

THE STARTUP JOURNEY

KEY ENVIRONMENT CONSIDERATIONS

For startups, creating the physical environment is rarely a perfect journey. But as companies scale there are important environmental considerations that exist to ensure the environment performs today and avoids pitfalls tomorrows.

TRAITS OF TODAY'S STARTUPS



FOUNDERS ONLY

The few key founders are working furiously; either self- or seed-funded and utilizing whatever physical space is available

POPULATION 1-5 EMPLOYEES

OWN AS LITTLE AS POSSIBLE

Ensure **COLLABORATION** can naturally happen

Display a rudimentary **SPACE PLANNING** mantra

"In this stage, **IF IT WORKS, it flies**"

PLAN FOR FLEXIBILITY with modular furniture

EARLY CREW

The second stage, with further funding and a product that consumers are responding to; company is assembling a team of employees

POPULATION 6-29 EMPLOYEES

Invest in **ERGONOMICS**

Create **CASUAL ZONES**

Foster a residential feeling

"Make the office feel like the **SECOND HOME** it is to many of its employees"

ENSURE THE OPTIMAL **FUNCTIONAL MIX OF SPACE TYPES**

FULL TEAM

The company rockets forward with product expansion and sizable investment. With a growing number of employees, this phase often experiences the most physical environment pain points

POPULATION 30-74 EMPLOYEES

"WE'RE A FUN AND GROWING COMPANY to work for"

Employ **FURNITURE SYSTEMS**

Plan **POWER AND DATA** for future needs

Consider the office as a **CULTURAL HEADQUARTERS**

Create **FLOOR PLAN OPTIONS**

OFFER AMPLE **STORAGE**

GREAT EXPANSION

The company matures with a departmentalized structure, multiple offices, the possibility of a public offering, and teams of employees

POPULATION 75+ EMPLOYEES

Standardize **FURNITURE SYSTEMS**

Foster **INTERACTION MOMENTS** and knowledge sharing

Create **LARGE GATHERING SPACES**

"The environment became about making **SPONTANEOUS INTERACTIONS** between people possible"

