



Client Story: Cowerks



Danny Croak,
Founder

Grow and cultivate a tech community in Asbury Park inside of an affordable work space.

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

COMPANY OVERVIEW:

Cowerks 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 Cowerks 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 Cowerks 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 Cowerks to hire a CFO and helped find the best match. Additionally, BDC put Cowerks in touch with appropriate contacts to offer legal support, local real estate recommendations and financial aid. This was just one of many projects where Cowerks used the expertise and guidance of BDC mentors.

Cowerks
619 Lake Avenue, Third Floor, Asbury Park, NJ
(732) 481-2827
www.cowerking.com

