



**ZED**  
COWORKING

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**BRAND STORY**

# | Introduction |

We started with an idea that a good workspace shows the person's personality, values, and ideas.

ZED is a workspace that you customize with your personal aesthetics.

A workspace which you fill with your own inspiration and passion.

We foresee that these individual workspaces forge a larger community space of which cross-cultural, cross-disciplinary sharing of ideas and talent empower our members.

Whether you are an established businessperson or a startup, you deserve an optimally designed workspace, just for you.



# | Brand Name |

Brand name, ZED, comes from the suffix “-ize” meaning “to make or become.”

It resembles our value of inspiring and empowering the people starting from scratch.

We crave for companionship, seek to be part of communities, and thrive on social support.

With the support and the service of ZED, we believe we can impact people’s life in a positive way.



## **Prioritized**

ZED prioritizes our members’ needs.  
ZED is not limited only to a workplace function.  
We care about our members.

As an International group, we know what new comers have to go through when starting a startup in Silicon Valley.  
We support them by offering visa-consulting, providing help in housing/school search and hosting various events that help our members grow.



## **Customized**

There is no definite answer for how to set up your workspace.

For some people, privacy is important.

For other people, flexibility is more important.

In a traditional work scene,  
people will just adjust to whatever is given.

In ZED, we customize your office depending on your needs.

The largest privilege these days  
in selecting a work environment is having the choice.  
People desire to set up their own unique workstation  
and ZED is here to set it up for you.



## **Modernized**

ZED offers a modern office environment, such as natural lighting,  
lots of greens inside the office and the perfect ventilation.

Having an exceptional office air quality enhances  
the space users' concentration and creativity.

These modernized atmosphere results in emotional  
comfort and well-being that enable them to be productive and creative.

Traditional workplaces emphasize the differences  
between workers through the varied allocations of square footage  
and windows indicating different levels of power and status.

In a modern office design without assigned seatings,  
status is no longer attached to workspace, which  
encourages more interaction between people at different levels

# | ZED Space |

**ZED offers four different kinds of spaces for our members.  
In these spaces, we work and  
create together, and inspire each other.**



## **Common Area**

**ZED offers two common areas specialized for  
coworking and networking.**

**Our members can work together on a tall, wide, coworking desk  
next to the kitchen area.**

**The desktop serves as a whiteboard ideal for easier sharing of ideas.  
The other common area is more relaxed with single couches  
and low stools, which is ideal for networking.**



## **Conference Room/Event Space**

Conference room at ZED is equipped with a high-end meeting table suitable for 8-10 people, 65" TV screen, webcam, mic and a white board. This space can accommodate anything from small groups to tens of guests, ideal for both business meetings and internal/external events.



## **Work Space**

ZED workspace is comprised of two main spaces - a wide, bright dedicated desk zone and variously sized private offices.

Each private desk, made of steelcase, comes with a personal mobile pedestal file cabinet, making storing personal belongings and work materials easier.

Private offices can accommodate up to 3 or 4 people, depending on their sizes.

They have built-in whiteboard and personal pedestal file cabinet. Acoustic panels in each office offer privacy necessary for work talks.



## **Relaxation Zone**

**We offer two different kinds of relaxation zone:  
nap zone and mingle zone.**

**Members can take the much-needed nap and daydream break  
on our huge, comfortable bean bags.**

**Mingle zone offers a rocking chair and a long couch,  
providing an opportunity to read, be creative,  
and communicate with other members of our community.**



# | ZED Community |

ZED provides more than just a place to work.

We continue to find ways to turn the place into a connective space where our members can inspire each other, and bond and grow together.

The following shows some of the events held at ZED so far.



## Startup L(a)unch

A networking event for startup builders in and outside the ZED community







# Connecpath Lecture

An educational program for high school students provided by one of the ZED tenants





# Hackathon

A community outreach Hackathon event provided by ZED and HackerRank





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# | ZED for you |

**Traditional workplaces force hierarchy between workers.  
Larger square footage and an own private office  
indicate higher rank and power.**

**In a modern office layout with no assigned seating,  
status is no longer attached to workspace,  
which encourages more interaction between people at all levels.  
With half of the force being millennials by 2020,  
you have a fundamentally new paradigm of  
how people want to work in an innovative space.**

**Anyone can place desks and provide free internet,  
and call it as a coworking space,  
but ZED provides more.**

**We support you to participate in a global community that is a  
support system, an educational/investor network,  
and also a creative think tank.**

**ZED recognizes the physical, emotional, and spiritual needs of  
remote workers these day by providing a warm community  
where socialization and collaboration are available.**