

# Coworking Startup Success Space Eyes Expansion in Charlotte's Suburbs

Symone Graham | March 9, 2023

This startup is looking to take coworking from the city to the suburbs, including in Charlotte.

Dallas, Texas-based Success Space is a coworking franchise working to disrupt that industry through three revenue streams: a cafe, workspaces and on-site access to personal and business coaching. The company saw a need to meet people closer to where they live, and that's why it is targeting suburban areas.

Success Space is looking to grow its brand in the Charlotte market and leverage the city's robust entrepreneurial ecosystem, said Kelli Schroeder, vice president of franchise development.

"We just think that Charlotte is such a prime market for this business model because you've got a ton of entrepreneurs," she said. "You do have some coworking concepts (in Charlotte), but a lot of them are in the downtown area, and our business model really thrives on targeting the suburbs. We want to be 15 minutes or less to a person's home."

Success Space currently has 15 locations under development across nine states. Three are expected to open within the next two months. Once the company finds a franchisee in Charlotte, it plans to move forward with launching here as well, Schroeder said.

Success Space facilities have a footprint of about 5,000 square feet. An average U.S. space is nearly 9,800 square feet, according to CoworkingResources.

The brand aims to utilize its three revenue streams to be less transactional with members and more engaging with communities, Schroeder said.

"The spirit behind why the model exists is really to help people reach their next level of success," Schroeder said. "So, we're not just office space."

## Success Space Cafe

The franchise will provide full-service cafes to complement its coworking spaces. Success Space generally targets locations near retail environments to capture the organic foot traffic in those areas, Schroeder noted.



The cafes would be open to the public, not just Success Space members.

A small-scale menu will appeal to customers serving food such as breakfast sandwiches, pastries and flatbread pizzas. Cafes will also offer a local selection of craft beers and wine.

## **Collaborative Workspaces**

Success Space's coworking spaces are designed for entrepreneurs, employees, business professionals and other working styles to collaborate on projects or share ideas.



Private offices will be available to rent at an on-demand rate by the minute, hour, week or month. Members can use an app to rent spaces or reserve an office in advance. Patrons can also book conference rooms and podcast studios.

Success Space members will have access to benefits including third-party health-care plans for business owners, group buying for office supplies and equipment, and access to the company's metaverse platform. That benefit allows members to collaborate with colleagues and clients globally in a 3D world.

## **Professional coaching**

For those looking to gain personal or business advice, certified coaches will be available on site at Success Space. They will offer business development coaching, counseling and leadership training, among other services.

Success Space will also provide group seminars, one-on-one coaching and skills development courses on topics including business revenue and communication.

Schroeder said the franchise also has a conversion model. That's for entrepreneurs with unutilized office space who wish to convert it into a coworking space for revenue.

"The world of work has changed, and it's actually changed for the better — being able to give people the flexibility to work on their terms," she added.