



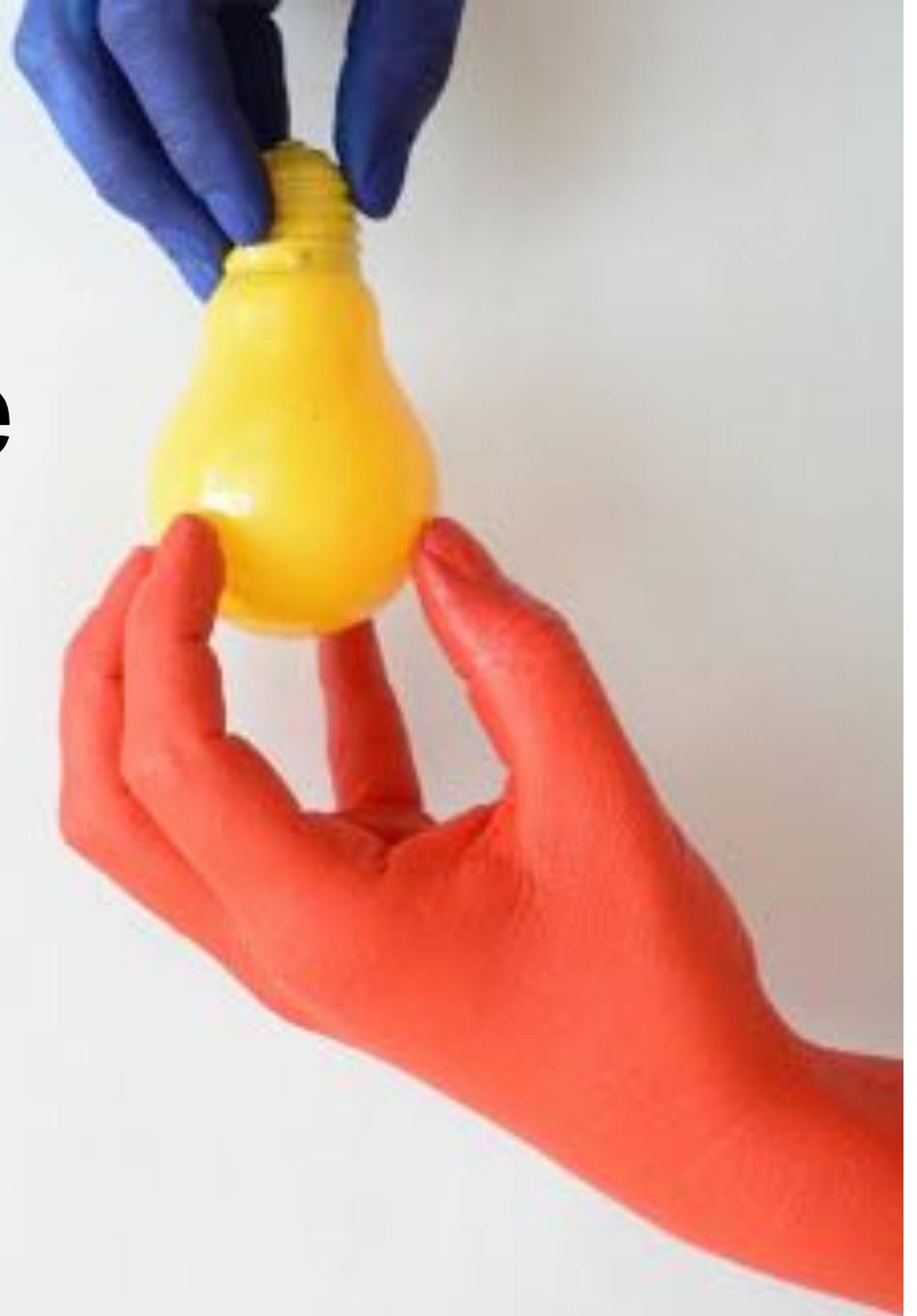
BUONGIORNO!

RUTGER & STUN - BEA

Why just a coworking space doesn't work.

4 lessons from 2 young boys
who started their own hub
from scratch

*Rutger de Rijk & Stijn Meijer
Bea - The Netherlands*



A hand wearing a bright yellow nitrile glove is shown on the left side of the image, holding the left edge of a thick black rectangular frame. The frame is positioned against a plain white background. Inside the frame, the text is centered and presented in a clean, sans-serif font.

Rutger & Stijn

- Born in Amsterdam
- School dropout or never started
- Same passions and ambitions
- We had a dream...

A hand wearing a bright yellow nitrile glove is holding the left side of a thick black rectangular frame. The frame is positioned against a plain white background. Inside the frame, the word "Bea" is written in a bold, black, sans-serif font. Below the name, there are three bullet points, each starting with a hyphen and followed by a line of text.

Bea

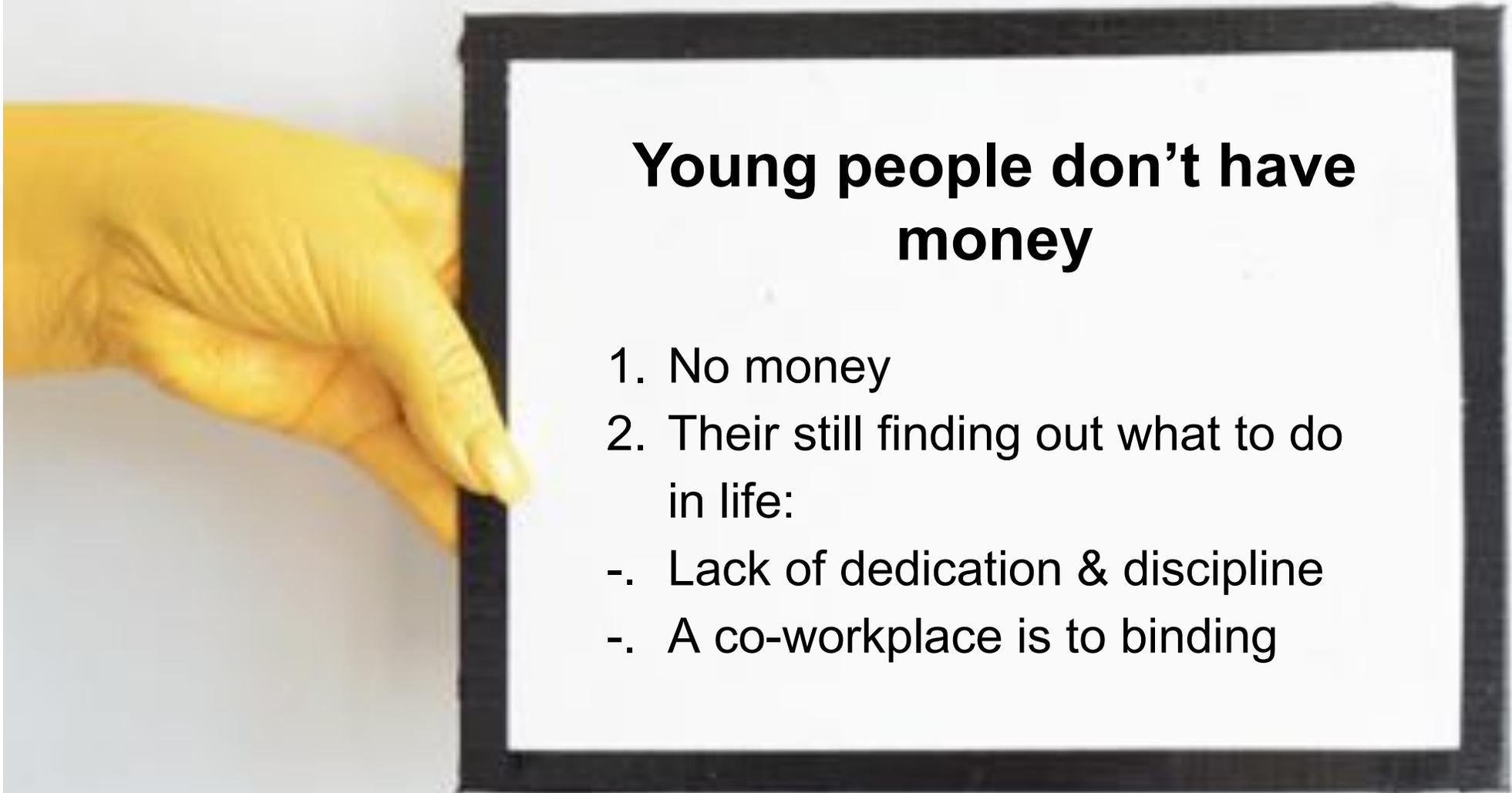
- A hub for young entrepreneurs & freelancers
- We focus on the personal and professional development
- Located in an old monastery in Amsterdam





4 lessons we've learned

1. Young people don't have money
2. Young people care about 'cool' stuff
3. Starters needs attention, a lot.
4. Keep the vibe alive.



Young people don't have money

1. No money
2. Their still finding out what to do in life:
 - Lack of dedication & discipline
 - A co-workplace is to binding

A hand wearing a yellow nitrile glove is holding the left side of a black rectangular frame. The frame contains white text. The background is a plain, light-colored surface.

Young people care about 'cool' stuff

1. Make the impact with events
2. What is cool?
3. Use the cool stuff and combine!

The New Originals Fitting Day





Conclusion #1 (age 18-25)

- Do research in youth culture
- Make the impact with events
- Make it cool, make it sexy!

A hand wearing a bright yellow nitrile glove is holding the left edge of a white rectangular sign with a thick black border. The sign is centered on a plain white background. The text on the sign is in a bold, black, sans-serif font.

**Starters need attention,
a lot.**

- Help me!
- Support them or they leave
- Organise events / workshops

A hand wearing a yellow nitrile glove is holding the left side of a black rectangular frame. The frame contains a white background with text. The text is centered and consists of a bold heading followed by a bulleted list.

Keep the vibe alive

- Have a daily chat
- Checklist
- Personal and comfortable
vibe
- Community



Conclusion#2 (Age 25-35)

- $1 + 1 = 3$
- Personal vibe + events = community
- Community is what you need

A hand wearing a yellow nitrile glove is holding the left side of a black rectangular frame. The frame contains white text. The background is a plain, light grey surface.

Any questions?

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