

# How one software startup seamlessly evolved their workspace and their business



## Background

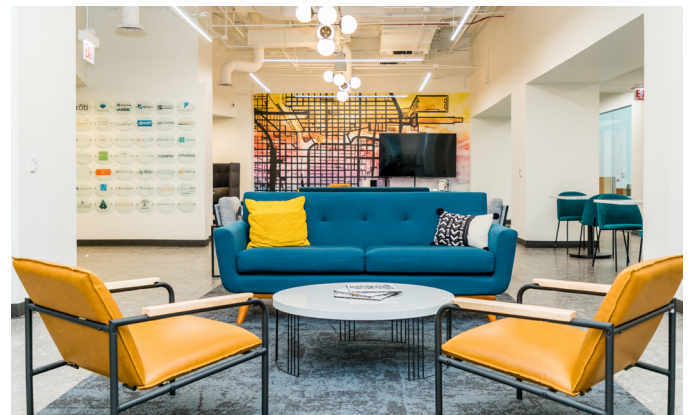
Qooper is a computer software company that helps global companies, top-ranked universities, and the most reputable non-profits in the world build mentorship programs through enterprise grade human resource software.

Used by over 300 organizations including Google, Cornell, the US Air Force, United Way, and Subaru, Qooper’s all in one people development platform seamlessly automates mentoring and learning programs with smart mentor matching, training, facilitation, tracking, and reporting .

The software also helps surround an organization’s users with carefully matched mentors, peers, and personalized resources that help them create a successful career.

Co-founder Omer Usanmaz’s role at Qooper includes a focus on building relationships with potential and existing partners as well as recruiting and retaining world-class employees within a highly competitive environment.

The ability to attract top talent in order to provide innovative and customized software solutions for Qooper’s clients is consistently top of mind for Omer, who is based in Chicago.



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**We’re competing for talent with much bigger software companies. Their office space offerings? We can’t match it. We don’t have the budget. But with Expansive, we can.**”

**- Omer Usanmaz**  
 Co-founder at Qooper



## Problem

Just two years after starting Qooper from a home-based office he shared with his co-founder, Omer knew they needed an office solution that could support the evolution of the business as it expanded beyond the original team.

As the company grew, the location and physical workspace became an important part of building credibility for their brand. They needed a base that could help Qooper compete with bigger software companies for top-tier talent. They also needed a comfortable, easy to find location in downtown Chicago where they could meet and build relationships with clients and partners.

“**When I think about moving offices, I don’t have to worry about a long task list. It’s as simple as taking our laptops and moving to another, bigger office that Expansive has ready for us. It’s so seamless.**”

**- Omer Usanmaz**  
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## Solution

Omer immediately gravitated toward flexible workspace due to the amenity packages, competitive pricing, and prime downtown location options, which he felt would go a long way in solving the needs of their growing organization. He also liked the idea of being surrounded by other growth-minded professionals with whom they could exchange ideas and network.

As they visited different options in their target areas, they developed an appreciation for Expansive’s focus on “the essentials.” Value was important to them as a nascent organization, and “we didn’t want to pay for everyone else’s breakfast.”

They liked the vibrant atmosphere and the mix of spaces that would be available to them in the Expansive center. In addition to their own dedicated office, the lounge offered a change of scenery when they needed it and a lively yet professional area to receive guests. Conference rooms were plentiful for private discussions and distraction-free work sessions. The buzz of activity across the center provided a welcome backdrop.

Qooper became an Expansive client in 2018, initially renting a single private office for the co-founders at 420 Huron. Making the jump from dining room to professional office space became a tangible milestone along their journey, helping them build credibility as an organization and confidence in their own commitment.

As intended, the move also put them into position to expand their team, since it gave them the prime location, professional workspace resources and sense of community they needed to compete with much larger software companies.



## Results

Since choosing Expansive as Qooper’s office partner, Omer’s team has grown from 2 to 20, with the goal of increasing to 30 by the end of 2021. As the team grew, they enjoyed the flexibility Expansive offered to upgrade their workspace to keep pace with their team. They even changed buildings in 2020 with a few blocks’ move to Expansive’s Wacker Building, overlooking the Merchandise Mart and Chicago River. The team appreciated the seamless transitions and the fact that they didn’t have to walk away from the community they had grown to rely on. “When I think about moving offices, I don’t have to worry about a long task list. It’s as simple as taking our laptops and moving to another, bigger office that Expansive has ready for us. It’s so seamless.”

The Qooper team has also grown to enjoy the social interaction within the Expansive community. Grabbing a cup of coffee or taking lunch in the lounge has become a welcome opportunity for a change of pace and scenery. Omer notes, “the community managers are great at introductions if you’re not social. I would say that from a social aspect, it helps people meet others, which isn’t as easy if you don’t have a space like this.”

Like most businesses, Qooper will likely adopt a hybrid approach for their employees moving forward. With their own private space and the health & safety protocols in place throughout the building, they don’t anticipate any issues creating an environment that people want to return to.

Expansive has given Qooper the opportunity to create an employee-first workspace and a powerful backdrop against which to build client relationships. They credit it with helping jump-start the momentum that continues to carry them, as they eye their next move into a SmartSuite.

“ **When clients meet at our office, they always comment on it. The fact that we’re in such a space and such a location is really about authenticity, and a great reflection on our business.** ”

- Omer Usanmaz  
Co-founder at Qooper



## Flexible workspace solutions where people and companies thrive

Powered by the largest portfolio of nationwide owned and operated office buildings, Expansive offers flexible workspaces where people and companies thrive.

Because we believe success is about both business and belonging, Expansive creates inclusive, productive environments for collaboration and engagement in vibrant professional communities.

With 44 locations and counting, Expansive leverages unparalleled flexibility, support, and value to maximize the return on your workspace investment.

We offer dedicated, shared, and on-demand flexspace, event venues, storage, and long-term leases across our property portfolio.

