



By





COWORK 99

shall start its journey in
SEPTEMBER OF 2021

— hv —



GURBINDER & KISHNEET

It will be the Canada's first ecosystem space to develop the concepts from prototype to innovation in a co work environment. Cowork 99 is based on the model of a productive hyperspace environment that is built towards execution of design, software, hardware, social networking leading to a full package of entrepreneur- ship.



MISSION

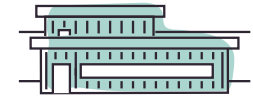
- + To create a state-of-the-art facility and ecosystem that enables exploration of ideas from conception to realization.
- + To build a hub for Start-ups, innovators, entrepreneurs, inventors and creative problem solvers.
- + To build a hub for innovators and creative problem solvers.
- + To nurture the DIY (do-it-yourself) culture in the community through directed self learning processes.
- + To facilitate dialogue for multidisciplinary collaboration in the spirit of co-creation.
- + To work as a platform for ideators to transform to entrepreneurs through incubation and acceleration from idea to market.
- + To become a channel to connect corporates, governments, incubators startups, community and individuals from the lens of responsible innovation.

OUR PHILOSOPHY



COWORK 99 IS A COMPANY FOR NURTURING THE ENTREPRENEURSHIP SPIRIT TOWARDS 'RESPONSIBLE INNOVATION'.

COWORK 99 FUTURE PLANS AND PROJECTS



WHAT IS IT ?

Techno Lab, a space for co-working, prototyping, event, skilling and design, hardware innovation hub, and more...



VISION



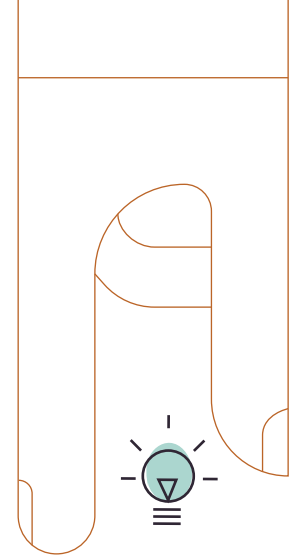
WHY ?

TO PUT THE POWER OF RESONSIBLE INNOVATION IN EVERY HAND



WHAT NEXT ?

By 2022 to become the leading hardware incubator & accelarator in Canada with a hub of Techno Labs to bring innovative significant, sustainable, new products to the Market Starting from Alberta.



PROMOTING RESPONSIBLE INNOVATION

As a responsible techno lab, Cowork 99 affirms the role of a facilitator / interlocutor and a driver creating right conditions for true engineering innovation to provide solutions to local problems with education and sustainability at its core.

*DIFFERENCE BETWEEN

TEACHER

- Teacher takes charge of the learning environment
- The teacher is responsible for creating lesson plans that direct the course of study students follow
- Evaluation is often in the form of tests, but the teacher may use other measurement tools to determine if the student met the teacher's learning objectives.
- Method employed is ppt presentation, lectures
- Involves direct control of class and activity

FACILITATOR

- Facilitators create a discussion environment
- A facilitator can quickly determine what the group knows so the group can proceed to build on that knowledge
- The facilitator helps the group evaluate what group members learned from their activities.
- Method employed is handouts, scenarios, etc
Combination of various products and process.
- Involves indirect control of class and activity

**DIFFERENCE BETWEEN

INNOVATION

- The act of innovating; the introduction of something new. Steve Jobs was an innovator.
- Set of marketing, technical and strategic skills.
- Limited to R & D department.
- Single product or process.

INVENTION

- The act of inventing something. Eg. Thomas Edison invented bulb, here, Edison was an inventor and bulb is his invention
- Scientific skills is required
- Spread across the organisation.
- Combination of various products and process.

^DIFFERENCE BETWEEN

ENTREPRENEUR

- Entrepreneur refers to a person who set up his own business with a new idea or concept.
- An entrepreneur is intuitive in nature.
- An entrepreneur uses his own resources, i.e. man, machine, money, etc.
- An entrepreneur raises capital himself.
- An entrepreneur works in a newly established company.
- The entrepreneur works hard to enter the market successfully and create a place subsequently

INTRAPRENEUR

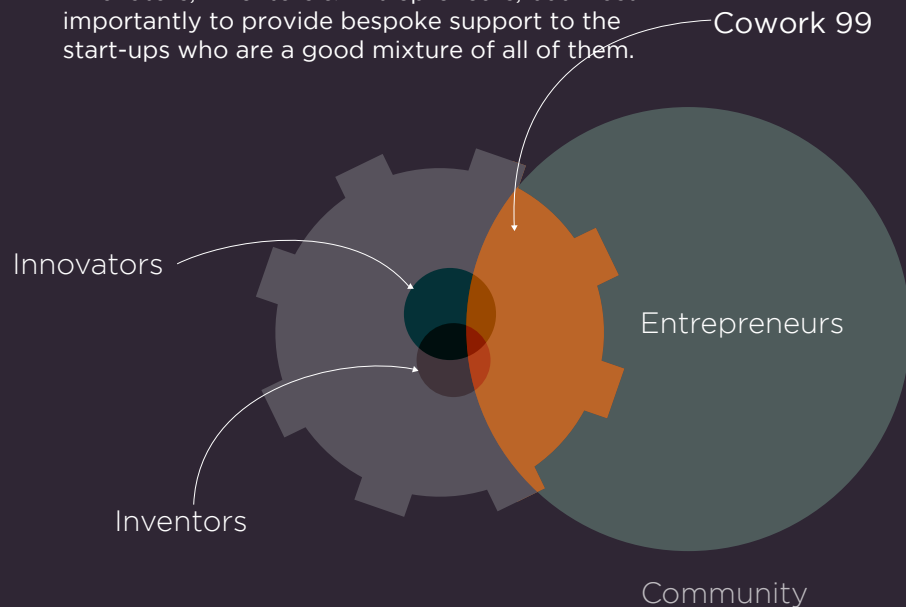
- Intrapreneur refers to an employee of organization who is in charge of undertaking innovations in product, service, process etc.
- An intrapreneur is restorative in nature.
- An intrapreneur the resources are readily available, as they are provided to him by the company.
- An intrapreneur does not need to raise funds himself; rather it is provided by the company
- An intrapreneur is part of an existing organisation
- Intrapreneur works for organization-wide change to bring innovation, creativity and productivity.

OUR DISCLAIMERS:

Not all innovators are inventors.
Not all makers are innovators or inventors.
Not all makers, innovators, inventors are entrepreneurs.

WHAT IS THE NEED OF COWORK 99 TO EXIST?

The need of the hour is massive. With the current consumption of decreasing office environments due to “work from home” culture, there is huge space inventory awaiting for their business occupants at large. On the contrary there is a huge number of graduates, professionals awaiting jobs or business opportunity. To make both and meet, Cowork 99 has a roll to play. Cowork 99 should exist to support the community, the Innovators, Inventors & Entrepreneurs, but most importantly to provide bespoke support to the start-ups who are a good mixture of all of them.



INITIATOR

MEANING

a person or a corporation who initiates something productive. Its a process of setting something in motion.

SYNONYMS

creator, manufacturer, builder, constructor, producer, architect, designer, inventor etc.

ENTREPRENEUR^

MEANING

a person who sets up a business or businesses, taking on financial risks in the hope of profit.

SYNONYMS

businessman, businesswomen, business person, business executive

INNOVATOR**

MEANING

a person who introduces new methods, ideas, or products.

SYNONYMS

pioneer, developer, groundbreaker, trailblazer, pathfinder, progressive, reform, etc.

INVENTOR**

MEANING

a person who invented a particular process or device or who invents things as an occupation.

SYNONYMS

originator, developer, mastermind, scientist, discoverer etc.

COMMUNITY

MEANING

a group of people living in the same place or having a particular characteristic in common.

SYNONYMS

group, section, body, company, set, circle, gang, bunch etc.

INITIATOR ENTREPRENEUR

MEANING

A person who makes or produces something and sets up a business or businesses to market the made thing in the hope of being impactful, profitable & sustainable. Simply put, an initiator who is also an entrepreneur.

COWORK 99

OFFERINGS & FOCUS AREA



GOVERNMENT



CORPORATIONS



SPECIFIC COMMUNITIES



STARTUP



NGO



UNIVERSITIES



SCHOOLS



LOCAL COMMUNITY



INDIVIDUALS

BUZZWORDS AT COWORK 99 PROJECTS

Acceleration & Incubation

Business Pitching

Challenge the norm

Design Thinking

Ecosystem

Failure Accepted

Grassroot Level

Hacking Ethically

Innovation

Jobwork

Karma of Work

Labour of Love

Make in Province

Niche Ideas

Objective based doing

Passion for POC

Quality v/s Quantity

Responsible Innovation

Startup Culture

Tinker & Try

Unit Economics

VC

Weighted Approach

X Factor

You & us

Zoned out

COWORK 99 JOURNEY IN CANADA

20 21 PLANNING

Incorporation



SEP

Full Fledged
Operations in
Calgary, Alberta



JAN

Soft launch
Marketing
campaign (\$99)
for students,
start-ups, single
mothers, veterans



JAN

Public Launch & of
Coworking unit and
Technolab



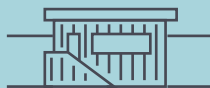
FEB

Social Media &
Press Conference



FEB

Marketing to
specific
communities by
mailers & telesales



MAR

Robotics and
artificial
intelligence
lectures & event



APR

Networking Event
of present and
future communities



MAY

Meetings and
Seminar in schools
and colleges



AUG

Hosted by leading
Biotech company

Initiator Awards

OCT

10+ events
milestone achieved



DEC

20
22

20
22

20
23

Development of concept towards Best Coworking model by experience & planning according to the resources of province & communities



JAN

Franchise Launch Saskatoon, SK Regina, SK

FEB



Implementation of protocols & programs of Cowork 99 in SK



MAR

Joint networking workshop of members in SK & AB



APR

Franchise Launch Edmonton AB



AUG

Franchise Launch Winnipeg, MB Victoria, BC

SEP

OCT

Survey & Pre launch Waterloo, ON

Marketing Events @ \$99

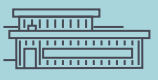
NOV

DEC

Showcase, Curation & contracts to franchising agencies to increase footprint in Rural & Urban communities in Canada

20
24

Central customer service call center setup



JAN

Expansion of rural and Urban franchise units

FEB



Networking events & seminars by corporate partnerships

MAR

Summer programs & local networking events

APR

Collaboration with Educational Initiatives for a initiator course launch

MAY

Team Building Workshops

JUN

Networking training events with community partners for hosting networking events in any location of Cowork 99

JUL

Collaboration with private institutes & colleges for students motivation for entrepreneurship

SEP

Curation of 'Innovation Zone + Startup Showcase' at central location

NOV

Rebranding, Remarketing, Remodeling of the overall concept through Research, Technology & Feedback system

DEC

INNOVATION ACCELERATION

At the heart of our mission lies our passion for innovation and this remains one of our core principles. All our services and systems are designed from the ground up to draw out and encourage innovators who are working on ideas that collectively move us forward.

Cowork 99 Projects is perfectly placed to send your start-up into hyperspace with our network of investors and advisors. With us by your side, you and your product will come to market geared to weather the competitive battleground that is Canada and USA consecutively.

COVID Pandemic Initiative



Space and Service participated in an active response towards contribution in COVID Pandemic control through importing a self financed Face mask machinery and distributing Millions of Three play Masks in communities. Production was done by 'Kamtronic' on the cost of Space and Service.

Quikr QUIKR STORY



A company started by two partners and three staff members at the facility of Space and Service was invited and invested by Quikr which is the largest Indian Online marketplace that helps users to sell, buy, rent, in over 1000 cities in India. Currently this (undisclosed by owner) company has more than 140 staff members working under the umbrella of Quikr.


ENABLE MAKEATHON

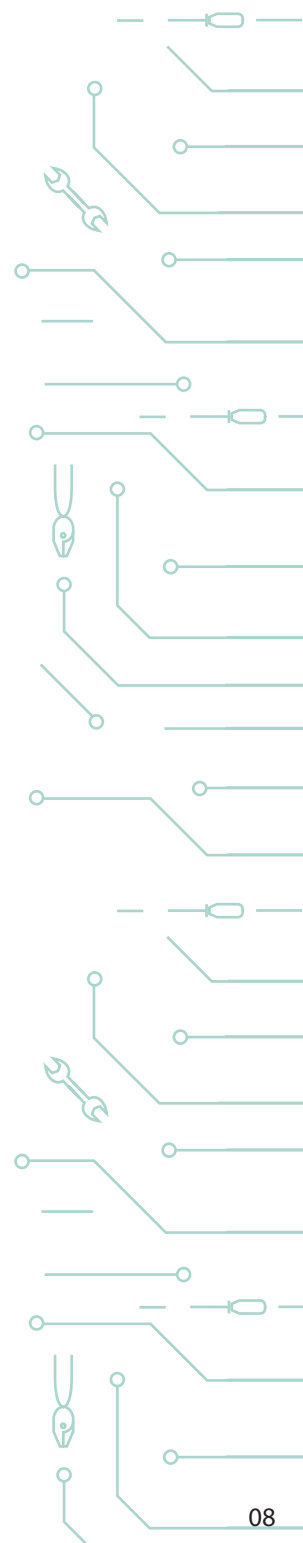


Generation 99 was our flagship initiative with Hitech institute to create next-gen affordable assistive devices for persons with disability solving for the majority of the population in rural India. This was a 15-day programme where three winners were rewarded up to \$5000 and two prototypes were considered to be taken to the production stage.

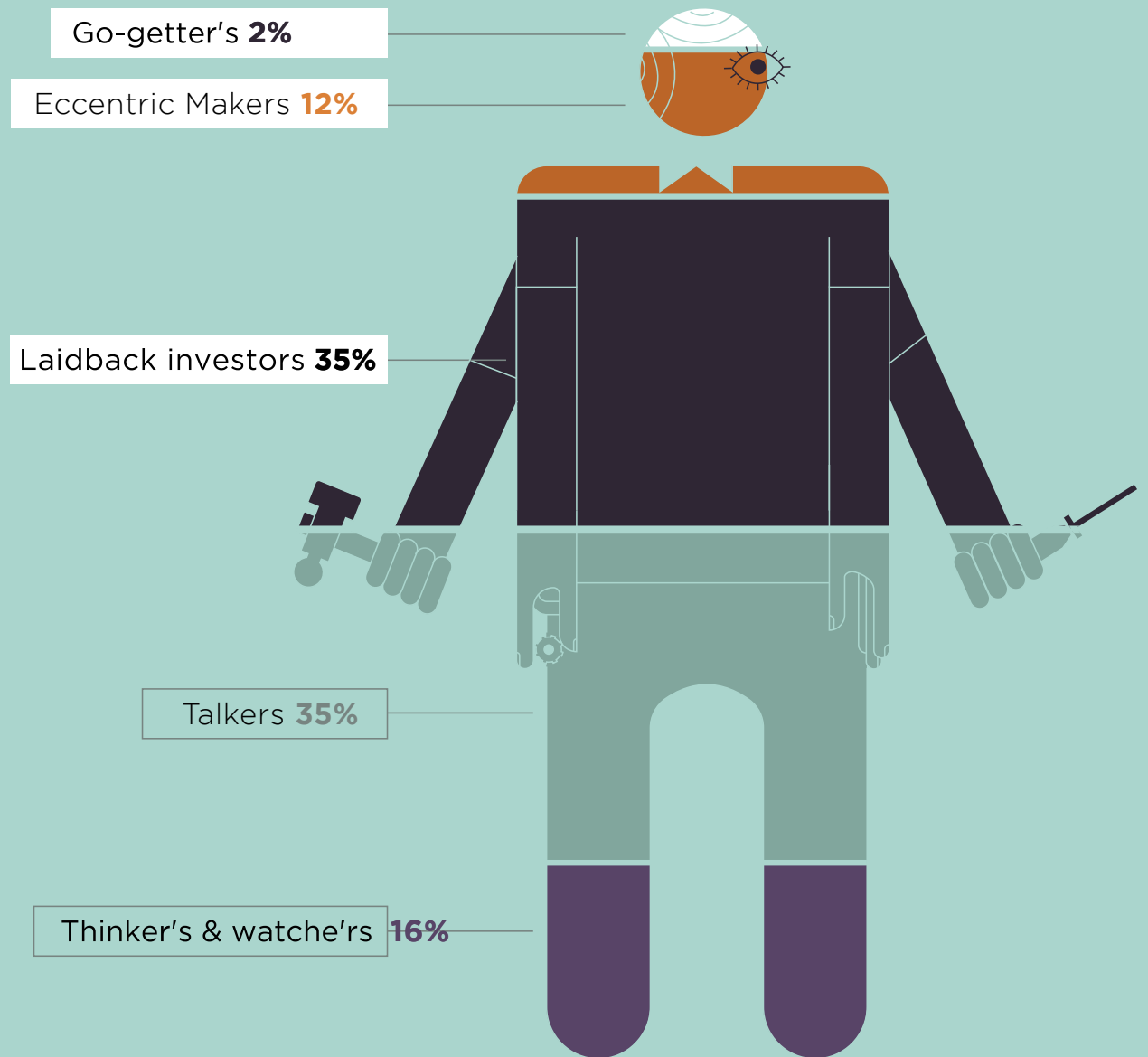
CARS 24 CARS 24



CARS24 is one of the top-rated car apps for buying and selling used cars in India. The back end operations are well managed in the facility of space and service by a company called Leading health care logistics private limited which incubated and expanded at a massive level employment of more than 250 permanent employees with the support of 

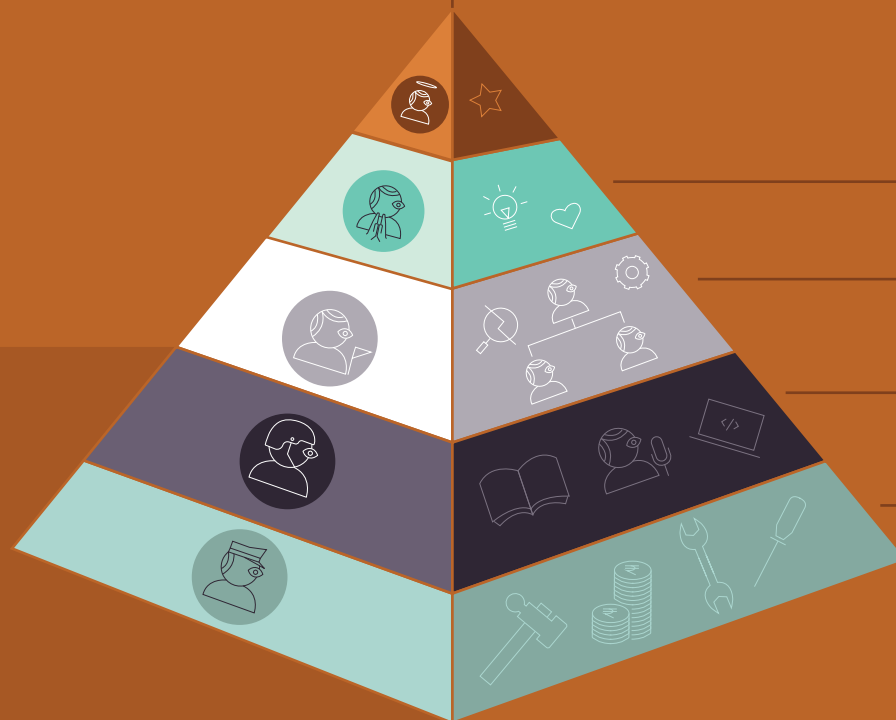


WORLD OF INITIATORS



COWORK 99 — PROJECTS —

Go-getter HIERARCHY



THE GOD PARTICLE

Top most of the pyramid, are the **Go-getter's** who are very rare and everywhere. They are master weavers capable of weaving the very fabric of space and time towards incubation the maker and startup movement. They are not keywords or buzzwords; they are the language, semantics, grammar and vocabulary of **Go-getter's**. They are not trendsetters, they are the trend. Very few can get there but there are god particles in all of us. We just have to look deep into ourselves to discover and uncover this particle.

Needs: Becoming the Ultimate Go-getter one can be!

THE PILGRIMS

Pros and need no introduction. These are not only seen in action, they are the action. These attend, conduct, perform, in all they become one with the space and the community. They are meticulous in planning and operation. These are people you want on your side. Multidisciplinary is the mantra and so is their DNA. They are trendsetters and travel planners. Skilled masters to idea Gurus, they stop at nothing. They respect others, their ideas and are aware of everything happening around them. Their only goal is to finish the journey they started, just like a true pilgrim. They are on an eternal trip with us.

Needs: Ideas and respect from self and others.

THE FANATICS

Advanced users in the space. These are not only technical but are responsible makers. They make the space their Adda and are here when there is a need or when the time is right for them. They are always looking for the next best idea to get high on, be it theirs or others. They are here to support their peers, fans, network and everything this arena has to offer.

Needs: Peers, network, validation and support.

STORM TROOPERS

Intermediate level users of the space. Follow orders, learn quickly about the hierarchy in the system, builds rapport to rise in the ranks. These work on honing multidisciplinary skill sets in all of our studios and is relatively skilled and are venturing into higher exposure levels and looking for mentors. These are completely technical and trained.

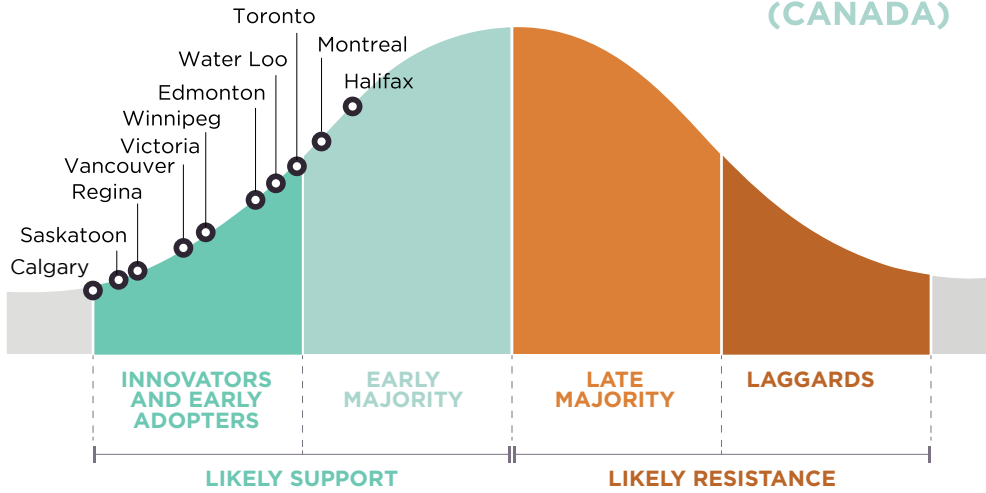
Needs: Learning, Training, Skills, Exposure and Mentoring.

BEAT COPS

Beginners, who are on the periphery looking and observing closely but not jumping into anything. Hovers around the space irregularly. Has knowledge about one perhaps two disciplines at the max and can technically operate with limited money, tools and attitude. These would have participated in many workshops and has some skills to their name. They are trying to build their competence with the right attitude. They look for the lowest barriers and accessibility to many factors mentioned here.

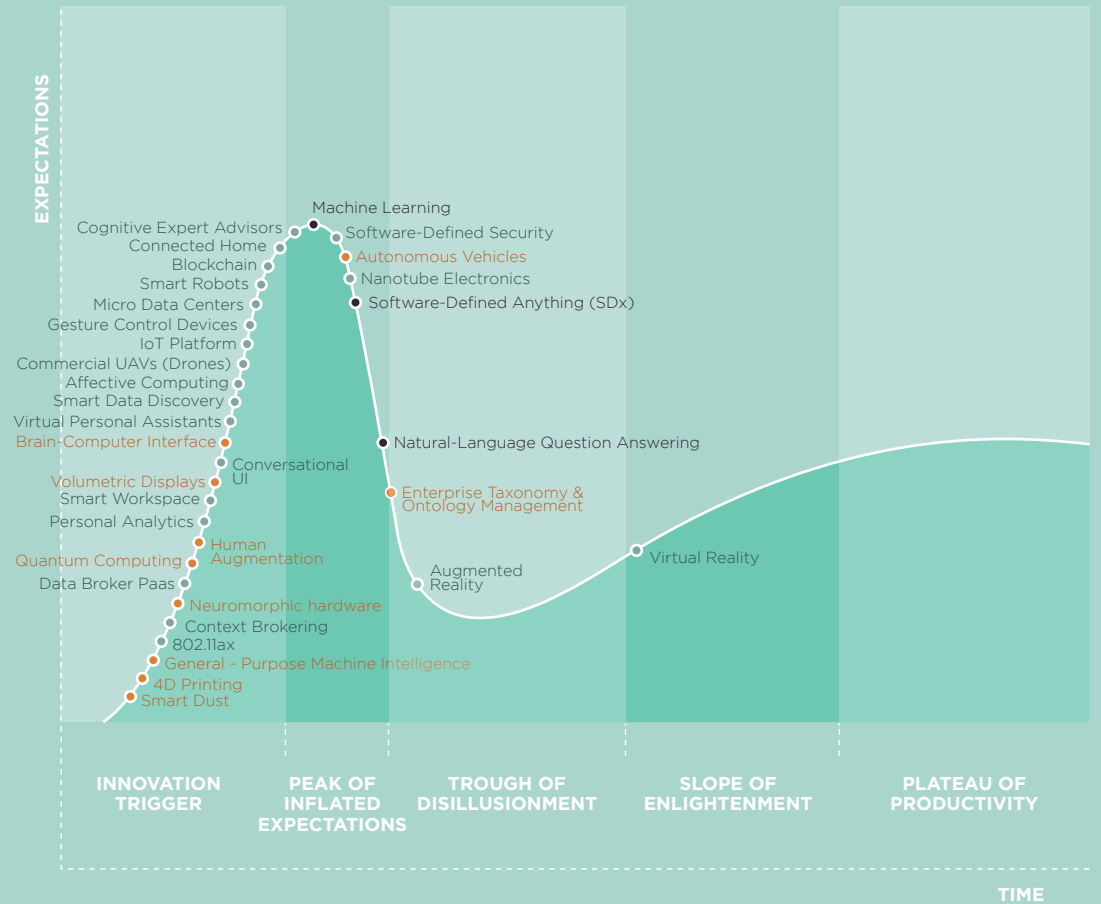
Needs: Money, Space, Infrastructure, Tools, Attitude, and Accessibility.

GO-GETTER MOVEMENT (CANADA)








*Data from our experience and study

GARTNER HYPE CYCLE FOR EMERGING TECHNOLOGIES



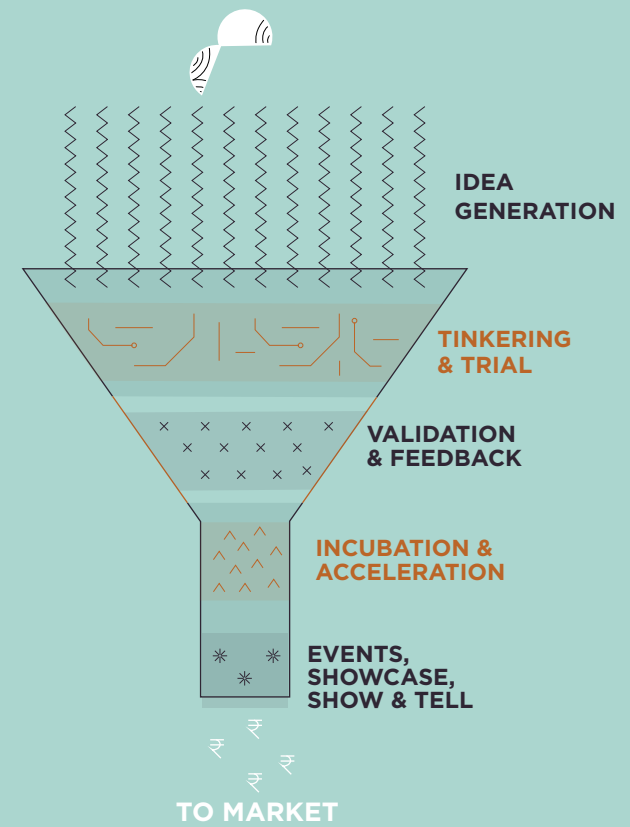
PLATEAU WILL BE REACHED IN

- 2 to 5 years
- 5 to 10 years
- More than 10 years

-  Minutes
-  Days
-  Weeks
-  Months
-  Years



THE CALGARY INNOVATION FUNNEL



THE CANADIAN INNOVATION & STARTUP JOURNEY

Alberta may not be the startup hub of the of Canada, yet it is a long and swirling experience if you are on this journey of Innovation & Starting up. Here is a guide that can help you in your hard times. Flip over to find the Calgary Innovation and Startup Ecosystem that can be your pit stops in this journey.

ABCs OF DIY



ARRANGE IT YOURSELF



BREAK IT YOURSELF



CUT IT YOURSELF



DRILL IT YOURSELF



EXPERIENCE IT YOURSELF



FIND IT YOURSELF



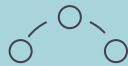
GROW IT YOURSELF



HEM IT YOURSELF



IMAGINE IT YOURSELF



JUGGLE IT YOURSELF



KEY IT YOURSELF



LASER IT YOURSELF



MOULD IT YOURSELF



NAVIGATE IT YOURSELF



OPERATE IT YOURSELF



PROGRAM YOURSELF



QUANTITY IT YOURSELF



REPAIR IT YOURSELF



STRUCTURE IT YOURSELF



TREND IT YOURSELF



UPSCALE IT YOURSELF



VALIDATE IT YOURSELF



WRAP IT YOURSELF



X IT YOURSELF



YARN IT YOURSELF



ZAP IT YOURSELF




Visit us at
www.cowork99.com

By



 info@cowork99.com

 +1 510 240 9797

 www.facebook.com/cowork99

 www.linkedin.com/company/cowork99

 @cowork99

 [cowork_99](https://www.instagram.com/cowork_99)