



theDesk 2.0 Redefines Co-working Space Business with New Community-as-a-Service (CaaS) Model

*Greater emphasis on community to create a sustainable co-working industry
as theDesk opens the door to its sixth location at Strand 50*

HONG KONG, 12 December 2019 – theDesk, a co-working space pioneer founded in Hong Kong, enters into a new chapter in its history with the announcement of “theDesk 2.0” at today’s grand opening of its latest location, theDesk Strand 50. The strategy looks to take the co-working space business model to the next level by providing access to and for the community, in what theDesk calls Community-as-a-Service (CaaS). It aims to unlock hidden values and opportunities through theDesk’s vast network, enabling meaningful conversations among stakeholders and giving them access to resources they need to scale their businesses. This evolution comes as an important and timely response to the emerging industry challenges, providing theDesk members, neighbors and stakeholders alike with sustainable real business value.

Thomas Hui, CEO and Co-founder of theDesk, said: “theDesk was founded on the basis of innovation and people, and time has proven that our approach was correct as our business has been growing sustainably since our founding three years ago. On the outset we know that space is only a platform for people to achieve a greater goal, which is the relationships they could build in the community that resides on this platform. Our goal is to build a community that transcends different business sectors, where people from all walks of life can converse and incubate ideas that was never thought possible. A strong community can give people access to resources that can help them achieve better outcomes, and that’s what theDesk strives for in our Community-as-a-Service (CaaS) business model.”

“Today, we are thrilled to officially open our sixth location – theDesk Strand 50 – in partnership with our landlord, Sunlight REIT. The synergies in our partnership demonstrates and exemplifies the power of community, which is mutually beneficial to the sustainable growth of our business. We believe our CaaS model can provide a platform for those seeking relevant opportunities and tangible business outcomes, and helps bridge like-minded companies through easily accessible networks and conversations,” Thomas Hui added.

To kickstart theDesk 2.0, theDesk is launching a new initiative called **roundPegz**, a thought-leadership engagement program headed by renowned behavioral strategist Dr Richard Claydon, who also teaches Leadership for Macquarie Business School’s future-focused Global MBA program, and led by industry experts with high profile business backgrounds.



Dr Richard Claydon, CEO of roundPegz, said: “roundPegz is the magic ingredient that will help turn CaaS conversations into actionable interventions that will help the wider business community become future-ready. Our round pegs are experienced people in leadership, strategy and transformation who have outgrown traditional organizational constraints and are engaged with systemic change. They are great speakers and facilitators who are experienced in delivering engaging and actionable content across the world.”

roundPegz has already conducted two programs focusing on collective intelligence and complex problem solving, and has been working with local schools on high-potential leadership intervention. The initiative will roll out further offerings that include holistic wellness and cognitive bias workshops in February and a suite of high-performance teamwork and leadership workshops in late March. These upcoming events, workshops and interventions are expected to welcome a diverse group of participants ranging from C-Suite executives to front-line staff, and give partners of theDesk access to an ever-expanding network and a shared economy of knowledge.

Arshad Chowdhury, Venture Partner at Betatron and a member of roundPegz, said: “For me, the roundPegz initiative is a great opportunity to test concepts, seek and give advice, and build business relationships. By inviting people with a unique set of attributes – extraversion, community-building, domain expertise – Dr Claydon and theDesk founders are planting seeds to grow something truly exciting.”

Graham Barkus, Managing Partner of The Human Factor Ltd and member of roundPegz, said: “While technology has made knowledge on a wider range of topics more easily available than ever before, the value of human creativity and collaborative problem-solving cannot be overstated in dealing with the challenges of digital transformation and future business models. By providing access to curated resources with diverse experience, expertise and perspective, roundPegz offers tremendous value to community members as we navigate the complexity and uncertainty of an imminent, technology-driven and disruptive business environment.”

Running in parallel with this thought-leader speaker series will be a set of roundPegz interventions designed to discover and develop high-potential talents across all generations across theDesk’s extended inclusive community.

Thomas Hui commented: “We are excited to be working with pioneering thought-leader Dr Richard Claydon in our roundPegz initiative to provide our members and neighbors with the knowledge and skills to navigate the challenges of business. Through the shared interest of insightful community conversations and network building, it is our aim to



offer our members, neighbors and partners with true value of access and collaboration. As we continue to expand our network with additional innovative programs, we are hopeful in building even stronger connections within our inclusive community that will cultivate purposeful partnerships.”

About theDesk

As a pioneer in Hong Kong’s co-working space scene, theDesk focuses on creating an “inclusive community” by connecting its members and neighboring businesses for closer collaboration in an increasingly shared economy. With the rise of new disruptive businesses and mindset change on how businesses are run, our founding principles of Flexibility, Productivity and Community enable us to find innovative ways to help our members grow and fulfil their ambitions.

theDesk believes businesses today can only succeed from cross pollination of ideas and close partnerships. Our team strives to facilitate this collaborative environment by always keeping our members’ needs at the heart of everything we do. Our multiple locations totaling 115,000 square feet* allow us to provide the necessary means for our members to concentrate on their goals and prepare for the future.

For more information, please visit www.thedesk.com.hk.

**As of 18 October 2019*

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