COMPANY OVERVIEW:

Coworkers was established in June 2010 with the purpose of providing tech-focused entrepreneurs a place where they could collaborate and cultivate a community outside of New York City. To date, they have over 500 members, relocated to Lakehouse Building in Asbury Park’s central business district, and launched events including Asbury Agile, Hacking Asbury, the NJ Spark Summit and various meetups and events outside of Asbury.

PRESENTING CHALLENGE:

Since Coworkers experienced such quick growth, they ran into uncharted business-related territory. One in particular was the expansion in 2013, which required a strategic partnership with another organization. This partnership brought about a number of requirements, including developing a financial model and writing a mission statement. While these were in their wheelhouse as entrepreneurs, the Coworkers founders lacked the necessary expertise.

SOLUTION & RESULTS:

The Business Development Center (BDC) mentors stepped in to offer their suggestions for a solution. BDC first advised Coworkers to hire a CFO and helped find the best match. Additionally, BDC put Coworkers in touch with appropriate contacts to offer legal support, local real estate recommendations and financial aid. This was just one of many projects where Coworkers used the expertise and guidance of BDC mentors.

“[This experience] was invaluable because I’m not sure we would have been able to set up meetings with such useful resources by ourselves.”

Danny Croak, Founder
Grow and cultivate a tech community in Asbury Park inside of an affordable workspace.

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