

PLANNED LAUNCH | 2022



Concept Overview & Launch Sponsorship Package

Brought to you by The Exchange in Camdenton

What's the Big Idea?

Lake Space will leverage the versatility of The Exchange in Camdenton, MO to offer a quiet, collaborative, enthusiastic, and flexible coworking environment for professionals in the area that need reliable access to internet, a private and stylish place to meet, and/or a community of like-minded doers for inspiration.

WHY COWORKING?

Professionals that leverage a thriving coworking space on a regular basis routinely list the following benefits:

1. **Motivation:** There's an energetic accountability in the air when sharing a room.
2. **Community:** Members go above and beyond to help one another succeed.
3. **Flexibility:** No long-term leases to tie up working capital means that small businesses can leverage their resources in more productive ways.
4. **Getting Outside of the Home:** Working from home is great, but it's easy to fall into a rut, too. Being around other people is good for your spirits, it can keep you sharp and is great for creativity.
5. **Networking:** When you have so many people with so much in common, it's only a matter of time until you start to network and new opportunities start to flow organically.

WHY THE EXCHANGE?

Location, layout, and leadership. Situated just steps from the Camden County Courthouse, The Exchange is perfectly located to support all walks of business professionals throughout the Lake area (sales professionals, realtors, small business owners, remote workers, etc). The main hall will serve as our primary coworking space, while the Groom's Lounge and Bridal Loft will be offered up as private meeting rooms. At the helm of this launch plan are Mike and Chelsey Cisar - local natives that built their early careers in the St. Louis Technology Startup scene. They've lived the coworking life within one of the fastest-growing startup economies of the past decade and are leveraging those experiences to create a thriving coworking community.



Market Demand

We called several business chambers, city/county councils, and private firms to conduct an informal feasibility study and get a sense of what the market demand might be for a coworking space in the area. Turns out... there's A LOT. And people are excited about the potential for Lake Space.

Consider This

- The Lake of The Ozarks region has seen tremendous growth. Economists suspect this trend to continue - with a projected population to cross over 150,000 permanent residents by 2030.
- As more professionals from the KC & STL areas adopt the remote work lifestyle and turn their Lake vacation homes into full-time residences, the demand for flexible work options will only further justify coworking space investments.
- The intersection of Hwy 54 and Hwy 5 hosts the highest daily traffic volume in the tri-county area (as reported by the Lake of the Ozarks Regional Economic Development Council). Lake Space is setting up shop just 1 mile from that intersection.

“ *My office is in Lake Ozark, but our service techs are in the field all over the Lake area. It's such a waste of time to drive that much throughout the work day. Having a second desk that's closer to the field would improve our efficiency on a daily basis. Let me know when you launch!*

- Local HVAC Company Owner

“ *I work remotely for a non-profit in Jefferson City, MO. Unfortunately, my home internet outages are so frequent that I find myself driving over an hour to get to the office at some of the most inconvenient times to ensure our deadlines are met. A quiet and professional space with reliable internet would be a game-changer for me.*

- Local remote worker

“ *I love the idea of a space where I can get work done with private rooms where I can proudly meet with clients and prospects. I've outgrown my home office, and I really need something a bit more private and consistent than the various coffee shops.*

- Local photographer

Market Impact

The **2015 Regional Entrepreneurship Assessment & Strategy Report** identifies several factors that are impacting growth in the LOTO region. We believe that Lake Space is forming at the perfect time to help.

Regional Workforce Challenge

While the overall population is growing, the region hasn't successfully shown the ability to attract and retain young professionals between the ages of 25 and 44. The lack of young adults could potentially hurt the region's ability to invest in and develop its long-term human capital resources.

Attractive Environment

Coworking spaces like Lake Space provide attractive career development opportunities (networking, collaboration, and accountable environments) for promising young talent.

Small-But-Mighty Job Creators

Small and medium sized businesses are the main job providers and creators in the Lake area. Economic development efforts should be shifted to relevant strategies that focus on helping new businesses start and existing businesses grow.

The Lake Space DNA

Lake Space is a new business venture that is getting launched by an established business specifically to help small businesses thrive.

Entrepreneurial Mis-Conceptions?

As part of the report, a survey was conducted to assess the public opinion on the region's ability to support entrepreneurs. Respondents want more.

"More work must be done to include all stakeholders in the region for future job growth and regional development."

"We need a clear roadmap of how entrepreneurs or startups can get help in starting and growing their businesses."

Impactful Connections

Coworking spaces make a concerted effort help entrepreneurs with business resources and networking. Lake Space will earnestly seek ways to help create jobs, promote our member companies, and connect entrepreneurs to advisors and professional services.

Regional Opportunity

The **2015 Regional Entrepreneurship Assessment & Strategy Report** also identifies opportunities for the region to drive significant improvement for our collective economic growth. Lake Space can help with several of the report's suggestions.

Concerning the development of educated and skilled entrepreneurs:

The plan suggests that regional investments for amenities directly focused on keeping and attracting young adults to the region are expanded.

Inherently Vibrant

Coworking spaces like Lake Space provide the flexibility and high-energy environments that young professionals seek to help them thrive.

Concerning technology innovation:

The plan suggests that the region promote more tech-focused job development, as well as collaboration between public administration, educational institutes, and private sector growth industries.

Fertile Economic Soil

Coworking spaces are synonymous with the tech sector and entrepreneurs. Lake Space is forming so that entrepreneurs can finally upgrade their workspace yet retain the flexibility they need.

Concerning access to capital:

The plan suggests that investor groups should formalize to encourage more open investor activity. Additionally, there should be a timely and convenient information-sharing hub that focuses on providing up-to-date information on a broad array of financing resources for small businesses.

Impactful Connections

Many successful coworking spaces are successful not because of the unlimited coffee and wifi, but because of the community they foster. Lake Space absolutely has the potential to help connect entrepreneurs to funding.

Concerning awareness and networking:

The plan suggests that the region look to improve networks and coaching programs for entrepreneurs by fostering more collaboration.

If You Build it, They Will Come

Much like the successful coworking spaces in STL and KC, Lake Space will look to help foster coaching programs and seminars for entrepreneurial success.