



Greater Jamaica
Development
Corporation

Co-working Space
2018 | Local Industry Analysis

LOGO NAME, DESIGN AND TARGET CUSTOMER DESIRES MISSION 6, 7 AND 9

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MARKET RESEARCH OF THE QUEENS AREA

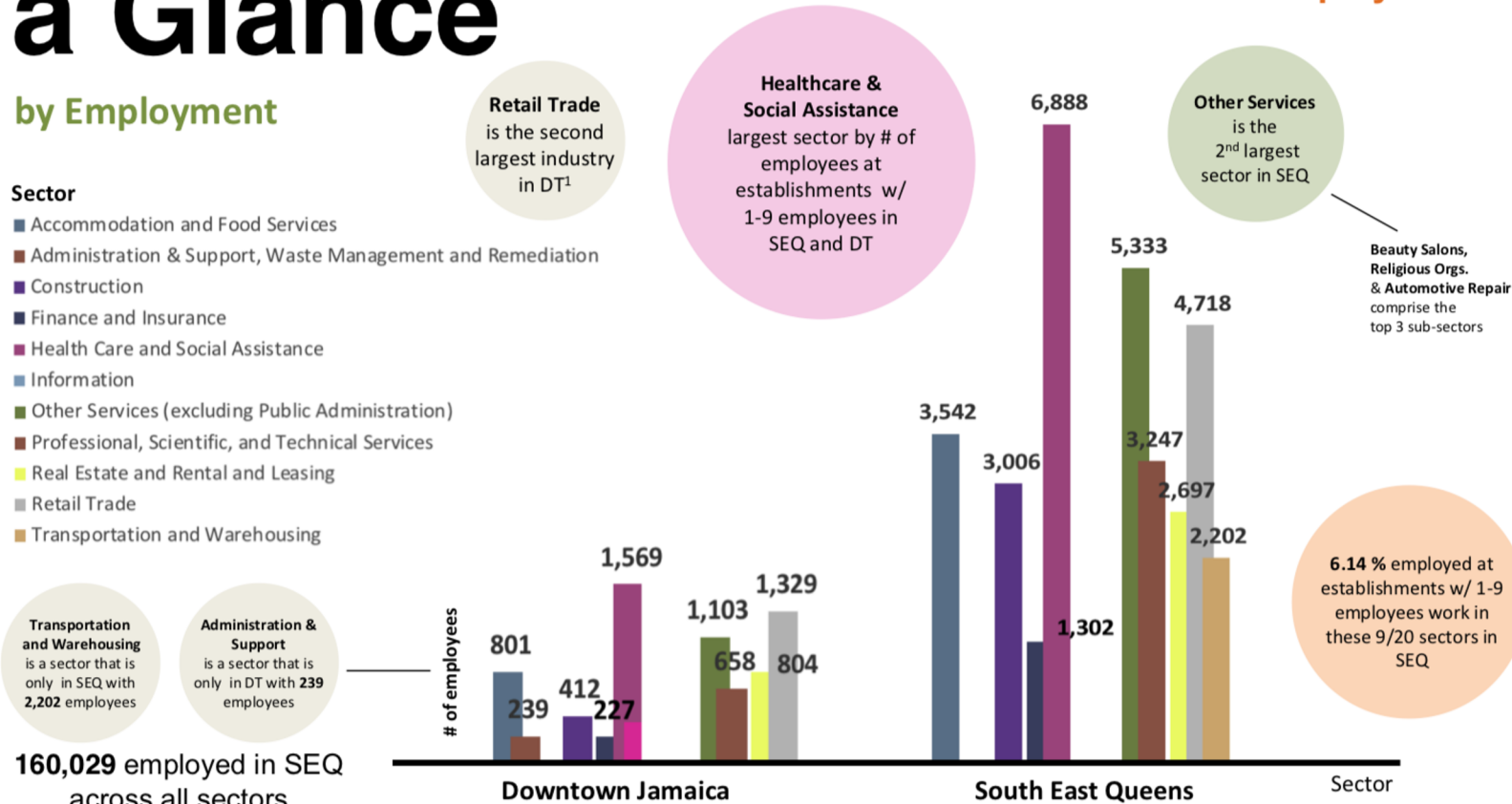
Industry at a Glance

by Employment

Sector

- Accommodation and Food Services
- Administration & Support, Waste Management and Remediation
- Construction
- Finance and Insurance
- Health Care and Social Assistance
- Information
- Other Services (excluding Public Administration)
- Professional, Scientific, and Technical Services
- Real Estate and Rental and Leasing
- Retail Trade
- Transportation and Warehousing

Top 9 Largest Sectors by # of Employees at Establishments with "1-4" and "5-9" Employees



¹Downtown Jamaica

SUB-SECTOR ANALYSIS

Sub-Sector Analysis

Potential
Co-working
Tenants

Primary
Target

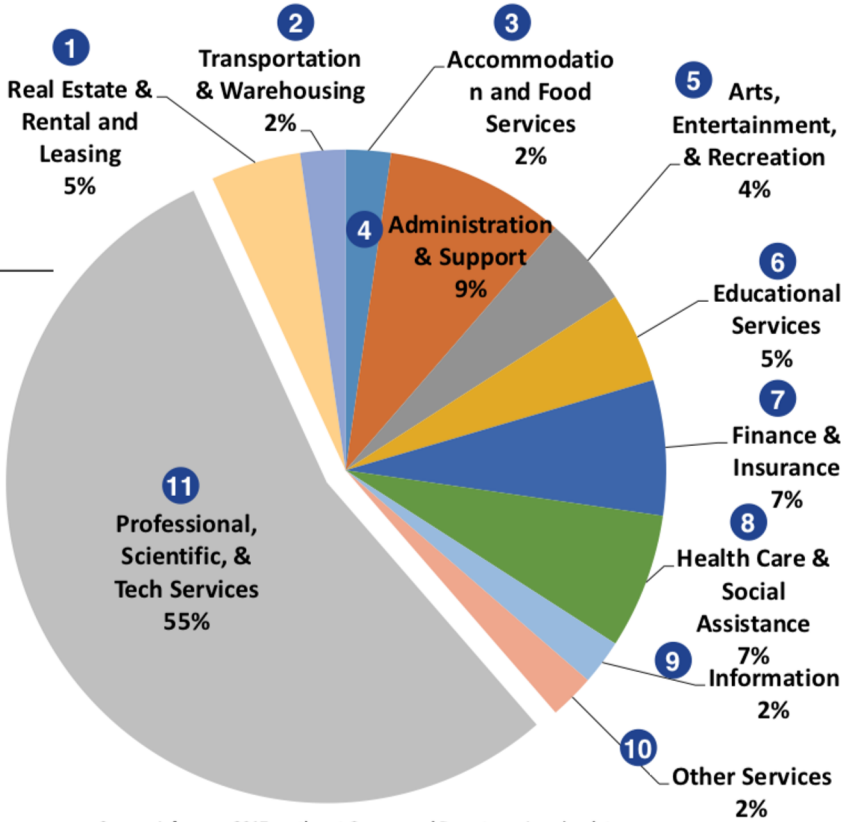
Professional,
Scientific, & Tec.
Services
Major Sector

Graph
Represents
11/20
Sectors
in SEQ

~2,810
Establishments
w/ 1-4 or 5-9
employees

~8,025
Employees
1,843
w/ 1 to 4
employees

Sub-sectors analyzed to determine what
major sectors are applicable to the scope
co-working



Source: Infogroup 2017 southeast Queens and Downtown Jamaica data

¹Real Estate & Rental and Leasing, Administrative Support. Arts Entertainment & Recreation, Finance and Insurance, Information are the (4) four sectors not included in Top 10 largest sectors on pg. 3



TARGET AUDIENCE

- ▶ Low and moderate-income entrepreneurs (micro-entrepreneurs) and their communities
- ▶ Traditionally underserved groups
- ▶ Local entrepreneurs
- ▶ Law students
- ▶ Freelancers
- ▶ Lawyers
- ▶ Graphic designers
- ▶ Real estate agents, construction management companies

WHAT IS UNIQUE ABOUT THE CO-WORKING SPACE...

- a receptionist to answer calls in their company name
 - bilingual secretaries
- landline number totally provision by us
- IT assistance (on-demand team assistance)
- easy access to book space via app
- color printing from any desk
 - business-class multi-function copier/scanner/printers
- ability to network with potential clients and investors
- accessible 24/7, 365 days a year

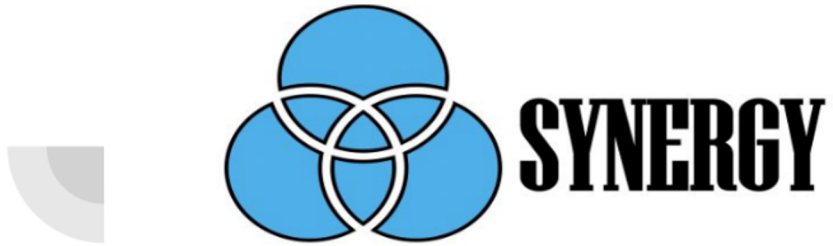
WHAT IS UNIQUE ABOUT THE CO-WORKING SPACE...

- Coworking is 100% tax deductible
 - Clients monthly coworking space is an easy tax-deductible office expense
 - Provide a membership portal (app) which clients can easily deduct their coworking expenses from their tax return
- Assist clients' businesses growth within our communities with local partnerships, events, activities and sponsorships
 - Provide business development workshops
 - Training courses
 - Networking events

FIRST LOGO IDEAS PRESENTED:

- ▶ THE COLLECTIVE
- ▶ WeShare
- ▶ The House JM
- ▶ The Hive
- ▶ Synergy
- ▶ The Co-Op
- ▶ Union NY
- ▶ Collab NY
- ▶ Symbiosis
- ▶ Interlink Jamaica

FIRST PROTOTYPE OF LOGO DESIGNS:



FIRST PROTOTYPE OF LOGO DESIGNS:



LAWYER SURVEY RESPONSES

Who	What	Why
<p><i>Attorneys at:</i></p> <p><u>Friedman & Friedman PLLC</u></p> <p><u>Amato Law Group PLLC</u></p> <p><i>Located in:</i> Garden City NY</p>	<p><u>Important:</u></p> <ul style="list-style-type: none"> -Secretary -Paralegal aka staff -Aesthetically pleasing conference room -Security Guard <p><u>Very Important:</u></p> <ul style="list-style-type: none"> -Fax Machine -Copy/Scanner (commercial size) -IT Tech (shared cost) -Phones, Internet Legal programs (ex. Research tool, time-slips, West Law, Lexus) -Street visibility so it is easier to navigate potential clients and get potential clients attention Parking availability for potential clients -Child Care/Day care nearby <p><u>Not Important:</u></p> <ul style="list-style-type: none"> Stocked kitchen Collaborative lunches Relaxing room/break room Close proximity to coffee/food spots 	<p><u>What the members of this category are interested in:</u></p> <p>I would want to be there to start my solo practice because of the location (close to Queens Supreme Court, Family Court and Public transportation).</p> <p>A location in the Jamaica area would bring several walk-ins and potential new clients.</p> <p>Cost effective, expenses are not as much neither is the monthly fee.</p> <p>It would be an opportunity for me to get/give referrals if I was working alongside attorneys in other practice areas.</p> <p>Confer with other attorneys that maybe have more specialized knowledge than I do in a particular realm of law.</p> <p>Willing to pay no more than 25% of my gross monthly income. \$1,500-\$3,200</p>

REAL ESTATE INVESTMENT & BROKERAGE COMPANY SURVEY RESPONSES

1. **Briefly explain your company/services you provide**
 - a. Real Estate Investment & Brokerage company
2. **We are currently working to develop a coworking space in the Jamaica area. Would you consider using a coworking space for your company?**
 - a. Yes
3. **Have you ever worked in a coworking space? If yes, please explain.**
 - a. Yes. I have used them before as a daily space in the past. I have also worked in a dedicated Regus space for another company in the past.
4. **Do you see your company/services provided benefitting from existing in a coworking environment? If yes, please explain**
 - a. Yes. The possible collaboration may be beneficial to my business.
5. **Would you require use of meeting rooms? If so, approx. how many hours per month?**
 - a. I am not sure. Possibly 2-4 hours a month.
6. **What are key features that you would deem necessary in a coworking space?**
 - a. Hi speed internet, mail box options and meeting space
7. **Are there certain hours (beyond normal business hours) you would require use of the coworking space? If yes, please explain**
 - a. Most likely on the weekend to meet with clients
8. **Do you have any concerns about working in a coworking environment? If yes, please explain**
 - a. The security of my documents for clients.
9. **Which set-up would you most likely rent from the coworking space?**
 - a. Two Person Office
10. **Which name do you prefer: Co-Lab Jamaica NY or Nexus Jamaica NY**
 - a. Co-Lab Jamaica NY

LOCAL ENTREPRENEURS SURVEY RESPONSES

1. Are you currently working on a startup or have created a business in the past?

I currently have a business. I am a professional graphic designer. The name of my business is Jaylin Graphics, LLC.

2. Can you tell us more about your company? Is it at home? When did you create it? Are your customers mainly online or in person?

My company was started in December 2018. I am thankful to have a remote accessible job. I am currently in the process of establishing my graphic design studio. My headquarters will be based in Washington, DC. Majority of my services are digital; however, I do offer face to face consultations

3. We are currently adding a coworking space in the Jamaica area. Would you be a potential customer?

Possibly, depending on what's included in this space.

4. Are you satisfied with your current workspace?

Yes

5. Do you see your workspace environment in a coworking environment?

I am open to working on new environments to become more versatile.

6. How much are you willing to pay for a coworking space?

Varies depending on what's included; such as WIFI, hours of operation, & etc.

7. Where would you like a coworking space to be (location)?

Union turnpike

8. Have you ever worked in a coworking space?

Yes, back in Washington, DC.

9. When you visited, was there any benefits or amenities you expected or wanted to utilize that weren't there? If yes, what would you look for in a coworking space?

Yes, the building had too many locks with all different keys. The air conditioning in the building was not consistent.

10. How heavy is the footprint of clients?

Flowing clientele

11. Do you usually meet with them at your current office space or outside of that?

Outside of that due to going to college

12. How often would you be renting out the meeting room and in what way?

Bi-Weekly basis; Use of a professional environment

START-UP BUSINESS RESPONSES

Who?

- ▶ Kristi Campbell
- ▶ Omari Graham
- ▶ Terri Dorsey
designer
- ▶ Donovan Salmon
- ▶ Winifred Edjeani

Travel Planner & founder of MOVE Inc.

Young creative filmmaker

Student, freelance artist and

Clothing designer

Nonprofit owner of Wekem

FINAL ROUND OF SURVEY INTERVIEWS FOR START-UP BUSINESSES

Final Round of Interviews: Start-Up Businesses

Who	Why	What	Amenities	Cost: \$400-\$450	Quietness
<p>Kristi Campbell: Travel Planner & founder of MOVE Inc.</p> <p><i>Location: Jamaica, Queens</i></p>	<p>I would want to be in a co-working space to be in an environment where I can work diligently, schedule conference meetings, and answer phone calls for interviews.</p>	<p>Snacks (coffee, tea, water), 24 hour service with app door unlock, wifi, conference meeting space, soundproof phone booth, couches, microwave, private offices, printing and fax machine.</p> <p>Coat rack, umbrella</p>	<p>Modern and cozy feeling; open and inviting. The ability to host events would also be a great idea!</p> <p>Private office? No, I do not need a private office. I would like an open space because it is in alignment with my business</p>	<p>It depends on where you put the working space. I think \$400-\$450 a month is high but I am also a recent graduate working for a non-profit and just getting started on my entrepreneurial journey.</p>	<p>If the co-working space is two floors, the bottom floor could be the quiet space and the top floor could be the conference space. If the co-working space is not two levels I think "medium" level of quiet is sufficient. People can be on the</p>

DATA RESULTS: START-UP BUSINESSES

- ▶ **All respondents** mentioned a need for a co-working environment to work in.
- ▶ **1 out of 5 respondents** are willing to pay \$400-\$450 for an open-space desk.
- ▶ **All respondents** said there is **no need** for them to work in complete silence.
- ▶ **4 out of 5 respondents** favored a parking garage connected to the building over one located walking distance.

QUOTES: AMENITIES

- ▶ “Modern and cozy feeling; open and inviting. The ability to host events would also be a great idea!”

-Travel Planner & founder of MOVE Inc.

- ▶ “In a co-working space, I would love for it to be a nice open space, no cubicles, but tables laid out across the floor, yet grouped into sections. Purpose being so that each team can have their own workspace. Having plants would be amazing.”

-Creative filmmaker

QUOTES: AMENITIES

- ▶ “Large tables, comfortable chairs, plants, a good lighting. I would like a little storage area like a nice “locker” of sorts but it would not have to be big.”

-Freelance artist and designer

- ▶ “Working computers, tables, desks, editing equipment, photography equipment ... Prefer private office in space ... Perhaps lockers or lockboxes to protect certain valuables ... Comfortable furniture, inviting colors and furniture that does not damage easily. Parking available in the building.”

-Clothing designer

QUOTES: AMENITIES

- ▶ “I would love to have the standing desks, a regular sitting desk and a very comfortable chair because I tend to sit in one spot when I’m dedicated to finishing a project. Sometimes when I sit too long I get back pains. So, if the standing desk was an available it would make working long hours a little manageable.”

Nonprofit owner of Wekem

DATA: What WE Should Offer

Style:

- ▶ A creative space with arts and crafts available
- ▶ Open space
- ▶ Modern

Equipment:

- ▶ Apple computers
- ▶ 3D printers
- ▶ Editing Equipment
- ▶ Small to medium locked safes/lockers

Furniture:

- ▶ Plants
- ▶ Couches
- ▶ Coffee tables
- ▶ Ottomans
- ▶ A sleeping pod

RATIONALE FOR OUR CHOICES...

IDEA INVOLVEMENT IN 3 STEPS...

- We aimed to develop a name that is not already out there as well as a logo design that is professional and fitting to the space
- Discussed with the team and came to a clear understanding of what they are looking for/leaning towards in regards to logo and color scheme of the logo
- After showing them the first rounds of logos, (1) we took their feedback, (2) had a meeting, (3) brainstormed logo names and ways we can play with the design and created something that isn't already being used by other co-working spaces around the country

WHAT THE PRODUCT IS/WHAT IT IS SOLVING/WHY IS IT NEEDED?

Our coworking space is a communal workspace located in Downtown Jamaica. Being that it is the only coworking space in the area, it is at a huge advantage; automatically attracting potential customers. Aside from that, it is also considered one of the cheaper coworking spaces. The team made it a point to keep the price at a competitive number in order to attract professionals in the area. There is an immense need for this type of space in the area for those who are unable to travel to NYC or the other boroughs for a coworking space, and for professionals that need to be near certain landmarks for their work or even closer to home.

As a team, we were presented with the tasks of how we plan to market this space, who we plan on reaching (target audience), and overall what we want this space to depict to the potential customers. We went ahead and interviewed numerous professionals to get their feedback on the space, overall, and compiled all of their responses into a chart that went into detail of what they would expect in their everyday work environment.

PRODUCT BENEFIT LIST/MINIMAL VIABLE PRODUCT

Before conducting the in-depth interviews with potential customers, we met with GJDC to discover what amenities were going to be offered to the coworking space customers. With this list, when conducting further interviews, we hoped to learn what potential customers were expecting in addition to the list of provided services. From this, we were able to create a succinct list of amenities that are both realistic, cost effective, and beneficial to the coworking community. These are the minimum of services that should be provided to customers, and our data will be forwarded to GJDC.

PRODUCT BENEFIT LIST/MINIMAL VIABLE PRODUCT CTD.

- Printing Availability with Membership
 - Cheaper alternative than purchasing own commercial printer and paying for paper, ink, toner, etc.
- Access to Meeting Rooms to Book as a Member
 - X number of hours included
 - Allows for professional setting with customers, presents a proper image of your company
- Large Conference Room Available for Rent
 - None available for rent in the area
- Coffee and Tea Available, Full Kitchen & Pantry for Storage and Eating Area
 - Coworking space users do not have to leave their office for lunch, streamlines a more natural feel of an office
- Under-desk Storage Locker (for communal areas)
 - Provides security for confidential documents
- Platform to communicate between other members
 - Allows each other to build a network of connections, use each other's services to strengthen the coworking space's atmosphere
- Provided mailing addresses for mail
 - Gives smaller companies the opportunity to have commercial address, creates a more professional appearance
- Parking Discount built into membership
 - Parking is rare in New York City and expensive, this combats both issues
- Accessible to
 - LIRR
 - Bus Lines
 - Select Bus Service
 - JFK
 - Train Lines, specifically J train
 - Easy for those to commute in to use coworking space and reach other areas of NYC for business

PRODUCT VISION

As for the vision of our product, we are positioned to be the first coworking space in Jamaica, NY. We hope to take advantage of our central location to transit throughout all of NYC as well as the world (JFK airport) and create a network of intertwining businesses and services. While each business is privately owned and independent, the coworking space offers a unique position of allowing one another to work together; to use services that complement one another in order to benefit the clients. We hope that the coworking space will grow to capacity, over two floors of companies working in various capacities (i.e. extension offices, primary workspace) to provide services from smaller businesses to customers, which fosters a greater sense of community while also stimulating the Queens economy.

MARKETING SEGMENTATION

Segment Label	Description	Demographic	Priority
<i>Architects</i>	Stven Kuo Architect & Associate PLLC: Diaphaneity, Design, and Development Avoid Obvious Architects: Sustainable Architectural Design RCGA Architects: Airport Design, Larger Commercial Architectural Project-base Graf & Lewent Architects: Full-service Architectural Firm JLS Designs Architecture: Full-service Architectural Firm	30-50 yrs old	2
<i>Lawyers</i>	Divorce and Family Attorneys Real Estate Attorneys	25-40 yrs old	3
<i>Entrepreneurs</i>	Kristi Campbell: Travel Planner & founder of MOVE Inc. Omari Graham: Young creative filmmaker Terri Dorsey: Student, freelance artist and designer Donovan Salmon: Clothing designer Winifred Edjeani: Nonprofit owner of Wekem	18-25 yrs old	1
<i>Real Estate/Brokerage</i>	A real estate broker acts as an advocate on your behalf to score you a better deal on the house and area of choice	30-45 yrs old	4
<i>Construction</i>	Construction companies executes the building / infrastructure work and what ever is there on drawing sheets	30-60 yrs old	5

HOW THE IDEA EVOLVED

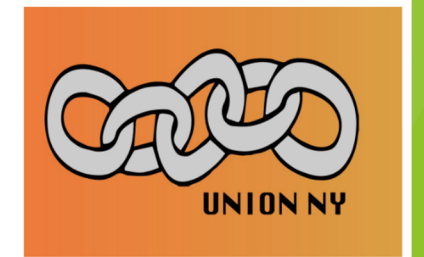
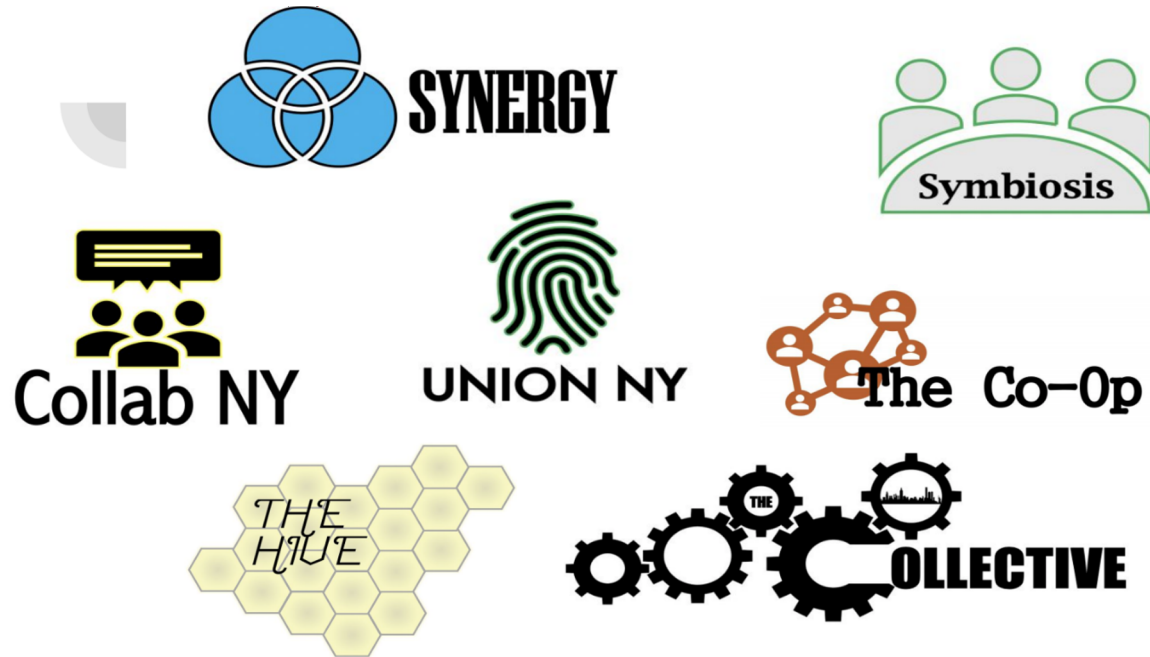
In the initial stages of working with the GJDC, we were unsure of their projected goals for our team. Through multiple meetings, we obtained that there were two areas in which we would focus our attention: further market research and development of a logo. We first began to identify key occupations to further research. Once the first round of interviews were completed, we began to draft a beginning round of logos. Through further meetings, we narrowed down our coworking space names and logos. From this, we completed a final round of more in depth interviews and finalized our top two choices for coworking space names and logos. The process can be summarized into three steps...

1. Initial Idea:
 - a. GJDC gave us the tasks of market research and logo development
2. Low Fidelity Prototype
 - a. First Round of Interviews Completed
 - b. First Round of Logos and Names Designed
3. High Fidelity Prototype
 - a. In Depth Interviews Conducted, Analyzed
 - b. Logos and Names Finalized to Two Options

CHANGES WE HAVE INTRODUCED

For our deliverable, the changes that have been introduced relate to the design/development of the coworking space logo. However, with the development of our logo we worked in three phases: the first round of design, then after meeting with GJDC, we completed a second round of design with Professor landoli, then after a meeting with GJDC, we completed our third and final round of design and produced our final products. These changes were applied throughout the course of the logo development based on the feedback from GJDC. As they have the final say, we simply have pitched the team ideas and further improved the designs of the names/logos they have liked. One important change that was made during logo development was the inclusion of “Jamaica NY”. The GJDC team stated that this was important to the coworking spaces’ identity and must be included. This culminated in our final two designs, which will be passed on to their team and a graphic designer will perfect their new logo.

STEP ONE: First Round of Designs



Step Two was Handmade, and omitted for presentation

STEP THREE: Final Designs



APPLICATION OF DESIGN PRINCIPLES

Good design is as little design as possible

- When designing a logo, it is important to remember that the logo will be used in all sizes
 - o Large for signage
 - o Small for letterhead
- It is important to create a logo that works well with all sizes, therefore it must be simple
- Both of our logos feature simple graphics, ones that can be reproduced and clearly understood in a variety of sizes
- The graphics enhance the meaning while not overpowering the person viewing the logo

APPLICATION OF DESIGN PRINCIPLES

Good design makes a product understandable

- Logos should convey the meaning of the company, in an easy way
- Both logos proposed are easy to read and clearly connect to the meaning of a coworking space
 - o Nexus has interlocking arrows showing the connections made in coworking space
 - o Co-Lab has individuals connected together, as many people work together in coworking spaces
- Nexus means a connected group; this definition supports what a coworking space is
- Co-Lab has a dual meaning: co coming from the stem meaning “together” and lab indicating that something is being created

APPLICATION OF DESIGN PRINCIPLES

Good design is thorough down to the last detail

- Both of our logos have significance in the wording as well as the graphics
- As mentioned earlier the names that were chosen, both Co-Lab and Nexus indicate a sense of community and togetherness
- The graphics further reinforce this meaning with connected persons and intertwined arrows, the words imply unity while the graphics physically display unity

DEVELOPMENT/FURTHER TESTS

For the further development/test we plan to have one final meeting with the GJDC team. Here, we plan to present all of our in-depth market research that has been obtained. What we will highlight as most important during this presentation are the amenities that were deemed most important by those we interviewed. Throughout the different professions and different companies, there were many similar amenities that were mentioned; these will be key to the GJDC team in continuing with the coworking space. In order to further test our logo designs, we will present the final two, for Nexus Jamaica NY and Co-Lab Jamaica NY in which GJDC will choose their favorite and work with a graphic design artist to make tweaks to and finalize the logo. Our project also offers a unique opportunity, in the coming months we will be able to see our work come to fruition. The coworking space plans to open in the spring of 2020 and we will be able to visit and see firsthand how our market research aided in the services provided by the coworking space. We will also be able to see our logo, if finalized and approved, used throughout the NYC area as well as online in marketing campaigns. Although our further test will be completed with a meeting, we will be able to see our work come to life with the final development and opening of the coworking space in Spring 2020.