



nerelj

Cummings Properties signs Launch TC128 at TradeCenter 128

December 22, 2011 - Front Section

Coworking, the new concept in office space, has arrived at Cummings Properties' landmark TradeCenter 128 campus with the addition of Launch TC128.

Catering to startups, freelancers, and cubicle-averse small business owners, coworking offers low-cost desk space in a shared office. According to Launch manager Leah Mulrenan, Cummings Properties wanted to provide a space for entrepreneurs, contractors, and others who are tired of working out of their homes or at cafes.

Mulrenan said, "While there are more and more coworking spaces in Cambridge and Boston, there were very few options for people in the suburbs. With Launch, you get the trendy dÃ©cor and collaborative atmosphere of a city coworking space, plus free parking and an easy commute."

Brighton resident Brandi Gerrish has been using Launch since starting her own business as an independent consultant and public speaker for online reputation management.

Gerrish said, "I think Launch is really innovative. It provides the opportunity to get out of the house and not sit at a coffee shop where you can get distracted. It's a focused workspace."

Launch members can make use of individual desks, a conference table, storage lockers, and free coffee and WiFi.

The wide-open space also features extensive whiteboard walls and a casual, living-room-style seating area.

"Beyond a place to set up their laptops, coworkers want business-focused interaction and support. Launch was designed with this sense of community in mind," said Mulrenan.

Gerrish said, "I appreciate having the ability to bounce ideas off of others and talk shop throughout day. You're not in a vacuum."

Eddy Shenghua, who recently began working from Launch, is founder of NERD Bioscience Corp. as well as the New England RNA Data Club, which holds monthly meetings in Cambridge to facilitate interactions between academic and industry laboratories. He noted that the affordable price, flexible contract, and potential for upgrading to traditional office space make Launch an attractive option for early stage companies.

Shenghua said, "I expect that my startup will grow much faster in the future, and Launch provides me the flexibility to expand into a larger space. Also, it is very convenient to go to Cambridge from Launch for meetings."

Launch is offering free trials during the month of December. First-time users can reserve a free day of coworking by going to <http://www.launchatc128.eventbrite.com>.

Clients of Launch, located at 100 TradeCenter, can rent space by the day, week, or month, with monthly plans starting at \$155 per month.

