

Coworking Works

Roam Dunwoody

ARTICLE RUKSANA HUSSAIN
PHOTOGRAPHY PROVIDED

Work from home, telecommute, freelance, start-up...if any of these describe your current professional status or work arrangement, then add “coworking” to your vocabulary.

The concept of holing up outside a traditional office, with your laptop, phone and earbuds to get your work done in a common space is relatively new. Think coffee shop meets Mad Men where productivity, creativity and self-motivation are the name of the game. There are a handful of these cowork spaces in Atlanta, from Decatur to West Midtown and right here in Dunwoody.

Roam Dunwoody was established to create a meeting and gathering experience for this new workforce, dedicated to people on the move, who need a better way to connect with others, work productively and grow their businesses.



Cowork spaces offers a wide selection of private meeting rooms, open tables, private offices and a network of built-in entrepreneurs and professionals. Many host inspirational seminars, training and social networking events. Oh, and don't forget all the coffee, filtered water and green tea you can drink.

Locally bred companies such as weighted compression gear maker Titin, who garnered some interest and funding through ABC show Shark Tank, online education company Edevate, and protective sports apparel manufacturer Evoshield are all members at Roam, which currently has 350 businesses utilizing their Alpharetta and Dunwoody workspaces.

Companies can stay as long as they want, most members being month-to-month

tenants who utilize the shared workspace in order to scale and grow their businesses.

Established in March 2013 as a sister location to the first Roam venue in Alpharetta, Roam Dunwoody, or Roam 2 as the regulars call it, is the place for not just high-tech and software firms but also homegrown entrepreneurs, consultants, small-business owners and non-profits who want to avoid the high fixed cost, inflexibility and personal guarantees associated with fixed office space, while still having an innovative, fun and professional workspace to meet and collaborate with clients or co-workers. These companies need access to “business class” Wi-Fi, state-of-the-art technology and an ecosystem that supports small businesses.

A need that was quickly observed by the five original investors in Roam, who worked for IBM at the time, and found the city lacking in a workspace solution that catered to their needs. They decided to design a purpose-built product that would meet the needs of all people who wanted to have an option of working out of their home, which can be lonely, or coffee and sandwich shops, which can be too loud and distracting for meetings or collaborative work sessions. Roam is also a hub for Atlanta metro companies who have telework programs and participate in the Clean Air Campaign, and are committed to improving air quality and reducing traffic congestion in the city.

Depending on the level of service needed, membership prices range from \$99 to \$299 per month. They have plans for two new locations – Cobb Galleria, opening in April, and then Buckhead, launching in May. Corporate offices in the area also use the Roam premises for offsite meetings, breakout sessions and

social events. It is a welcome change to the predictable and traditional hotel meeting space. Non-members can rent out meeting rooms as well.

“We are excited to now have a presence in Atlanta’s four core business markets. As a result, we believe that we have quadrupled the value of the offering,” says Managing Member Peyton Day.

Membership packages can accommodate up to six members on a single plan. Many companies have outgrown that limit and eventually moved on, paving the way for new entrepreneurial efforts at Roam Dunwoody’s 16,250-square-foot collection of meeting rooms and work niches. Located on the second floor of the Perimeter Pointe retail above Office Depot and LA Fitness, it’s one of several metro Atlanta facilities creating a new kind of office for workers learning to do business in a different way, afforded by new technologies such as smartphones, laptops, Wi-Fi connections and more. So, are you ready to Roam?

Roam Dunwoody

MeetAtRoam.com

at Perimeter Pointe

1155 Mt Vernon Hwy NE Ste 800

Also nearby:

Strongbox West

(Atlanta’s longest running cowork space, moved up to a 50,000-square-foot space this month in super hot West Midtown.)

StrongboxWest.com

1040 W. Marietta St NW

Atlanta Tech Village

AtlantaTechVillage.com

3423 Piedmont Rd NE

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