



WANT TO LAUNCH A RURAL COWORKING SPACE?

The Rural Coworking Accelerator provides the tools, expertise, and experience to make it happen.

DON'T START FROM SCRATCH!

The Rural Coworking Accelerator helps rural communities plan and launch our proven rural coworking model. We've developed a completely unique solution that's making coworking spaces possible in small, rural communities. We'd love to help you, too!

A COMPLETE SOLUTION FOR RURAL AMERICA

Our rural coworking accelerator is the total package, delivering a proven set of systems, services, and support. Yes, we'll help you create a successful coworking space, but you'll also get the tools to offer a comprehensive set of innovation and entrepreneurship services. After going through the accelerator, your coworking space will be able to provide:

Coworking Plans

Flexible, affordable plans perfect for entrepreneurs and remote workers.

Innovation Services

Our proprietary process helps companies, schools, and communities leverage innovation to create new value.

Team Building Activities

Fun, hands-on activities designed to help business teams think differently.

Entrepreneurial programming

Personalized and on-demand business coaching, peer learning opportunities, and access to industry experts.

Meeting Space Rentals

Inspiring meeting rooms that companies and groups can rent to get off-site and work on their next big idea.

MAKE IT EASY ON YOURSELF

The Rural Coworking Accelerator provides specialized consulting, technical assistance, and resources that make it easier to launch your coworking space. Our one-on-one services are tailored to helping you navigate your unique situation to be successful.

WHAT YOU GET

The Rural Coworking Accelerator is tailored to your needs. It's delivered virtually, built around your schedule, and continues until you launch your space (it takes most participants 6-12 months).

Through personalized sessions, we provide coaching, tools, and training to help you achieve six key milestones, all critical to launching a successful, sustainable rural coworking space:

Community evaluation/engagement

Assistance developing a customer discovery strategy, evaluating feedback, and identifying/engaging key partners.

Business planning

Support creating a business startup plan, including 3-year proforma and project pitch deck that demonstrates the business model for the coworking space in your community.

Fund development

Help developing strategies to secure the necessary funding resources to launch & operate the coworking space.

Facility identification & development

Assistance selecting an appropriate facility and/or planning the space layout, furnishings, and technology necessary to operate effectively.

Configure & deploy key systems

We take care of configuring and deploying key systems and processes, including a fully functional coworking space website (based on our template), online billing system, customer management system, facility scheduling system, and marketing & communications systems.

Coworking Manager training

We'll provide all the training necessary to ensure your coworking manager understands how to run the space, deliver high quality services, and access all the ongoing support we provide after you launch.

WHAT IT COSTS

Everything about the Rural Ideas Network is focused on sparking growth in rural communities. That's why we designed the Rural Coworking Accelerator to create maximum value at a minimal cost.

ACCELERATOR PARTICIPATION FEE = ONE-TIME FEE OF \$5,000

We charge \$5,000 to participate in the Rural Coworking Accelerator. This fee and gives you access to our support for as long as it takes to launch your coworking space.

While it only costs you \$5,000, we estimate our accelerator services provide at least three times that much in value, as follows:

Accelerator Value	<u>\$15,500 value</u>
• Consulting & Planning Services	\$7,500
• Website & Operations Platform Development	\$6,000
• Innovation Services Training	\$2,000

ONGOING OPERATING SUPPORT = ANNUAL FEE OF \$5,000

When your space launches, you'll also pay an annual \$5,000 Operating Support fee, which provides a full suite of systems, processes, and support to help your space operate efficiently and effectively. This fee covers things like ongoing systems management, supplemental training, strategic coaching, and live administrative support. Most importantly, this support will help your space continue to thrive.

Annual Operating Support Value	<u>\$13,000 /year value</u>
• Web hosting + live support	\$1,200
• Marketing & customer management system + live support	\$1,000
• Door access system: user licenses + remote management	\$800
• Innovation services coaching + live support	\$2,000
• Entrepreneur coaching & peer learning services	\$2,000
• Access to marketing & promotional material	\$1,000
• Complimentary Rural Ideas Network Community Membership	\$2,000
• Coworking Manager peer learning cohort, coaching & support	\$3,000

YOUR ROLE

The Rural Coworking Accelerator is meant for individuals, organizations, or communities who are serious about launching a coworking space and want expert guidance, proven systems, and ongoing support to make it happen. While we provide assistance tailored to your needs, there are some key things you'll be expected to do in order to be successful.

As a participant in the Rural Coworking Accelerator, you'll be expected to:

1. Pay \$5,000 to participate in the Rural Coworking Accelerator. This fee needs to be paid in full before we can start our work together.
2. Identify an individual to be the accelerator lead contact. This person will be our primary point of contact in your community and will be responsible for coordinating the work it takes to plan and launch your coworking space. Some communities also create a launch committee or coalition to support this person's efforts.
3. Schedule regular consulting & technical assistance sessions with our staff to move the project forward. The goal of these sessions is to provide tools, resources, and strategies that help you progress through key milestones and launch your space.
4. Complete the action steps necessary between sessions to complete each milestone and move toward launching your space. These will vary based on the milestone you're working to achieve. We provide a lot of tools and support, so you're never alone.
5. Identify an individual to serve as the official Coworking Manager (can be, but does not have to be, the accelerator lead contact). The Coworking Manager receives specialized training during accelerator program, so they can effectively manage the space and promote/deliver core services within the local community.
6. Provide the funding necessary to support the development and operations of your coworking space (like rent, utilities, etc). You do not need to know where this is coming from right now - we help you identify funding and/or fundraising strategies during the accelerator.
7. After the space launches, you'll also pay a \$5,000 Operating Support fee each year your lab is in operation, to be able to access ongoing training, coaching, tools, and administrative support.

3-YEAR BUDGET MODEL

How much does it cost to launch and operate a rural coworking space? Can I expect to generate a profit from the space? How much? These are all great questions. The model budget below provides a broad overview of the income/expenses for the spaces we've helped launch so far. We think sharing this overview gives you an idea of how we generally expect a rural coworking space to perform. During the accelerator we help you create a detailed version of this budget, tailored to your specific situation.

REVENUE	Year 1	Year 2	Year 3
Program Services	\$11,400	\$23,100	\$34,800
Sponsorships	\$19,600	\$19,600	\$19,600
Grants/Fundraisers	\$45,000	\$10,000	\$10,000
Gross Income	\$76,000	\$52,700	\$64,400

EXPENSES	Year 1	Year 2	Year 3
Facility Setup/Startup	\$45,000	\$0	\$0
Coworking Manager	\$9,200	\$11,540	\$13,880
Facility Expenses	\$13,400	\$13,400	\$13,400
Operations	\$3,200	\$3,200	\$3,200
Operating Support Fee	\$5,000	\$5,000	\$5,000
Total Expenses	\$75,800	\$33,140	\$35,480

NET INCOME	\$200	\$19,560	\$28,920
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READY TO GET STARTED?

When you're ready to begin launching your rural coworking space, simply send us an email at hello@ruralideas.net to let us know. We'll schedule a time to discuss next steps and answer any additional questions you might have. It's that easy!