

## Coworking: when working alone is not enough

Over the years, workers in the technology and creative fields have redefined what work looks like...and even where it takes place! Far from a traditional office, their preferred environment has morphed from the isolation of a home office to the local coffee house and now to coworking, an arrangement that provides the best of all these options.

As reported in *The New York Times* several years ago, the concept of coworking appears to have originated in 2005 when a lone computer programmer named Brad Neuberg coined the term to describe flexible space that allowed independent workers to gain structure and community.

Now well established enough to merit its own Wikipedia definition, it's "a style of work that involves a shared working environment...yet independent activity...Coworking is the social gathering of a group of people, who are still working independently, but who share values, and who are interested in the synergy that can happen from working with talented people in the same space."

With its innovative and collaborative environment, coworking appeals to independent contractors, telecommuters, freelancers, designers, developers, innovators and entrepreneurs. The opportunity for them to share space, typically a common room with tables and desks available on a first-come/first-served basis, along with access to meeting space, is well worth the often modest fees coworking spaces charge.

Coworking has quickly gained in popularity across the U.S., now with more than 250 locations, as well as around the world. The best coworking spaces ensure that participants have an open, creative environment that encourages interaction. Offering coffee and networking opportunities, high-speed Internet, printers and other tech support provides additional incentives.

During the past year, individuals looking for coworking space were able to access IdeaField ([www.ideafield.org](http://www.ideafield.org)), organized by Ken Evans and located in Ybor City. Now STAR TEC is pleased to offer another coworking opportunity through its Launch Lab, housed within the main STAR TEC office at 7887 Bryan Dairy Rd., Suite 220 and open from 8 a.m. to 5 p.m., Monday through Friday. Membership in Launch Lab is available on a tiered rate, and includes access to STAR TEC's research databases and business resource materials as well as the more standard coworking benefits.

Coworking at Launch Lab is a great opportunity to build your business concept, grow your business, energize your thought processes and become part of a stimulating community. We invite you to visit Launch Lab to see if coworking works for you.

For more information, contact Danielle Weitlauf, Tec Launch manager, at STAR TEC, 727-547-7340 or [weitlaufd@startecflorida.com](mailto:weitlaufd@startecflorida.com)