**Business Problem:**
Comunal Coworking offers workspaces, communal spaces, and workplace amenities to entrepreneurs through corporations. It’s the dominant coworking company in Peru, hosting over 700 individuals and ~120 companies at four office spaces.

Comunal has its sights set to be the largest coworking company in all of LATAM. To do this, it needs to determine how to 1) expand out of Peru through acquisitions and partnerships with other coworking spaces and 2) gain a competitive advantage to successfully defend against competing coworking spaces that have been aggressively expanding across LATAM and Lima.

**Our Steps and Activities:**

**Project Selection:**
We got matched with Comunal Coworking!

**Remote Work:**
Conducted research, customer interviews, and analysis

**On Site:**
Onboarded and visited all 5 Comunal offices across Lima

**Primary research:**
Interviewed essential customers and Comunal team members

**Intl Expansion:**
Identified 100+ potential targets and evaluated them across 6 metrics

**Impact of Our Work:**

1. **Sustainable Community**
   - Identified the culture and environment at each office
   - Classified four customer personas and their differentiators
   - Developed recommendations to strengthen Comunal’s community and develop its ecosystem

2. **Sales Strategy**
   - Assessed Comunal’s current sales channels and determined where its gaps are: creating an outbound sales strategy
   - Built a playbook of best practices, templates, and tools for the Sales team to use going forward in targeting new clients

3. **International Expansion**
   - Developed six secondary research metrics and eight due diligence metrics to evaluate prospective acquisition targets
   - Identified and evaluated 100+ coworking companies across 7 LATAM countries
   - Recommended nine companies to evaluate acquisition possibility