

# Catapult<sup>TM</sup>

## WORKSPACE

### **What is the Catapult Workspace?**

The Catapult Workspace is designed for startups and small businesses who are looking for a professional environment with education and funding opportunities to grow, scale, and launch their businesses.

The workspace is equipped with resources and amenities to serve members as they grow businesses in the Lakeland community.

#### Resources:

- Mentorship from Experts-in-Residence
- Member portal with templates and documents for startups
- Entrepreneur-lead support groups
- Access to a network of technical advisors
- Funding programs
- Notary Public on site
- Internal programming for Lakeland-based entrepreneurs
- Member-only networking events

#### Amenities:

- Fiber-optic Wi-Fi
- Free parking
- Conference rooms
- Podcast room
- Media room
- Mailing address
- Print and copy center
- 24/7 access
- Coffee + snacks
- Walkable downtown location

At Catapult, we primarily provide subsidized space, coupled with access to mentors, and discounted educational opportunities.

The workspace is a branch of Catapult Lakeland, a 501(c)(3) nonprofit dedicated to increasing the viability of startups in our community. Catapult also includes a makerspace and a kitchen incubator.

### **What is Catapult's mission?**

Our goal is to launch businesses into the Lakeland community that create jobs, boost the economy, and provide new experiences & destinations to be enjoyed by all.

We're focused on serving businesses that are:

- Scalable in terms of cost, quality, and time
- Pursuing a specific growth goal for their company
- Contain an innovative aspect that sets the business apart in the market
- Ready to challenge assumptions about their business
- Willing to give back and share experience and knowledge with others

Success for Catapult members is launching a business into their own facility in Lakeland, where they continue to grow their operation and add value to the community.

### **Why does the Catapult Workspace exist?**

It is our goal to see each Catapult Workspace member launch into a space of their own, whether that is a retail, office, or mixed-use location, within six months to three years of becoming a member.

Catapult was founded by the Lakeland Economic Development Council to act as a catalyst for the entrepreneurs in our community. Today, Catapult functions as an independent nonprofit entity, and we exist to:

- Launch companies into brick + mortar spaces
- Provide value-added educational opportunities that result in growing companies
- Connect corporations with the innovative startup community and vice versa
- Showcase Lakeland as a place where you can start something
- Recruit and retain talent
- Foster the growth of third spaces for Lakeland employees to enjoy after work

We chase these goals by providing space, education, and funding opportunities to scalable startups in Lakeland.

### **Who is a good fit for the Catapult Workspace?**

Catapult primarily serves members who are building startups or small businesses in Lakeland. Each of these members have varying needs based on their business goals.

Catapult defines these categories as follows:

**Startup:** A newly formed business with a focus on developing an innovative product or service that has the potential to grow rapidly and disrupt the market on a national scale.

**Small Business:** A small business is a privately owned company that offers a product or service in a local or regional market.

Startups and small businesses differ in their approach to revenue, funding, business growth, and long-term success. At Catapult, we believe in fostering a culture where both small businesses and startup founders can thrive and contribute to the community.

Catapult serves members in various stages of business development, including:

**Ideation:** A business concept that is not fully formed, but a target customer and a working solution have been identified. This type of member needs access to commercial equipment to prototype their concept before bringing it to market.

**Operation:** A business that currently sells goods or services to its customers. We find that operations run by owners are the most effective fit in the workspace. Catapult's goal for businesses in this stage is that they can create repeatable systems to scale their business.

**Growth:** A business with a small team and consistent revenue that is pursuing expansion. Catapult's goal for businesses in this stage is to prepare them to launch into a space of their own.

### **Can a remote worker operate out of Catapult?**

While we focus on founders, we have a limited capacity for remote workers. Each remote worker accepted at Catapult is expected to share knowledge and insights with fellow members, and we prioritize remote workers in the technology industry. Remote workers who need to complete a high volume of sales calls are not a fit for membership.

### **What types of businesses are not a fit for the Catapult Workspace?**

Unfortunately, Catapult cannot accommodate every genre of business in our space. Based on our experience in serving entrepreneurs, we have found that we are not a fit for those in the following industries:

- Real Estate
- Insurance
- Accounting
- Law
- Finance
- Construction
- Multi-Level or Network Marketing

Additionally, we are not a fit for service-based businesses who intend to provide their service in the Catapult Workspace (i.e., hair salons, therapy offices, medical offices). We can provide a beneficial setting for these founders to complete back-office work, such as marketing activities, strategic planning, or administrative work.

### **What alternatives to the Catapult Workspace exist in Lakeland?**

We believe in being neighbors and supporters of those working to make Lakeland a wonderful place to live, work, and play. We're not a fit for every business, and we're thankful to be able to refer out to other local organizations.

[COHatch](#): National brand with a local presence  
211 E. Main St., Lakeland, FL 33801

[My Office and More](#): Locally owned office space  
122 E. Main St., Lakeland, FL 33801

[The Well](#): Event space with coworking options  
114 E. Parker St., Lakeland, FL 33801

[Lean Spaces](#): Office and coworking space  
1021 Florida Ave S, Lakeland, FL 33803

## **What types of memberships are available?**

In the workspace, memberships are divided into three categories. All memberships are billed monthly, and no minimum commitments are required.

### **Coworking Membership**

The workspace hosts a perpetual “quiet chatter” and is a professional, yet creative environment for office tasks.

Perks:

- Access to resources and amenities from Page 1
- Access to the open workspace area, such as tables, couches, and chairs
- 10 hours of room rentals

Price

- \$170.00 per month, per person

### **Dedicated Desk Membership**

This membership includes a reserved desk space on the third floor of Catapult, where members are invited to set up and leave a desk area that fosters their productivity.

Perks:

- Access to resources and amenities from Page 1 and open coworking area
- Dedicated desk to run business operations
- Lockable filing cabinet
- 15 hours of room rentals

Price

- \$270.00 per month, per person

### **Office Membership**

Offices are semi-private workspaces designed for business owners who are actively growing their team and working towards outgrowing the Catapult Workspace and into an office space of their own.

Office membership requires an in-person interview and a longer screening process than coworking or desk membership.

Perks:

- Access to resources and amenities from Page 1, open coworking space, and lockable filing cabinet
- Reserved office with glass walls & sliding glass door
- Ethernet connection
- 20 hours of room rentals

Price

- \$385+ per month, depending on the location

**Does Catapult offer membership trials or day passes?**

Yes! We offer day passes from 8:30 a.m. to 5:00 p.m. on weekdays. For \$25.00, day pass users get access to Wi-Fi, coffee, snacks, and our community for the day. Day passes can be purchased in person with a credit/debit card or on our website.

**How do I become a workspace member?**

Because of our mission, Catapult is intentional about the businesses we accept as members. Our process includes three steps: a tour, an application, and an interview.

**Tour:** To request a tour of Catapult, fill out our [contact us form](#) on our website. During the tour, we review details about the resources and amenities available in the workspace. Tours are scheduled during our staffed hours, Monday through Friday, 9:00 a.m. – 5:00 p.m.

**Application:** After the tour, the Catapult staff will send a link to apply for workspace membership. We ask applicants to fill out this form with as much detail as possible to allow the staff to make an informed decision about membership.

**Interview:** The final step of the process is a phone or in-person interview with Catapult staff. Depending on the business needs and the founders' prior experience, this interview may be conducted via phone or in person.

**How does Catapult make a workspace member decision?**

After the interview process, the Catapult team evaluates the business according to several criteria. We examine the potential for launch, unique to Lakeland concept, compatibility in a shared space, and industry fit.

**Potential for Launch:** Because the end goal for Catapult is to see each of our workspace members launch into a space of their own, we consider each company's pathway to that launch before accepting the business as a member.

**Unique to Lakeland Concept:** We also focus on new to Lakeland concepts that can serve to diversify our local economy. We look for members who are innovating in their field.

**Compatibility in a Shared Space:** The workspace is shared among many members, so a willingness to operate side-by-side with other entrepreneurs is key.

**Industry Fit:** We are not a fit for every industry and exclusions are described above. We prioritize an industry-diverse membership base, so occasionally we may reach capacity for a certain business type.

### **How long does it take to become a member of the workspace?**

This timeline heavily depends on the business owner's ability to devote time to get to Catapult for meetings such as a tour, interview, and orientation, as well as the availability of Catapult staff. The average member moves from interest to membership between one week and one month.

### **What happens after acceptance in the workspace?**

After a member is accepted into Catapult, the next step is orientation with Catapult staff. At orientation, the guest services coordinator reviews community norms and relevant resources and enables a member's Bluetooth access.

- At this time, a new member is responsible for pro-rated membership for the month they joined along with a \$65.00 joining fee.

### **What expectations exist for membership?**

We offer our space at a below-market rate to members, and our operational costs to run Catapult are subsidized by corporations, room rentals, and private donors in our community. When we make a membership decision, we are then held accountable to see that member go from a nascent business idea to a launched brick-and-mortar in their facility. We expect that our members will:

- **Participate in member check-ins:** We have open financial relationships with our members, which allow us to suggest targeted strategies to promote growth.
- **Education participation:** We curate educational sessions and opportunities based on member requests and needs, and we expect our members to prioritize participation in education programming at Catapult.
- **Data collection:** We collect data in yearly surveys to assess Catapult's economic impact on the community and to make operational decisions for our future. Members are asked to share data such as gross revenue, employee roster, etc.

### **Who can be in the Catapult Workspace?**

Access to the Catapult Workspace is based on membership, on a per-person basis.

**Employees:** Each person operating in the workspace must have a membership, at the coworking, desk, or office level. Memberships in the workspace operate on a per-person basis, and therefore one membership cannot be shared among several employees. The cost of employee membership can be billed through one company account at a business's preference.

**Guests:** Workspace members are welcome to host guests at Catapult, by either reserving a conference room on our online platform or by purchasing a day pass (\$20.00 per person) for their guest(s) to operate in the open coworking space.

**Children:** To maintain a professional environment and for liability reasons, Catapult does not allow any children under the age of 13 onsite.

**How do conference room rentals work?**

Each membership comes with a bank of hours a member can use throughout the month to reserve a room for their meetings. Catapult utilizes an online booking and billing platform to manage this process. Members can purchase additional hours of conference room time on an as-needed basis.

The conference room spaces at a Catapult can host up to 12 people per room. As a 24/7 space, members may host meetings outside of normal operating hours if a conference room is reserved through our online platform.

**Am I allowed to make phone/video calls in the workspace?**

Members are welcome to take phone calls or video calls in the main workspace. We ask that they are cognizant of those around them during the call. If the call contains sensitive information or is disturbing the peace of the primary workspace, we ask members to move to a sound-proof phone booth.

**How does 24/7 access to the building work?**

The main entrance to Catapult is unlocked between our business hours, 8:30 a.m. – 5:00 p.m. For after-hours access or access to the member entrance, a mobile phone with NFC capabilities is required.

**How do I learn more about the Catapult Workspace?**

We would love to share more about our workspace and our mission.

Website: [catapultlakeland.com/workspace](https://catapultlakeland.com/workspace)

Phone: (863) 940-9660

Address: 502 E. Main Street, Lakeland, FL 33801

Catapult is staffed Monday through Friday, 8:30 a.m. to 5:00 p.m., excluding major holidays. We would love to answer additional questions that you may have.