



SimpliOffice moves to Potsdam in the Think Campus: Who is the unusual co-working supplier placing its bets on a “little Silicon Valley” along the shore of the Jungfernsee?

- The young enterprise, founded in 2017, expanded throughout Germany with its community concept for co-working spaces
- Some 5,500 m² of area are currently let or under remodelling, 12.000 m² more are planned
- The corporate group, headquartered in Berlin, employs a workforce of more than 60 and has more than 100 cooperation partners joined in its community

The aim: Optimising performance

SimpliOffice is conceived as a “holistic” co-working supplier. The enterprise’s founders do not come from the real estate industry but from the recruiting and human resources sectors. Thus their entrepreneurial approach differs significantly from that of the competition.

The enterprise has set itself the task of supporting its office tenants and promoting their business development. With numerous services and cooperation partners, enterprises should be able to optimise their performance in the workspaces so they can expand quickly. Thus sports, health and prevention enjoy priority. By the end of 2020 the workspace supplier will already have let some 5,500 m² throughout the country.

The form: a community

After Berlin, Leipzig and Hamburg, the enterprise has chosen its newest location in the Potsdam Think Campus; the lease begins in November 2020. The Berlin project developer Driven Investment developed the office location on the Jungfernsee in the northern part of the city with two buildings—in the immediate vicinity of the SAP Innovation Center.

The proximity to the industry giant, SAP, was not the only reason to decide for the Potsdam Campus; SimpliOffice was persuaded by the Think Campus architecture. The ensemble’s architects, Bollinger + Fehlig, followed the example of Silicon Valley enterprises by planning an arena as communications platform—for SimpliOffice a great advantage, since it thinks of itself as a community and not just a supplier of office space.

The idea: a partner network

The community idea includes the possibility for members of the community to profit from numerous cooperation partners—including IT software suppliers, physiotherapists, removal services, banks, investors or architects. The move into the new workplace, interior design, company health promotion, catering, building cleaning or even the building digitalisation—membership also offers a direct contact to specialists for all such services.

SimpliOffice offers two peculiarities. On the one hand a complete proprietary furniture series has been created with modular options and on the other hand the enterprise has integrated human resources and recruiting services into the rent. These services can be booked easily using an app and are available to members at no cost—an innovation in the industry.

Clients of SimpliOffice include many young start-ups and innovative SMEs as well as large corporate groups, some coming from abroad. SimpliOffice therefore offers even an integration service to connect national and international enterprises with each other and to support them with international trade relations. That ranges to assistance with government authorities or the search for schools and kindergartens.

12.000 m² more office space is planned for the future, more than twice the current area. The next locations have already been decided: SimpliOffice will extend its offer to Hamburg, Hanover, Munich, Stuttgart, Frankfurt and some interesting “B” cities.