



Kid Friendly Co-working Office and Parents' Center

WORKROOM

Business Idea

After the birth of my 2 daughters I had to realize that it was impossible for me to go back to my previous 8-10 hours full time job. I needed to come to terms with the fact that I don't want to spend a whole day away from my kids. Becoming a parent has changed my priorities and what I value in myself as a mother and as a professional. I knew I didn't want to choose between my two roles and I dreamt about a place where I can focus on my work but still have the possibility of being close to my children.

With this in mind, my plan is to create a kid friendly co-working office here on IJburg where parents with small kids can work together. While mothers and fathers are busy with their work in the office space their kids can play in the next room. I know how hard it is to juggle between professional life and family time. I believe my co-working space could be an alternative to part time work, working from home or running a home based business; or could be a huge help to someone who would otherwise drop out of the workforce completely.

The WorkRoom co-working space would offer a child friendly office environment and also serve as a community, where parents can come together to get inspiration and motivation from each other. Furthermore, it could also play a very important and powerful role in the reintegration of parents to the workforce.

My future clients would be able to rent a hot desk from a couple of hours a week to monthly contracts. In the evenings and weekends I could offer paid and free classes for adults, mainly connected to parenting, business/life coaching and arts and crafts.



My name is Julia Szalai, I am a website builder and birth doula from Hungary.

After going on maternity leave from my store manager position I have started running craft workshops for mothers with small children in 2011. During these workshops I received a lot of positive comments and inspiring insight about the way we were working together, a lot of women, surrounded by their children.

The idea of a child friendly co-working space came from these workshops. After moving to Amsterdam and settling here in

IJburg, I feel I have found the place where offering such a

unique service would be beneficial for the community and also be a profitable business for myself.

Similar co-working spaces around the world:

<https://womensincubator.org> - Seattle

<http://www.third-door.com/> - London

<http://www.trehauscowork.com/> - Singapore

Julia Szalai

WorkRoom

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