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How to make an indie co-working space

Dylan Jones & Danielle Swank



GAME DEVELOPERS CONFERENCE · March 14–18, 2016 · Expo: March 18–18, 2016 · #GDC16





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5 steps to indie nirvana (a co-working space)



#1 Find your people (start a meetup or two)



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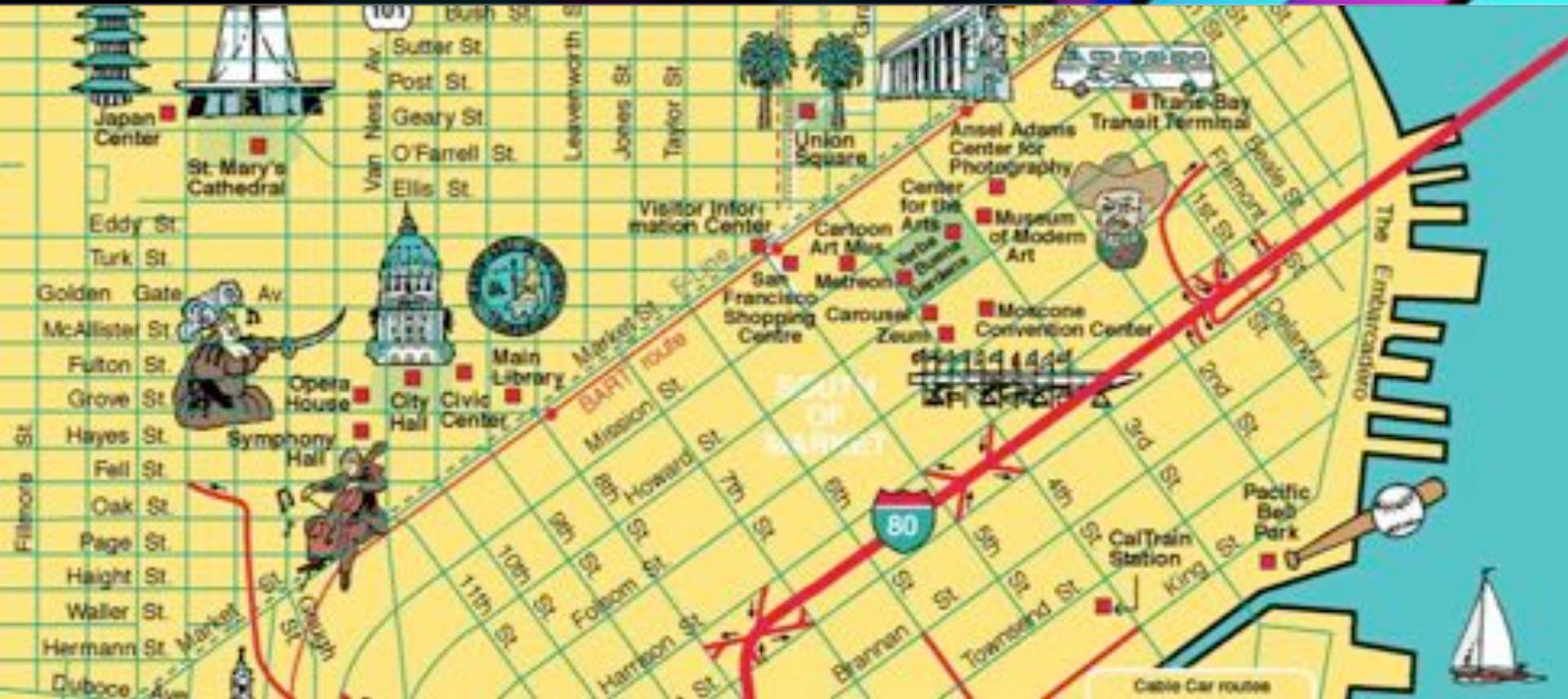
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#2 Find home base (and ask questions)





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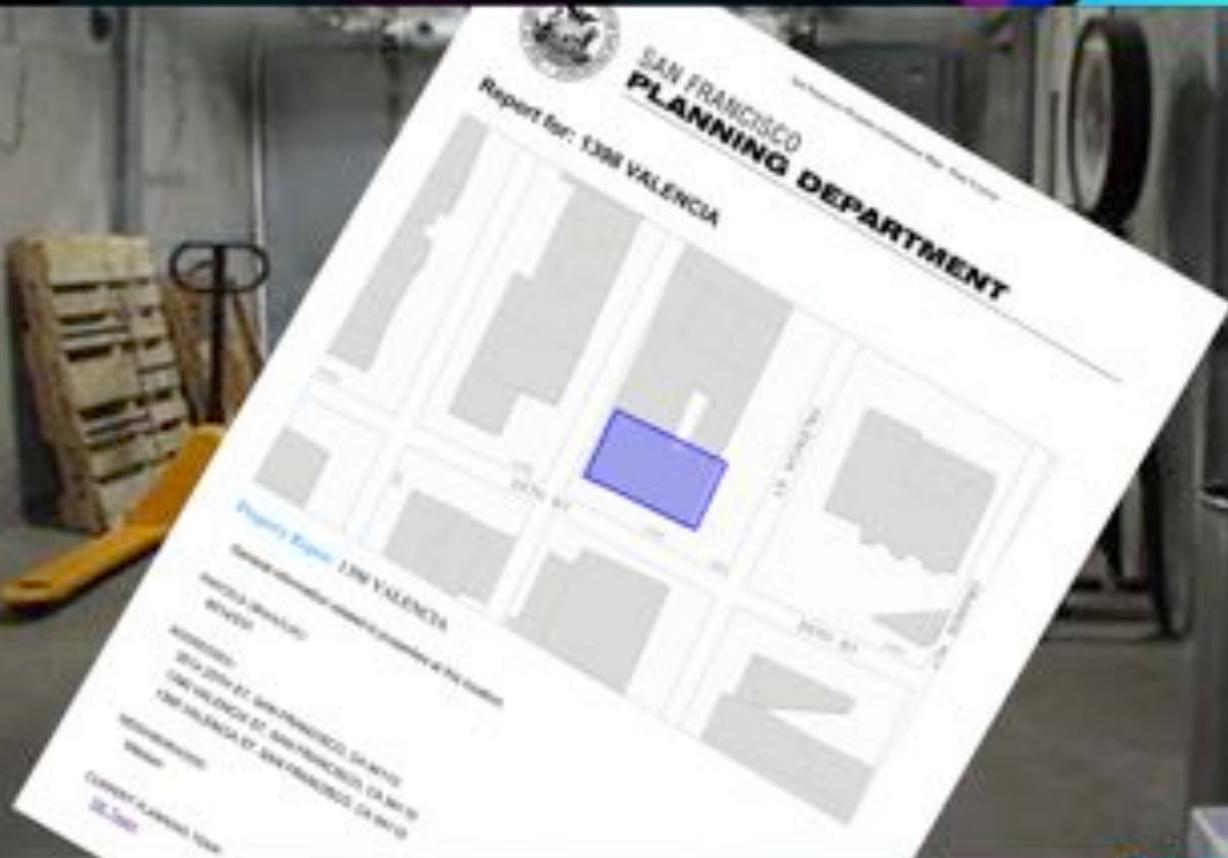
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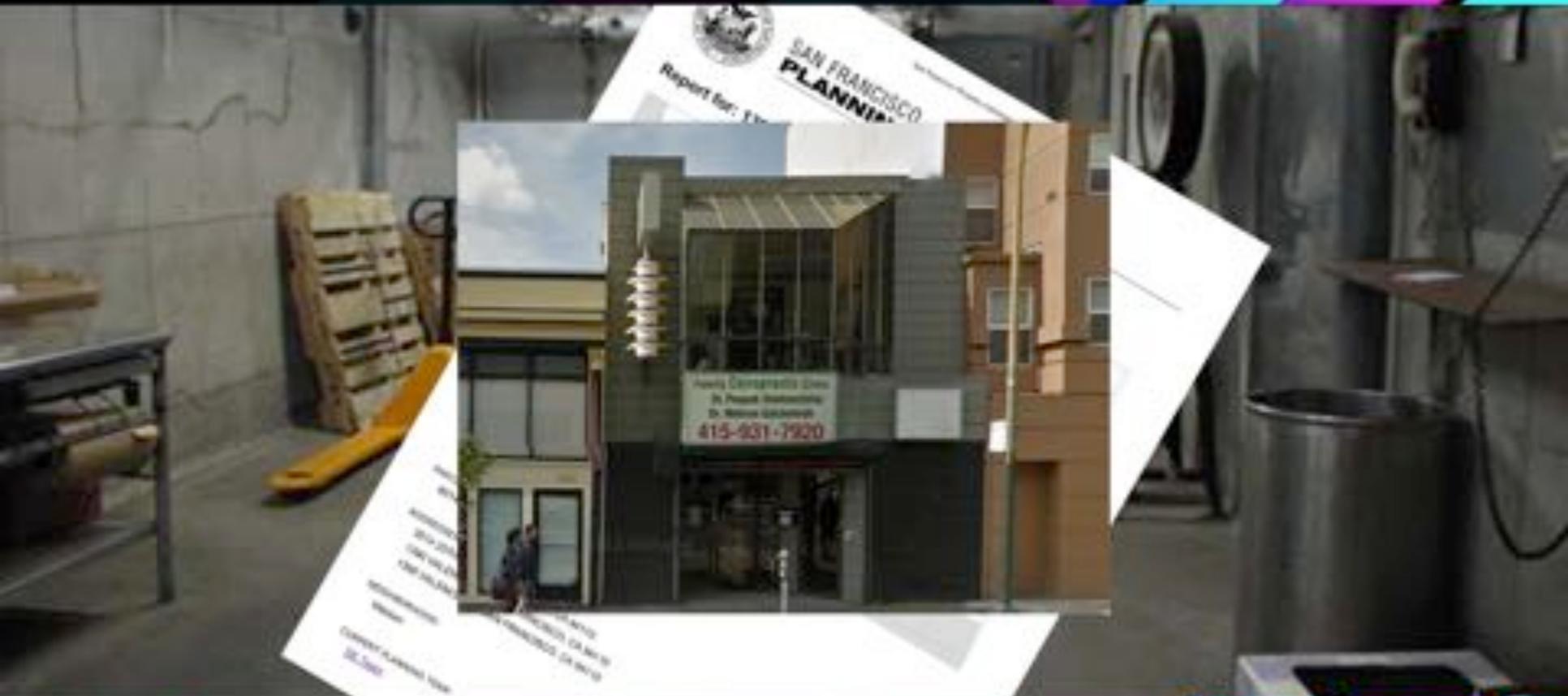
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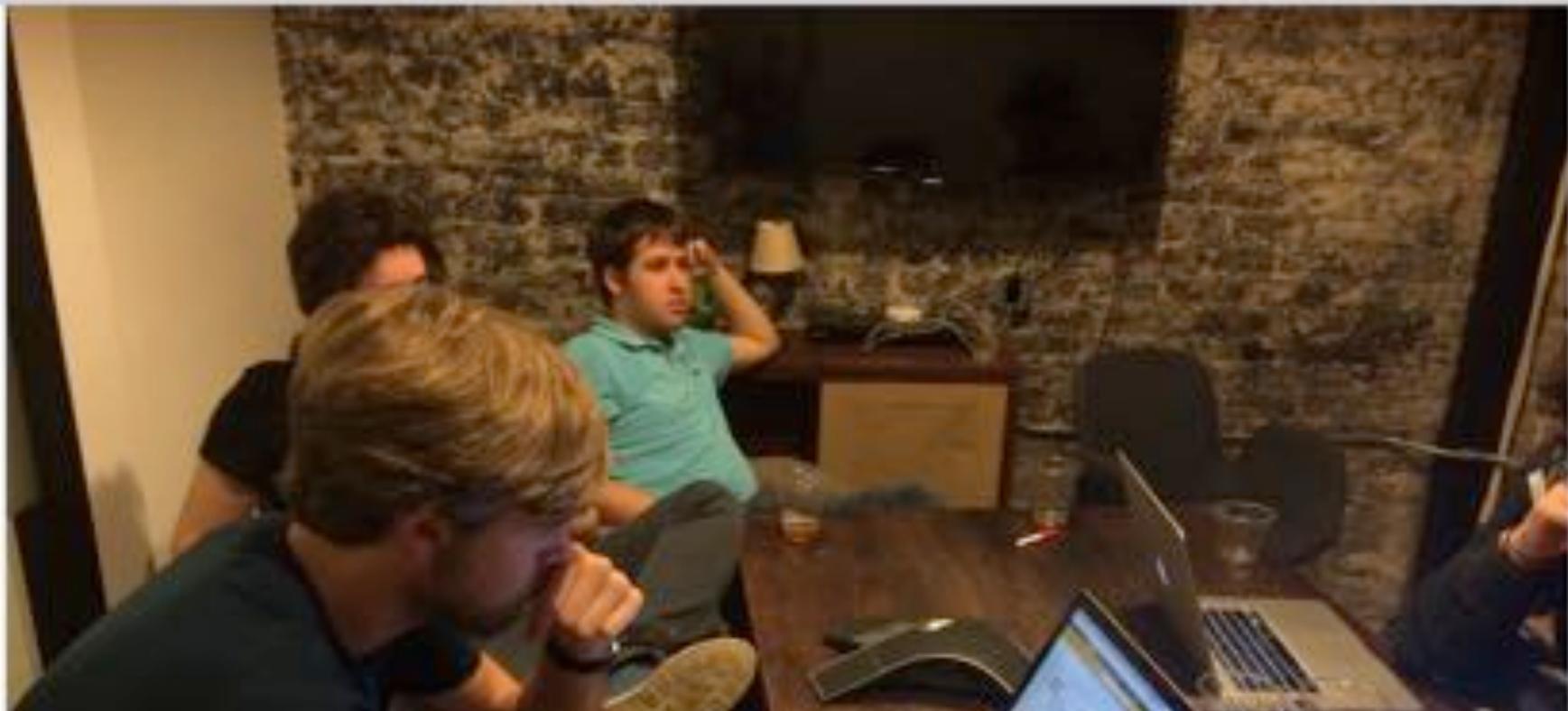


#3 Figure out numbers (and the spreadsheets)



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San Francisco, California, United States
November 21, 2014, 10:51 PM - 1,783 of 2,879



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Total Space Expenses Individual	\$567.08	\$704.60	\$0.00	\$0.00
Total Space Expenses Combined	\$1,271.68			
Remaining	\$3,728.32			
Legal		\$72.00		
LLC Formation	\$263.95			
City Business Registration	\$76.00			
Insurance	\$350.00			
Rent	\$3,734.00	\$6,000.00	\$6,000.00	
Total Expenses	\$4,423.95	\$6,072.00	\$6,000.00	\$0.00
Total Expenses Combined	\$16,495.95			
Investment				\$9,000.00
Total Investment	\$4,991.03	\$6,776.60	\$6,000.00	\$9,000.00
Total Investment Combined	\$26,767.63			
Due	\$1,008.97	-\$776.60	\$0.00	-\$3,000.00
Total Due	-\$2,767.63			
Current Reserves	\$10,271.68			
Total Reserves After Payout	\$7,504.05			



11/26/2014	Rent		Location	Johnnemann	Personal	-\$3,734.00	-\$3,734.00
11/26/2014	Founder Key Cutting (5 duplicates)	Cole	Location	Johnnemann	Personal	-\$10.00	-\$10.00
11/26/2014	General Liability Insurance Premium	Hiscox	Legal	Johnnemann	Personal	-\$350.00	-\$350.00
11/26/2014	Security Deposit		Location	Danielle	Personal	-\$5,000.00	-\$5,000.00
11/30/2014	Circular Saw	Amazon	Construction	Danielle	Personal	-\$107.65	-\$107.65
11/30/2014	Disc Sander	Amazon	Construction	Danielle	Personal	-\$71.56	-\$71.56
12/1/2014	Crowbar	Cole	Construction	Johnnemann	Personal	-\$14.13	-\$14.13
12/2/2014	Door mat, masking tape	Target	Furniture	Johnnemann	Personal	-\$28.43	-\$28.43
12/2/2014	Cleaning supplies	Cole	Construction	Johnnemann	Personal	-\$52.69	-\$52.69
12/3/2014	Party supplies	Starco Mart	Events	Johnnemann	Personal	-\$12.45	-\$12.45
12/3/2014	Gas	Shell	Construction	Johnnemann	Personal	-\$16.64	-\$16.64
12/3/2014	Garbage disposal	Recology SF	Construction	Johnnemann	Personal	-\$93.91	-\$93.91
12/3/2014	Printing	OfficeMax	Events	Jim	Personal	-\$16.54	-\$16.54
12/3/2014	Hardware	Lowe's	Construction	Jim	Personal	-\$31.40	-\$31.40
12/4/2014	Hardware	Speedy's	Construction	Jim	Personal	-\$34.54	-\$34.54
12/4/2014	Pizza party for 30	Pizza Organics	Events	Johnnemann	Personal	-\$217.76	-\$217.76
12/5/2014	Hardware	Cole	Construction	Johnnemann	Personal	-\$32.12	-\$32.12
12/5/2014	Polyurethane, painting supplies	Benjamin Moore	Construction	Johnnemann	Personal	-\$147.45	-\$147.45
12/5/2014	Sandpaper	Benjamin Moore	Construction	Jim	Personal	-\$30.89	-\$30.89
12/5/2014	Hardware	Cole	Construction	Johnnemann	Personal	-\$59.18	-\$59.18
12/5/2014	Paper	Kelly Paper	Construction	Johnnemann	Personal	-\$53.71	-\$53.71



SALE

990100002891
LF Color 16x24 Poster Card
Qty 2 @ \$20.99 \$41.98
051131877470 \$24.99
Heavy Duty Mounting Tape C
051131880731 \$5.99
Electrical Tape 1/2x6.6yd
051141390232 \$5.99
Tape Duct Scotch 48 Dryer
051141390225 \$5.99
Tape Duct Scotch 48 Dryer

Subtotal \$95.94
Tax 8.75% \$7.78
TOTAL \$95.72

MasterCard \$95.72
Card number: XXXXXXXXXX3431
Authorization 042942



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Category	Item	Amount	Member	Count	Price	Amount	Notes
Rent	Monthly Rent Total	\$4,600					
	2-month Rent Advance	\$9,200					
	Yearly Rent Total	\$55,200					
Utility	Internet	\$250					
	Property Tax	\$550					
	Trash	\$150					
	Electricity	\$328	\$350				
	Water	\$35					
	Addons	\$1,000					
	LLC	\$67	\$800				
	Cleaning	\$480					
Insurance	\$29	\$350					
Accounting	\$300						
Cobot.me	\$66						
	Monthly Utility Total	\$3,134					
	Yearly Utility Total	\$37,612					
			Member	Count	Price	Amount	
			Full-time	13	\$350	\$4,550	Price * count
			Part-time	9	\$175	\$1,575	
			Fan	7	\$35	\$245	
			Day Pass	0	\$20	\$0	
			Member's Day Pass	0	\$15	\$0	\$5 discount
						Monthly Revenue	\$6,370 Member sum
						Yearly Revenue	\$76,440
						Net Monthly Earnings	-\$1,364 Expenses - revenue
						Net Yearly Earnings	-\$16,372
						Individual Earnings	-\$273
						Investment	\$6,000
						Repayment	-21.99 months
			Members				
			January	16			
			February	22			
			March	26			
			April	30			
			May	35			
			June	36			



Analytics

Members

Revenue

Attendance

Bookings

Members

01/2016

10.0 months

avg. membership
duration

43

members

2

time pass users

Members by Plan



● Companion Membership	20
● Full-time	12
● Part-time	12
● other	1



#4 Staying true (build and maintain)



Are you involved with the game development community? If so, how? *

Do you identify as a member of a traditionally-marginalized group?

Gamenest strives to be an inclusive and diverse place. In order to achieve that, we want to include folks from a wide array of backgrounds, especially those not normally represented in the community.



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One of our 5 rooms during @LOOOST_LEVELS





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Wow! @TheRacketSF was incredible and a ton of people tried to hustle, charm and knock people off! A must attend!

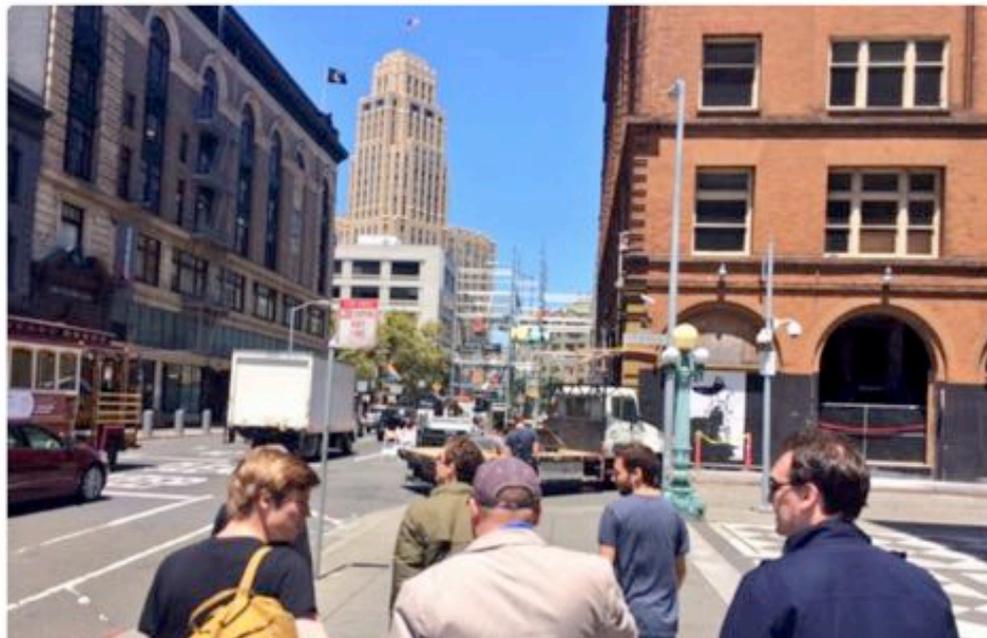




Gamenest

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Just lunch





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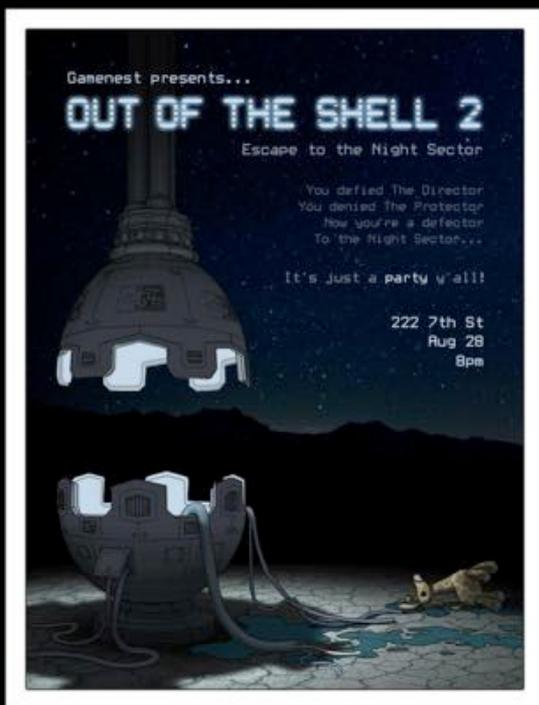
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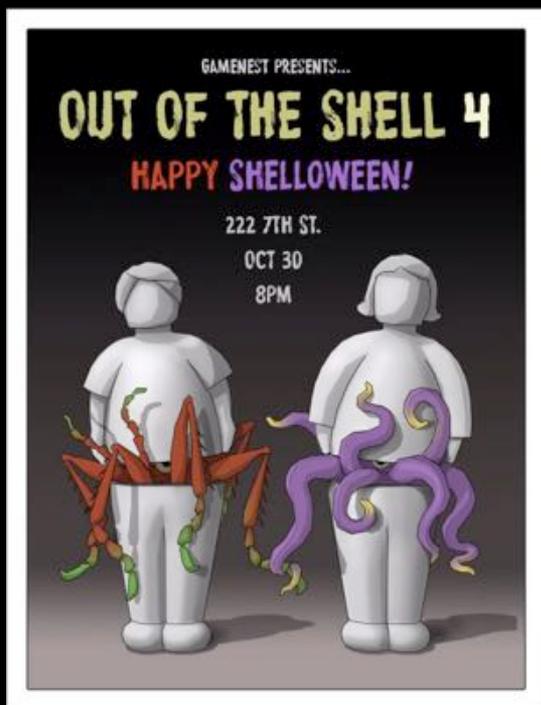


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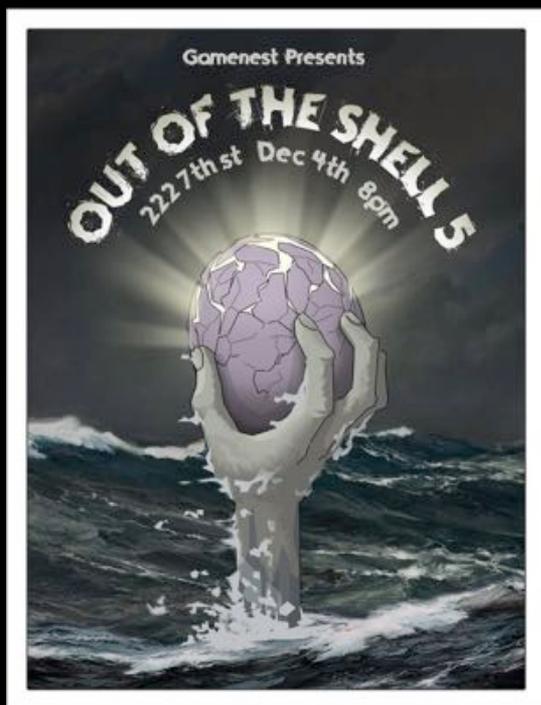
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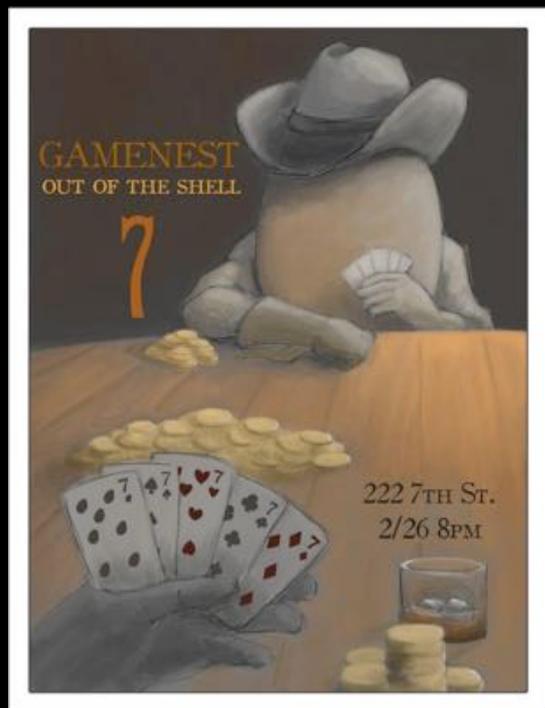
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party photos

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#5 Survive (the unexpected)



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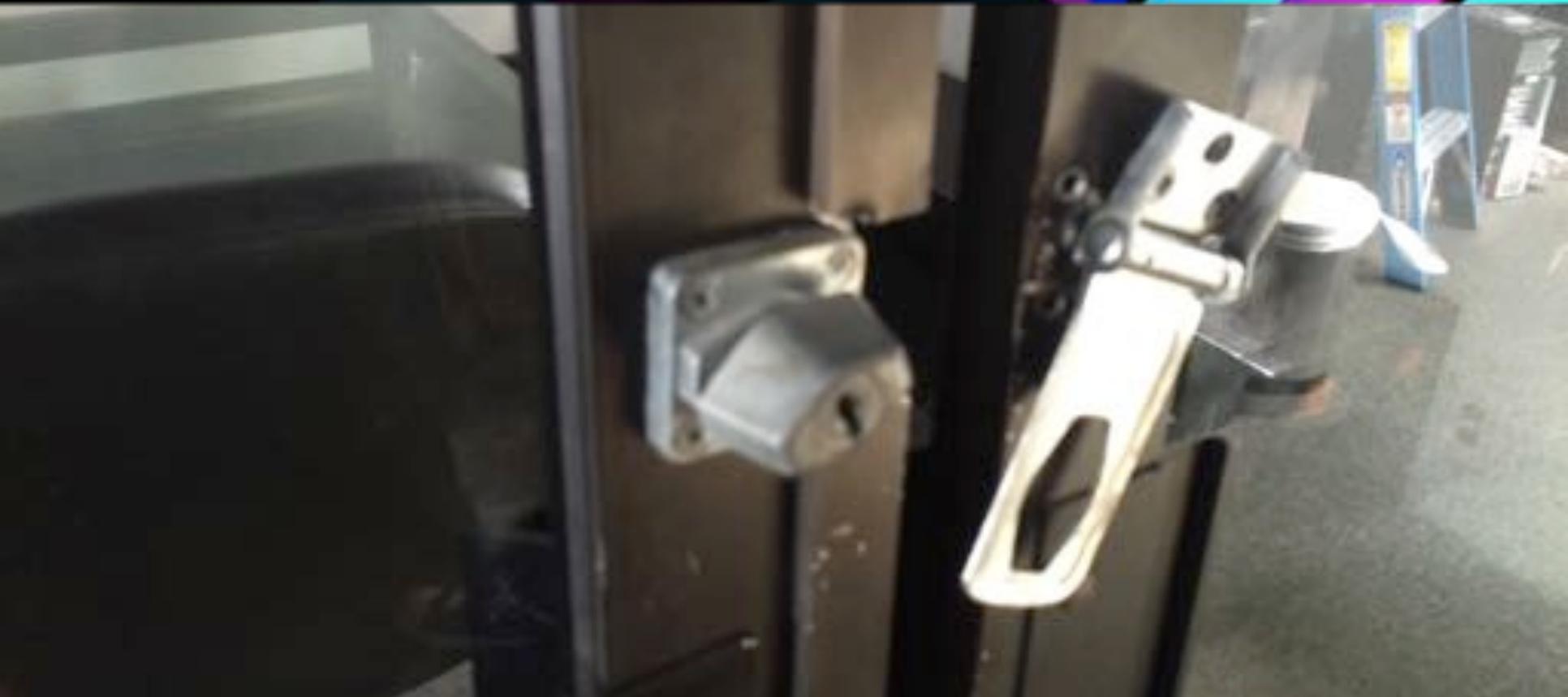
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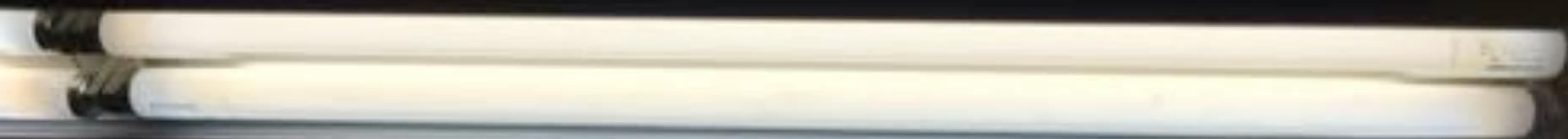
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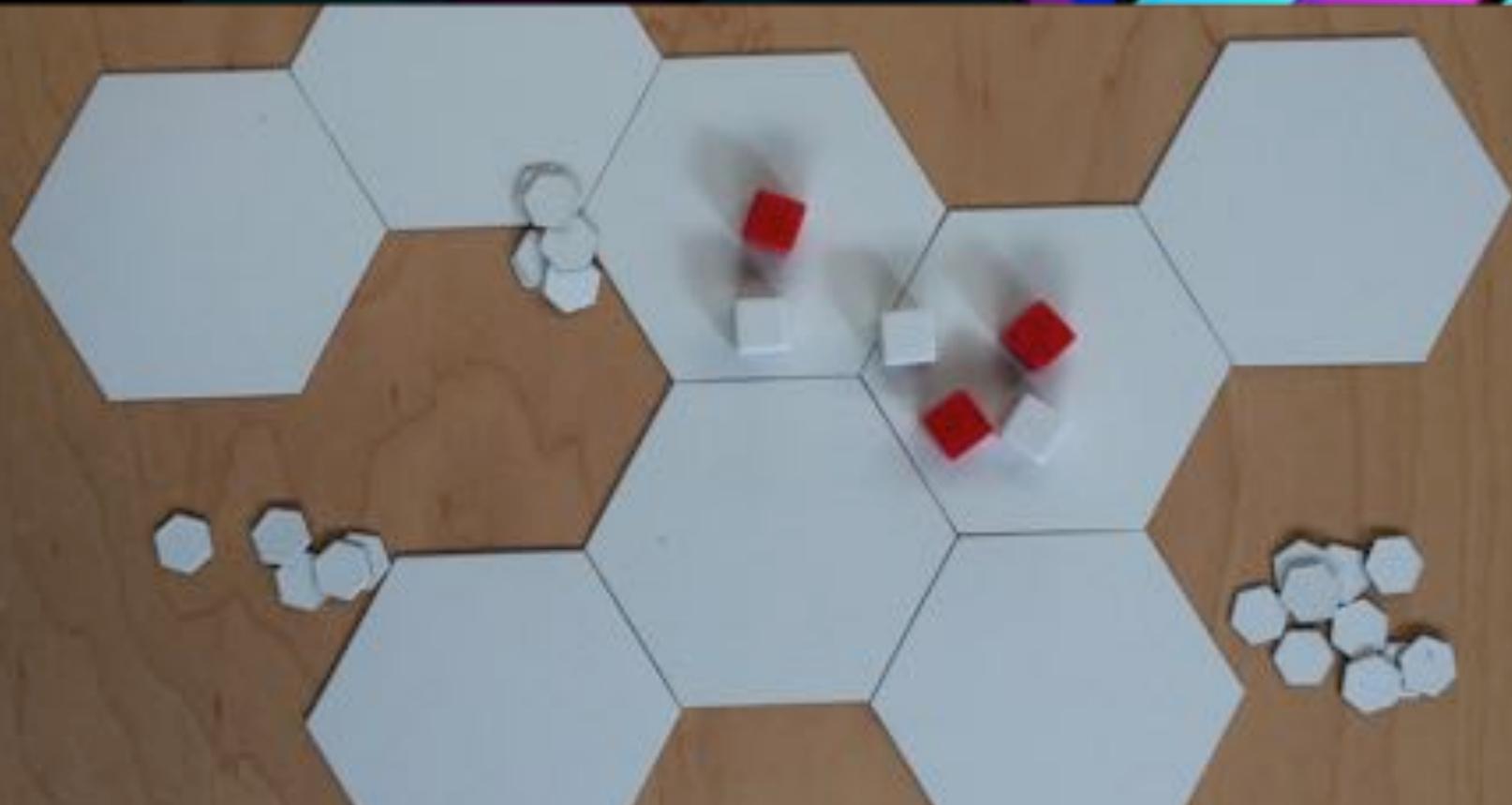
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Just go for it
(it's worth it)

Questions?



Dylan Jones
@tDJ



Danielle Swank
@danielleswank