage and expenses. ➢ Review weekly, monthly, and quarterly inspection reports from the janitorial staff to identify any maintenance or cleanliness issues. ➢ Assist in the formulation and revision of the emergency action plan to ensure the safety of all occupants. ➢ Coordinate all yearly inspections and obtain necessary permits to comply with regulatory requirements 		15%

ACCOUNT EXECUTIVE

Type: Full-Time Position
 Number of Position: 1
 Report to Office Manager
 Initial salary: \$ X per year

Account Executive – Job Description	%Time
<ul style="list-style-type: none"> • Sales Operations <ul style="list-style-type: none"> ➢ Engage in direct meetings with potential customers to identify their needs and drive the sales process. ➢ Expand the company's portfolio by executing full-cycle sales, from prospecting to closing and follow-up, targeting small and mid-sized businesses. ➢ Conduct outreach via email, phone, social media, and face-to-face meetings to generate leads. ➢ Maintain up-to-date knowledge of the industry to deliver effective 	90%

presentations to prospective clients.	
➤ Perform all sales activities with a high degree of professionalism and ethical conduct.	
➤ Engage in negotiations and maintain detailed records of member rentals and associated data.	
• Reporting	10%
➤ Develop and implement account-based strategies to expand usage and enhance customer awareness of the value proposition offered by Worky.	

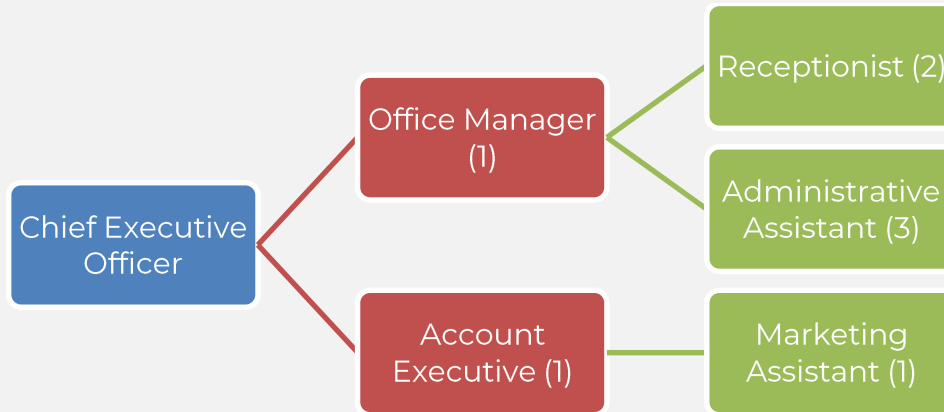
MARKETING ASSISTANT

Type: Full-Time Position
 Number of Position: 1
 Report to Office Manager
 Initial salary: \$X per year

Marketing Assistant – Job Description	%Time
• Marketing Activities	80%
➤ Assist the Account Executive in all marketing and communication efforts.	
➤ Develop messaging documents, presentations, brochures, product collateral, one-pagers, success stories, and pitch decks to support sales and brand awareness.	
➤ Generate leads through outreach campaigns, webinars, social media, public relations, trade shows, and other lead-generation activities.	
➤ Build a following on key professional and social media platforms, including LinkedIn, Facebook, and Twitter.	
➤ Coordinate the distribution of all marketing deliverables, working closely with the Account Executive to ensure compelling content.	
➤ Manage social media marketing campaigns and oversee all marketing activities to maintain brand consistency and drive business growth.	
• Reporting & Analysis	20%
➤ Collaborate with sales and marketing teams to gather data and prepare sales and marketing analysis reports.	
➤ Provide regular updates on progress and recommendations to senior management based on market trends, consumer insights, and competitive intelligence.	
➤ Develop marketing strategies and goals, including branding, positioning, and messaging to drive growth and revenue.	
➤ Oversee all marketing activities, including digital marketing, social media, content marketing, events, and public relations, to ensure alignment with the company's goals and objectives.	
➤ Work closely with cross-functional teams, including sales, product, and creative, to execute marketing initiatives that meet or exceed business objectives.	

ORGANIZATIONAL CHART

The organizational chart below illustrates the Company's organizational structure in year 5.



Industry and Market Analysis – Serviced Office Leasing in the US



The Serviced Office Leasing industry offers fully furnished office spaces that can be rented or leased on flexible terms, typically for periods of less than 30 days for rentals and at least one year for leases. Unlike conventional office leases that require tenants to manage office fittings, furniture, and IT infrastructure, serviced office leasing companies provide facilities management, office management, and office furnishings and equipment. The industry has experienced robust demand over the past five years, driven by the growing business activity and an increase in start-ups. Serviced office leasing providers have become popular among start-ups because they offer cost-effective and time-saving solutions to acquiring office space. The industry revenue is projected to grow at an annualized rate of 6.3% to \$2.4 billion by 2019, with a 5.1% increase in the same year.

Despite slower growth, the Serviced Office Leasing industry is poised to continue expanding over the next five years until 2024. The increase in corporate profits and businesses is expected to drive growth, while the strength of the overall economy will encourage companies to return to traditional renting markets. The number of businesses and corporate profits are projected to grow annually by 0.7% and 0.9%, respectively. The industry companies will benefit from this growth as companies expand their operations and require more office space. As operating conditions remain restrained, businesses will seek cost-saving solutions, leading to increased demand for serviced office leasing providers. However, the office rental vacancy rate is expected to increase during the period. The industry revenue is forecast to grow at an annualized rate of 3.5% to \$2.9 billion over the next five years.



SERVICES SEGMENTATION

Serviced office services: Serviced office services encompass fully furnished workspaces that can be customized to meet the needs of small, medium, and large clients, including workstations or cubicles, computers, printers, copiers, and scanners. These spaces are rented on flexible terms that vary according to the size, location, and amenities requested by the customer. This segment generates the largest share of industry revenue, representing 77% of the total. Rental of private offices and desks in coworking spaces each account for 24% of industry revenue, while combined membership plans, which include meeting spaces and additional resources, account for 29% of industry revenue. This segment has grown over the past five years due to the increasing number of mobile workers and technology companies seeking temporary physical space.

Virtual office services: Virtual office services streamline a client's operations through remote personnel and administrative services, such as remote receptionists, call center operations, and address services. This segment does not involve the leasing of physical space and is expected to account for 3% of industry revenue in 2019.

Conference room services: Conference room services account for a small share of industry revenue, representing 9% of the total. They are leased for client meetings and teleconferences by customers who primarily communicate with their clients online or over the phone. The use of leased conference rooms has become less common over the past five years due to the informal nature of client relationships and the prevalence of personal video-conferencing equipment.

Other: Other industry services include the sale of food and beverages and the sale of tickets to workshops and events. Companies in this industry often offer additional amenities to create an alluring and unique work environment. All other industry services represent 11% of industry revenue.

BARRIERS TO ENTRY

Although the demand for serviced offices is increasing and the industry is largely unregulated, IBISWorld predicts that the barriers to entry into the market will be moderate. The significant upfront costs involved in establishing a furnished office that can compete with established players is the biggest obstacle for new entrants. A new company must purchase or lease office space in desirable metropolitan areas with high property values, and then furnish the space with various suites and workspace configurations to appeal to a diverse range of clients. Depreciation costs, which

Barriers to Entry checklist

Competition	High
Concentration	High
Life Cycle Stage	Growth
Capital Intensity	High
Technology Change	Low
Regulation and Policy	Light
Industry Assistance	None

SOURCE: WWW.IBISWORLD.COM

account for 18.8% of the average company's revenue, indicate a high level of capital intensity. The expenses involved in acquiring equipment such as computers, video conferencing equipment, monitors, and projectors, as well as renovating floors, light fixtures, and other amenities, can easily dissuade operators from entering the industry.

Moreover, new entrants must compete with established players. IWG PLC, in particular, has gained a substantial market share by quickly opening new locations and absorbing the losses incurred by these new spaces with income from more mature, profitable markets in Australia. While new companies may be able to cater to niche clients who only require a conference room or small, one- or two-person suites, the larger players in the industry offer enough customization to provide fierce competition in this customer market as well.





Location Analysis

The Company's location is situated in Chandler, AZ, a well-known suburb in Maricopa County, Arizona, and part of the Phoenix, Arizona, Metropolitan Statistical Area (MSA). According to the United States Census Bureau, the population was estimated at XK as of 2018.

The location features the followings:

- The site offers many

advantages, which is favored by IT, hi-tech, and financial services tenants. It also provides easy access to three major freeways. Nearby amenities include the Mall and Downtown area, which has an array of retail shops, specialty grocers, and restaurants. Furthermore, the site's strategic location provides access to a deep labor pool and a reverse commute. The building itself has a two-story atrium lobby, flexible floor plates that can accommodate users of all sizes, and exterior signage opportunities. Additionally, the parking ratio is 4.80 spaces per 1,000 square feet.

DEMOGRAPHICS	5-MILE RADIUS OF THE ANTICIPATED LOCATION
Total Population	X
Total Households	X households
Age range	X% are between the ages of 25 to 34. X% are between the ages of 35 to 44.
Gender	X% Male X% Female
Income	Median HH income for this segment is \$X
Occupation	X% of 24-64 year-olds are employed.
Education	X% of 24-64 year-olds have a college degree or higher.

Marketing

The following media will be utilized for marketing:

NETWORKING

- Networking at industry events, such as the GWA Conference organized by the Global Workspace Association.
- Registration with Arizona Chamber of Commerce and associations such as the Global Workspace Association.
- Promotional connections with company incorporation consultants and advisors for reciprocal marketing and referral opportunities.



INTERNET (WEBSITE & SOCIAL MEDIA)

- The Company's website will serve as its primary marketing channel, providing information on the coworking facility, amenities, and contact details.
- The website will be promoted through Search Engine Optimization (SEO) campaigns to improve its ranking on search engine result pages and attract more clients.
- Social media platforms such as Facebook, Twitter, LinkedIn, and Instagram will be used to generate brand awareness and maintain a presence. The Company will communicate with followers, update them on upcoming events, and offer special package deals.
- A YouTube channel will be created and optimized with SEO to reach targeted customers more efficiently. The Company will use video blogging to showcase successful freelancers and entrepreneurs associated with Worky and drive sales.
- Networking at industry events such as the GWA Conference and registering with the Arizona Chamber of Commerce and the Global Workspace Association will also be used to promote the business. Additionally, the Company will establish promotional connections with company incorporation consultants and advisors for referral opportunities.



EMAIL MARKETING

Implemented with the right strategies, email marketing can be a cost-effective way to retain and attract new customers. According to data from MailChimp, the average open rate across all industries is 21.80%, and the average click-through rate is 2.78%. The following factors will be considered when using email marketing to engage customers:

- The emails will be mobile-responsive.
- The email lists will be segmented to personalize the message and ensure that each offer is relevant to the specific audience.
- The email subject line will be optimized.
- The email will include a call-to-action (CTA) button that directs the reader to a landing page.



WORD OF MOUTH

Besides traditional and digital marketing campaigns, the Company will place great emphasis on reputation, recognizing its utmost significance within the industry. The Company's commitment to surpassing end-users' expectations will lead to recommendations, resulting in new customers.



Major Market Players



Regus • SPACES. HQ Signature

IWG PLC [market share: 36.3%]

Formerly known as Regus PLC, IWG PLC (IWG) is a global provider of flexible workspace and serviced offices. The company was founded in Brussels, Belgium in 1989 and is headquartered in Luxembourg. In December 2016, Regus PLC created a new holding company named International Workplace Group so that it could move its base outside of the European Union, citing the increasing regulatory complications of the region. Regardless of the arrangement, the company's operations have remained unchanged. IWG still offers a variety of business centers with many configurations and offerings, including basic collaboration space and meeting rooms, fully serviced offices, video conferencing rooms and services, think pods (a semiprivate space for a single worker) and virtual office services, such as the use of a business address and phone number in a given city. IWG operates over 3,000 locations in over 100 countries and employs 8,788 people as of 2017. Its customer base includes half of the Fortune 500. In 2017 (latest available data), the company recorded global revenue of \$3.0 billion. Trends toward more mobile workers and telecommuting, especially among software companies, have helped IWG grow. HQ, another prominent provider of serviced offices in the United States, is a subsidiary of IWG. Over the five years to 2019, US revenue for IWG was expected to increase at an annualized rate of 6.5% to \$887.3 million.

WEWORK [market share: 28.8%]



WeWork was founded in 2010, opening its first location in the SoHo district of New York City. The company has rapidly expanded its operations over the past five years. In 2014, it was named the fastest-growing lessor in the office market of New York and was on pace to be the fastest-growing company of its type in all of the United States. As last reported, the company managed over 10.0 million square feet of office space and was valued at nearly \$47.0 billion due to major infusions of cash from its major investors. The company designs and manages both physical and virtual office spaces for entrepreneurs and companies alike. The company boasts over 100,000 members with access to amenities like healthcare, social networking, social events and various workshops. The company is also experimenting with the luxury gym industry through its Rise by We division. The company has offices in 97 cities and employs more than 5,000 employees. Over the five years to 2019, IBISWorld expected the company's industry-specific revenue to grow at an annualized rate of 73.9% to \$702.5 million.

SWOT Analysis

STRENGTHS

- The owner possesses a track record of excellent management abilities.
- Dedication to providing exceptional customer service.
- The business operates efficiently with minimal staff requirements.
- Catering to both short-term and long-term workspace needs of customers.
- Offering a state-of-the-art facility equipped with the latest technology.
- Potential for multiple revenue streams, such as space and equipment rentals, workshops,



WEAKNESSES

- Establishing credibility is crucial for the Company as it enters the market.
- Maintenance and depreciation costs are inevitable considerations.
- Keeping up with technological advancements: The Company must regularly upgrade equipment and amenities to meet the members' expectations for improved



OPPORTUNITIES

- The freelance and professional, scientific, and technical services sectors are experiencing a rise in numbers.
- Expansion of workspace into additional cities



THREATS

- The US economy's instability contributes to unpredictable market dynamics.
- Larger companies possess greater resources and a wider market reach.
- Increasing real estate prices may impact asset availability, pricing, and customer offerings in key cities.

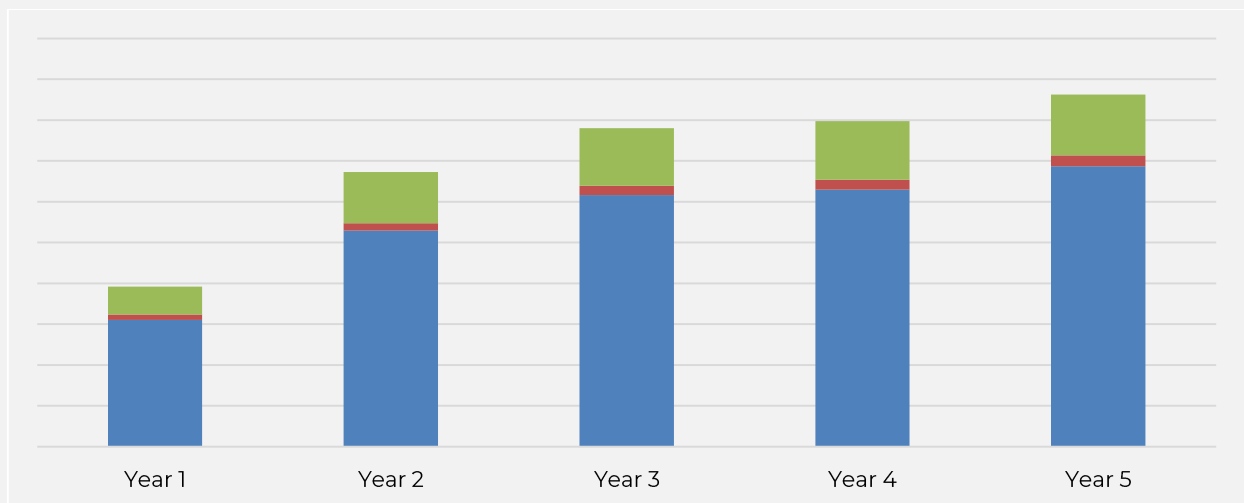


Financial Projections

REVENUE PROJECTION

The following is a five-year revenue and direct cost forecast.

Projected Revenue Forecast					
	Year 1	Year 2	Year 3	Year 4	Year 5
Total					
Dedicated Desk	X	X	X	X	X
Ad-hoc Desks	X	X	X	X	X
Office Premium	X	X	X	X	X
Price					
Dedicated Desk	\$X	\$X	\$X	\$X	\$X
Ad-hoc Desks	\$X	\$X	\$X	\$X	\$X
Office Premium	\$X	\$X	\$X	\$X	\$X
Revenue					
Dedicated Desk	\$X	\$X	\$X	\$X	\$X
Ad-hoc Desks	\$X	\$X	\$X	\$X	\$X
Office Premium	\$X	\$X	\$X	\$X	\$X
Total Revenue	\$X	\$X	\$X	\$X	\$X



PROJECTED INCOME STATEMENT

Worky intends to deploy its funding to maximize growth and profitability. Below is the projected income statement of the Company:

Projected Income Statement					
	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$X	\$X	\$X	\$X	\$X
Expenses					
Rent	\$X	\$X	\$X	\$X	\$X
Insurance	\$X	\$X	\$X	\$X	\$X
Telephone/Internet	\$X	\$X	\$X	\$X	\$X
Marketing & Advertising	\$X	\$X	\$X	\$X	\$X
Supplies	\$X	\$X	\$X	\$X	\$X
Utilities	\$X	\$X	\$X	\$X	\$X
Professional Services	\$X	\$X	\$X	\$X	\$X
Startup Cost	\$X	\$X	\$X	\$X	\$X
Janitorial	\$X	\$X	\$X	\$X	\$X
Depreciation	\$X	\$X	\$X	\$X	\$X
Salaries & Wages	\$X	\$X	\$X	\$X	\$X
Total Operating Expenses	\$X	\$X	\$X	\$X	\$X
Profit Before Interest and Taxes	\$X	\$X	\$X	\$X	\$X
EBITDA	\$X	\$X	\$X	\$X	\$X
Net Profit	\$X	\$X	\$X	\$X	\$X
Net Profit/Revenue	X%	X%	X%	X%	X%

PROJECTED CASH FLOW

The following is a depiction of Worky’s projected cash flow:

Projected Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Received					
Revenue	\$X	\$X	\$X	\$X	\$X
Capital (E2 Applicant)	\$X	\$X	\$X	\$X	\$X
Subtotal Cash Received	\$X	\$X	\$X	\$X	\$X
Cash Spent					
Expenditure	\$X	\$X	\$X	\$X	\$X
Start-up Costs	\$X	\$X	\$X	\$X	\$X
Purchase Long-term Assets	\$X	\$X	\$X	\$X	\$X
Subtotal Cash Spent	\$X	\$X	\$X	\$X	\$X
Net Cash Flow	\$X	\$X	\$X	\$X	\$X
Cash Balance	\$X	\$X	\$X	\$X	\$X

PROJECTED BALANCE SHEET

Following is the projected balance sheet of Worky.

Projected Balance Sheet					
	Year 1	Year 2	Year 3	Year 4	Year 5
Assets					
Current Assets					
Cash	\$X	\$X	\$X	\$X	\$X
Account Receivable	\$X	\$X	\$X	\$X	\$X
Total Current Assets	\$X	\$X	\$X	\$X	\$X
Long-term Assets					
Long-term Assets	\$X	\$X	\$X	\$X	\$X
Accumulated Depreciation	\$X	\$X	\$X	\$X	\$X
Total Long-term Assets	\$X	\$X	\$X	\$X	\$X
Total Assets	\$X	\$X	\$X	\$X	\$X
Liabilities and Capital					
Current Liabilities					
Accounts Payable	\$X	\$X	\$X	\$X	\$X
Subtotal Current Liabilities	\$X	\$X	\$X	\$X	\$X
Total Liabilities	\$X	\$X	\$X	\$X	\$X
Capital					
Paid-in Capital	\$X	\$X	\$X	\$X	\$X
Retained Earnings	\$X	\$X	\$X	\$X	\$X
Earnings	\$X	\$X	\$X	\$X	\$X
Total Capital	\$X	\$X	\$X	\$X	\$X
Total Liabilities and Capital	\$X	\$X	\$X	\$X	\$X

Note to Readers

This is a sample business plan. It will provide you with an example of a comprehensive plan. This sample business plan is a private property of BPlanwriter and may not be distributed or copied. All names such as owner and key management personnel used in this sample business plan are fictional except market and industry research.

