



# JOULEDESK HOST F.A.Q.

## ***What is JouleDesk?***

JouleDesk is a platform connecting businesses with underutilized space to coworkers. We know that many businesses sit empty for most of the day as they prepare for the evening rush of diners and patrons. We also know that for freelancers, entrepreneurs, and independent contractors, work isn't tied to any single location or time period. JouleDesk connects these two groups, providing businesses the ability to activate their otherwise empty space during the day, and providing coworkers the ability to reserve flexible workspace on demand.

## ***Why would someone want to work in my restaurant/retail business?***

The world of work is changing. Freelancers and independent contractors (coworkers) increasingly represent a larger portion of the workforce, and they demand different space than your standard corporate employee. Traditional offices can be monotonous and uninspiring, coffee shops are crowded and loud, and branded coworking spaces are expensive and charge for unnecessary amenities. Restaurant/retail spaces can address this gap by providing flexible dedicated workspace during working hours in an engaging environment.

## ***What do businesses stand to gain from being a host?***

Businesses stand to benefit in several ways from being a JouleDesk host.

### **Cowork Revenue**

As a host, businesses determine the value of their coworking space. They are enabled to set the price per hour for their tables/spaces and choose which areas to make available to coworkers. For instance, if business elected to make 10 cowork spaces available for reservation during the day at the price of \$2/hour, they could make \$160 a day, or \$3,600/month.

### **Resource Utilization**

Many businesses keep the lights and air on throughout the day even though they are only open in the evenings. Additionally, many businesses have employees on site earlier in the day to prepare for the evening rush or to complete administrative tasks. These existing space and employee resources can be leveraged to support coworking space without incurring additional costs to the business.

### **Customer Discovery**

By hosting coworking space, businesses have the opportunity to interact with an entirely new customer segment. The coworkers who reserve workspace may not be familiar with the business, and hosting provides an opportunity to introduce them to the business' primary offerings. Additionally, hosting coworkers creates a captive audience for lunch and happy hour for restaurants/bars, and establishes built-in foot traffic for retail shops. Finally, coworkers are typically social by nature, so chances are they'll spread the good word about your business amongst their friends.

## ***Are there any requirements to be a host?***

All you need is wifi! A key feature of the JouleDesk platform is that we allow hosts to curate their own workspaces, which in turn gives coworkers more variety in choosing the environment in which they want to work. As a host, you can determine which spaces to make available for coworking, when and how long they're available, and the price per space per hour.

## ***How do I get started?***

We're glad you asked! In the near future, you'll be able to download the JouleDesk app and create a host profile. You can then upload available workspaces and specify when they're available for use, and the price per hour. Users will then be able to see your spaces when they search for workspace, and can reserve a spot when they see how awesome your workspace is. Finally, users with reservations will come work from your business during the day, and you'll have newly activated daytime use and the opportunity to grow your customer base. After the workday is over, you can get to know your new coworkers over happy hour or dinner when your business transforms back into its primary use.