



**Collaborative**  
REAL ESTATE

# We make community happen.

Community is more than people physically occupying a common space, it is a feeling of unity and fellowship with others as a result of sharing common attitudes, interests, and goals.

Community facilitates sharing, and sharing can produce novelty. But you can't just put a bunch of people together and expect innovation to happen, you have to be conscientious about building the framework for connections to be made, ideas to flourish, and innovation to be realized.





## COMMUNITY COLLABORATION STRATEGY

# A Critical Differentiator

Buildings set the stage for collaboration and collision, but connecting people requires intentional programming. Our devotion to community building through active programming focuses on the creative use of common spaces – both indoor and outdoor – that each property has available and utilizes multi-channel communications to connect entities, and more importantly, to connect people.

In order to foster interactions, Collaborative delivers a spectrum of thoughtful and innovative collaboration services aimed at breaking down natural barriers to interaction. We operate on the belief that collaboration space is wasted without the principal ingredient: collaborators. Collaboration does not come naturally, as humans often skew toward isolation, and participants need both constant reminders of why they located into a collaborative environment in the first place, as well as encouragement to be active members of the community.

That's where we come in.



[WWW.COLLABRE.CO](http://WWW.COLLABRE.CO)

# MAKING A COLLABORATIVE COMMUNITY

## Our Services

We've proven how universities and corporate innovation teams can intersect, grow, and be supported. And we apply those lessons to your unique situation.

We can help you build a program into a destination where the brightest minds can come together to create world-changing outcomes.

Whether it's facilitating new collaborations or enriching existing relationships, we're here to help – every step of the way.

### **We know what's possible:**

- Develop and execute strategic programs and activations
- Manage facilities to help communities engage every day
- Build new, or renovate existing, buildings





# MAKING A COLLABORATIVE COMMUNITY

## Get to Know Us

### WHO WE ARE

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#### We Make Innovation Communities Thrive

Collaborative Real Estate is a full-service real estate firm specializing in innovation districts and university research parks. With our expertise in community activation, asset/property management, and development, we help innovative ecosystems truly thrive. We believe that a research building's greatest amenities are the tenants themselves, and that what happens inside a building is what matters most. Every day, we are creating spaces, communities, and programs to grow thriving innovation communities designed to inspire, connect, and support ongoing user success.

### WHAT WE DO

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#### We Develop A Lot More Than Property

It starts and ends with people – not building permits and rental agreements. You're developing a community, not merely a building. How can your space be a catalyst for the creative and ambitious? It needs to be more than a place where ideas are simply allowed to be shared. It has to have all the elements needed for an integrated, thriving hub for the community it supports. It has to be a destination where experiences, unexpected inspiration, and deep collaboration are nurtured with intention.



## BRINGING IT ALL TOGETHER

# Let's Collaborate

### WHAT'S YOUR STARTING POINT?

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Perhaps you have a beautiful, new, state of the art facility where tenants come and go without a sense of what a community can bring to their lives. Or are you staring at an empty field wondering what to build? Or maybe you've just inherited a cluster of underperforming buildings and must give them a sense of purpose.

### WE'LL MEET YOU THERE.

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No matter where you are in your journey to creating an innovation community, you aren't alone. We meet you where you are. For every question you have, we will show you a path forward.

### BESPOKE ADVICE:

- Our assessment process is tailored to your unique situation and we apply a robust modeling framework
- To best advise you, we take a human centered design approach, conduct detailed research, and employ radical candor
- We know how to put your pieces together to enhance outcomes
- Be wary of those who would offer an off-the-shelf-solution

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### ADVISORY SERVICES

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**Community  
Activation and  
Programming**



**Organization  
Structures/  
Modeling**



**Property/Park  
Management**



**Development**