

Tadah – Switzerland's first coworking space with childcare

Zurich | June 2023

Agenda

- 1. Our team and journey**
- 2. Better compatibility in numbers**
- 3. Coworking**
- 4. Childcare**
- 5. Revenue streams**
- 6. Differences to regular care**
- 7. Why under the same roof**
- 8. What it needs**

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Our team and journey

We've been working together since 2016, and since then we've built a successful magazine, completed two investor rounds, opened two spaces, survived a lock down, had kids, and put together - and hired - a great team. Those are things we're proud of.



Sarah Steiner, CEO



Julia Cebreros



Klara Zürcher



Diana Wick Rossi



**Mirjam
Stauffacher - Jutzi**

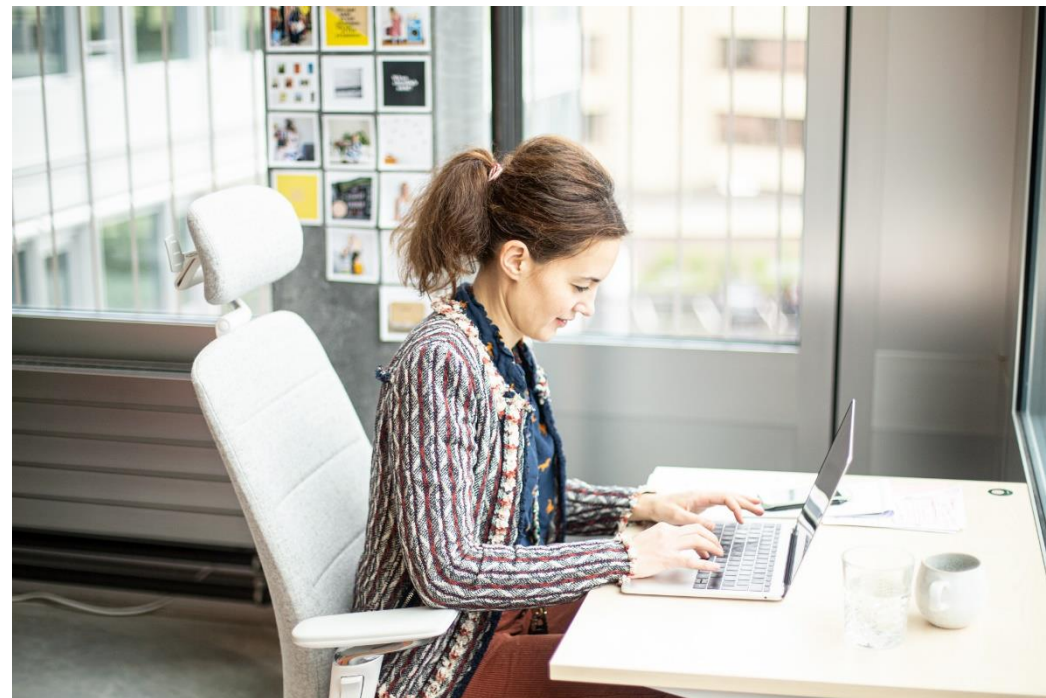


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Better compatibility in numbers

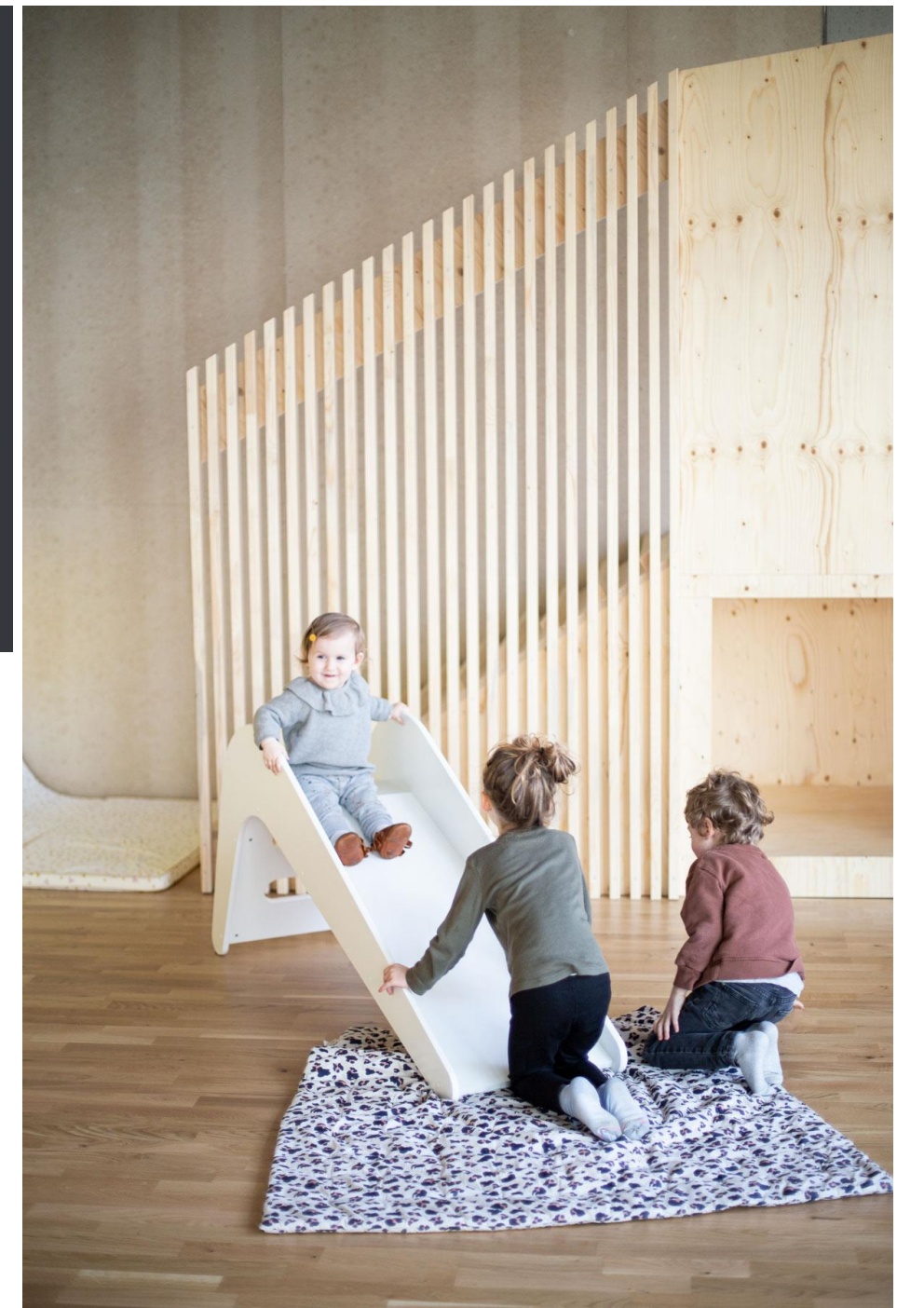
2019:
1 Space

2023:
2 Spaces



2019:
4
Coworkers per month

2023:
331
Coworkers per month



2019:
4
Children per month

2023:
265
Children per month



More than
60
Speeches &
Press articles



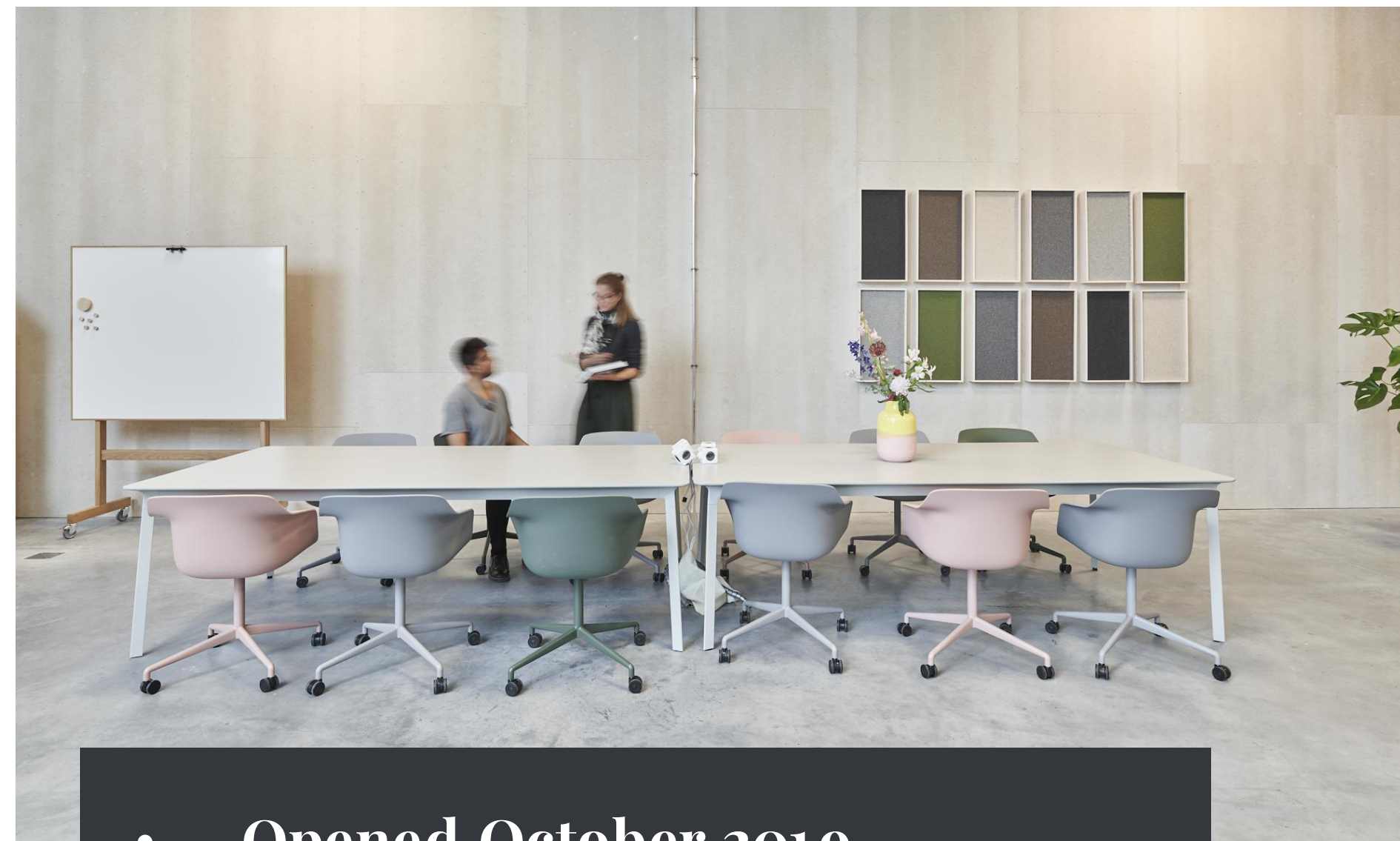
2019:
8
employees

2023:
18
employees

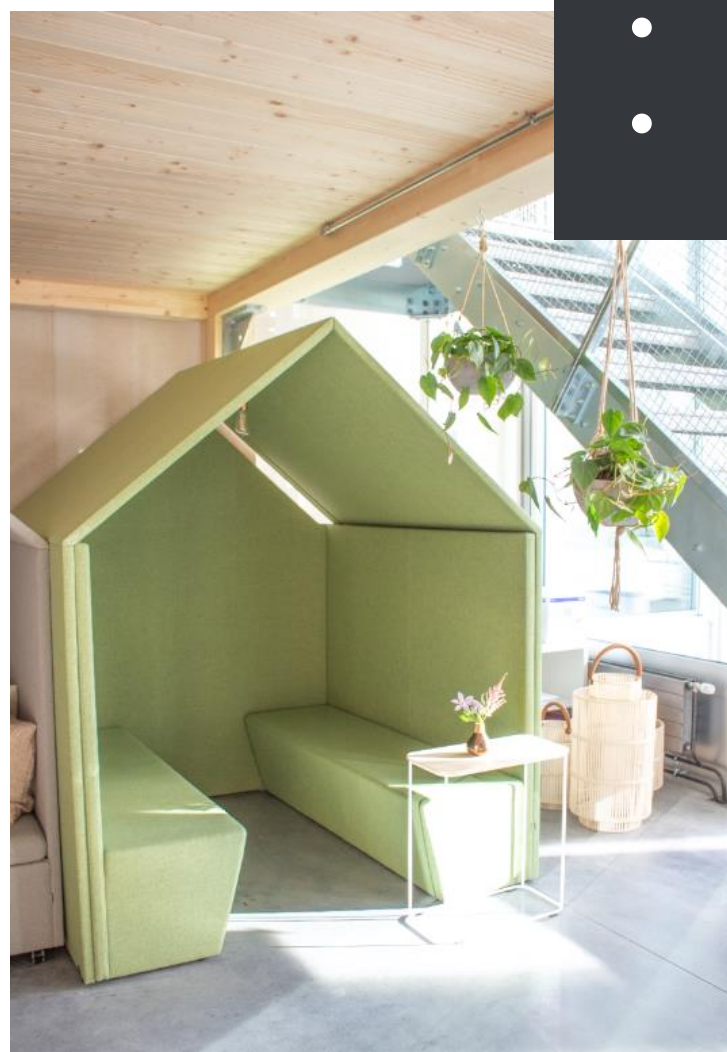


Tadah Coworking

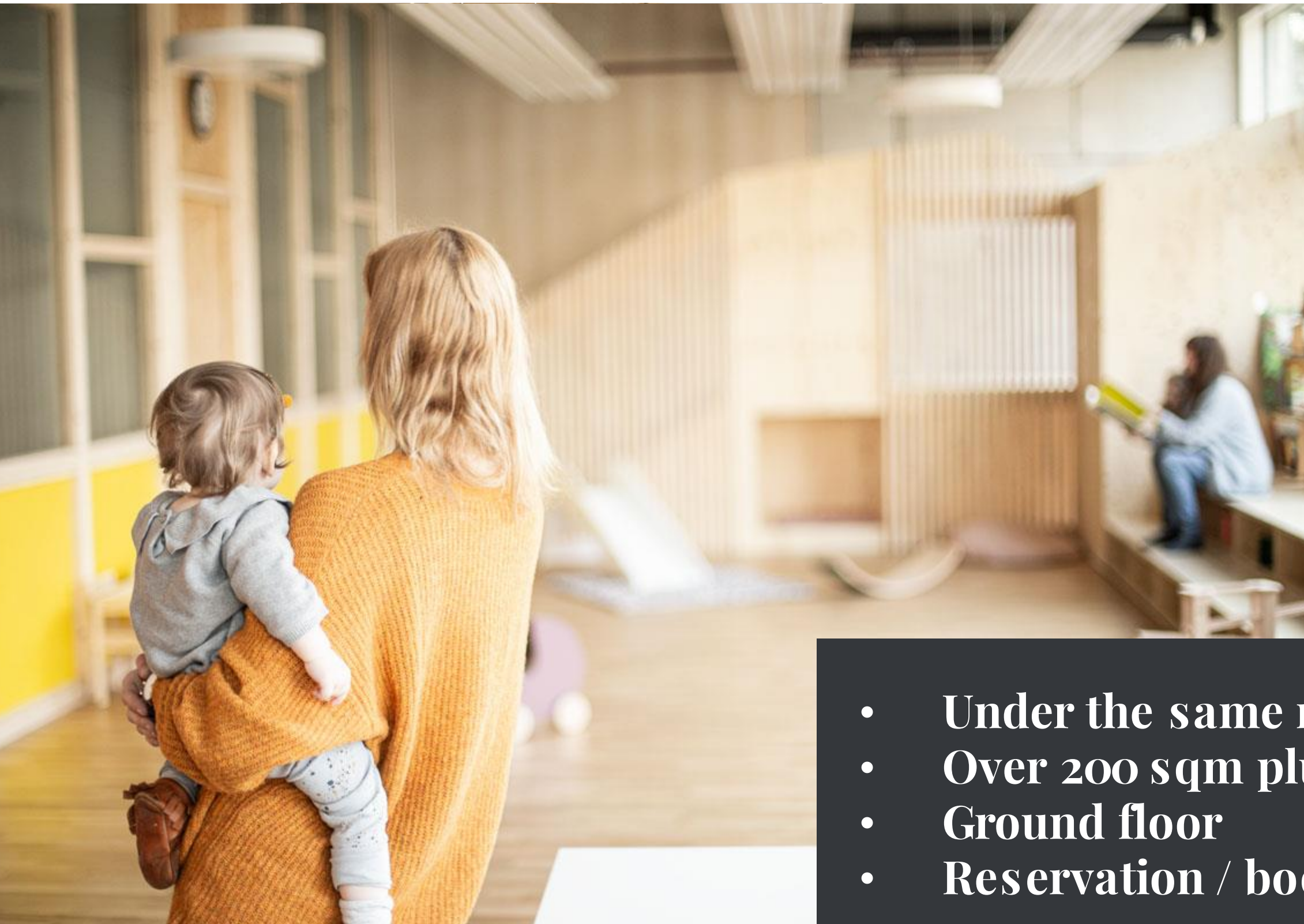
3D-Tour



- Opened October 2019
- Located in Zurich Albisrieden
- Over 200 sqm
- 2nd floor
- No reservation / booking required



Tadah Childcare



- Under the same roof
- Over 200 sqm plus garden
- Ground floor
- Reservation / booking required

[3D-Tour](#)



Tadah

Revenue streams



Meeting Rooms



Playgroup

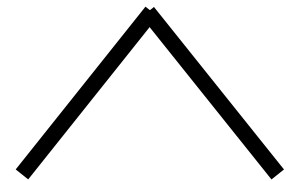


Events

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Differences to regular care

«Normal» daycare



Setting:

- fixed (full-)day childcare
- additional days difficult to get
 - no day swapping possible
- fixed drop-off/pickup and blocking hours
 - high fix-costs
 - professional care-takers
- fixed offer without additional services

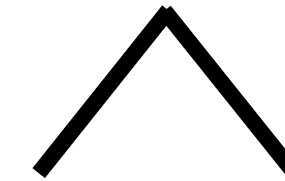
Situation:

Childcare needed, for fixed days

Requirements by the parents:

- at the place of residence
- professional care-takers
- early drop-off and late pickup

«Flexible» daycare (Tadah)



Setting:

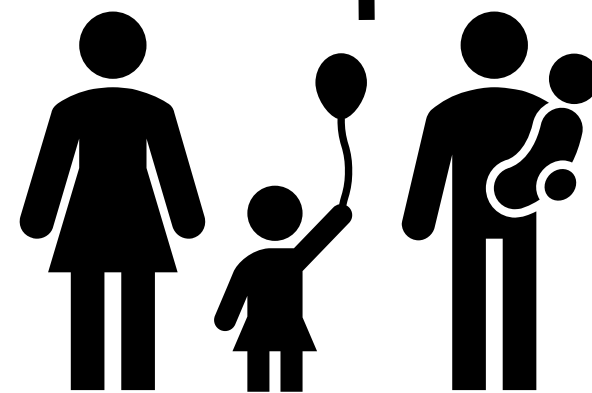
- flexibly bookable childcare, also at short-notice
 - half and full day options
- flexible drop-off/pickup hours
 - professional care-takers
- cost efficiency thanks to additional offered services
- inspiring working environment under the same roof

Situation:

Flexible childcare needed, for a day when the regular care solution doesn't work

Requirements by the parents:

- short-term booking option
- professional care-takers
- half / or full day option



Why under the same roof



Regulatory aspect:

We offer professional care with a pedagogical concept. The good thing is that we don't have to initiate an official daycare, since the parent is on site. Nevertheless, child and parent can leave the coworking space for up to five hours per day, e.g. off to the playground or to a customer appointment.



Logistical aspect:

At Tadah, also half-days can be booked. It wouldn't make sense for the parents to travel a lot of time between a daycare and the workplace just to have childcare for a few hours. The two places being under the same roof makes it much easier.



Pedagogical aspect:

In case a child has some trouble with being without the parent, since being under the same roof the parent can always be called when the child needs it. Also, the mothers still breastfeeding don't need to stop. They simply come downstairs, feed the baby and go back to work within minutes.

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What it needs

- **Close contact to the authorities**
- **Same child / caretaker ratio than regular daycares**
- **Facility with all needed rooms e.g. bathroom, kitchen**
- **Qualified staff**
- **Enough sqm per child as required by authorities**
- **Concepts (security, pedagogical, hygiene, etc.)**

**Tadah: and so, we have
created a powerhouse
for parents. And thus, a
real added value for
the economy.
You're welcome.**

Contact

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