

Meet Tally Workspace, on a mission to change the commercial property industry

As part of our quick founder questions series - or QFQs - we spoke to Jules Robertson, cofounder of Tally Workspace about the shifting workspace landscape, working with startups and the importance of community.

Temps de lecture : minute

5 December 2023

I started Tally Workspace almost three year ago with my friend and now co-founder, Laura. It was during Covid and at the time we were both working at startups. We fast realised that the type of workspace teams will need and the way they will change drastically. No more one-size-fits-all solutions. We wanted to created an easy and supportive way for teams to find the right workspace for their teams. It is a minefield out there! We actually started it with a grant from Innovate UK and then it just spiralled from there!

Tell me about the business - what it is, what it aims to achieve, who you work with, how you reach customers and so on?

Tally Workspace enables fast growing teams to find the perfect workspace setup. We have an amazing marketplace product and team dedicated to finding teams office homes and then we also support this with a marketplace for on-demand workspace which they can also use - to

book ad hoc meeting rooms and hot desks when needed. We know that every team and every individual within it has different needs - so we work hard to support workspace decision with easy to use marketplace products and a very knowledgeable (and friendly) team!

Our customers are predominantly UK based startups and scales, sized between 2-200 people. We are lucky to have a lot of referrals but we try to get our name out there via traditional marketing methods also. I have some wacky/awful marketing ideas that always get vetoed!

How has the business evolved since its launch?

The type and combination of workspaces teams want has changed dramatically since we started Tally Workspace. It continues to do so. So we have adapted and evolved the product accordingly - adding products and features at speed. We started off with just access to meeting rooms and hot decking, then adding in offices and branded HQs. We are working towards a much larger vision but the month to month priorities do pivot based on customer demand and results.

Tell us about the working culture at Tally Workspace

It might be easier to ask the team! The feedback is that Tally Workspace has a very supportive but results driven culture. We encourage every member of the teams to generate ideas - whether that is product or marketing. We are clear in our goals/results and encourage people to take on responsibility.

How are you funded?

As mentioned, we started Tally Workspace with a grant from Innovate UK. This enabled us to build V1 of the product. We then got some outside funding from various investors. Our first Angel funding round was right in the middle of Covid - so we were doing Covid tests in office lobbies!

What has been your biggest challenge so far and how have you overcome this?

The changing market and needs of customers is a challenge but makes it exciting. I think in a relatively small team the challenge is always prioritise. Trying to take time to get out of the weeds and think big picture. We work with strict quarterly goals which gives us time to think about this and we do a lot of customer interviews to try to challenge our options.

How does Tally Workspace answer an unmet need?

We work with a lot of amazing partners in the industry. So if you need an incredible office design or simply some boxes lugged around - then we know the best people. I am lucky to be in a lot of great founder and startup communities - so if a customer ever needs anything, we can always call on the masses!

What's in store for the future?

Lots of course. We have been focused on a lot of larger leased office deals - whereby our customers take a non managed space and we work with them on everything from design, to fit out and management. Our goal is to be the go-to workspace partner for all startup and scales, so continue to build our tech platform to support this. There is lots to be

done!

What one piece of advice would you give other founders or future founders?

Just do it. I stole that from Nike but it is true. Just get started and see where it takes you.

And finally, a more personal question! What's your daily routine and the rules you're living by at the moment?

Gym, lots of oat milk tea, emails, office viewings, emails/calls. Lots of chats to my co-founder on the phone. I am an early bird, so my brain turns off around 7pm. My new thing is sleeping with my phone in the other room.

Jules Robertson is the cofounder of *Tally Workspace*.

Article by Jules Robertson