

# COMCAST BUSINESS HELPS FUELED COLLECTIVE ACCELERATE GROWTH FOR LOCAL BUSINESSES

COMCAST  
BUSINESS

COWORKING COMMUNITY EQUIPS ENTREPRENEURS WITH ADVANCED TECHNOLOGY REQUIRED TO BUILD AND SCALE OPERATIONS, INCLUDING GIG-SPEED INTERNET

## Shared Office Space Provides Collaborative Environment for Entrepreneurs to Discover and Pursue Their Dreams

Fueled Collective, a collaborative workspace that operates as a de-facto small business incubator, was founded in St. Paul, Minnesota and offers entrepreneurs a professional workspace with access to the resources needed to grow their businesses. Fueled Collective opened its first facility in 2010 and has since added three locations in the Minneapolis area and acquired another coworking space in Chicago.

The community's 1,100 members include freelancers, web development teams, architects, and Fortune 500 innovation teams with anywhere from 1-80 employees. The facilities offer shared desks, private offices, phone booths, meeting rooms and a communal space to watch TV and host numerous networking events, including lunch 'n learns, happy hours and breakfast clubs. Additionally, Fueled Collective partners with Bunker Labs, a nonprofit organization for military veteran entrepreneurs, and hosts the local Minneapolis chapter out of its downtown office.

"Fueled Collective caters to many industries and types of people, but something all of our members share is that they are part of a community of dreamers, creators, and doers that come to us to work on their businesses," said Kyle Coolbroth, CEO and co-founder.

## Reliable Voice and Internet Crucial to Support Member Growth and Activities

Entrepreneurs come to Fueled Collective for the resources and amenities it offers, like robust Internet, a dedicated office space for meetings or conference calls, and a collaborative community of like-minded entrepreneurs. To stay competitive, Fueled Collective must provide members with everything required to run and grow their businesses and enough capacity for Fueled Collective employees to establish and grow the coworking communities, including reliable Internet, ubiquitous WiFi and reliable voice connections. To remain an attractive option for both existing and new members, the facility needed to upgrade to a high-performance Internet connection that could scale to support the growing needs of the facility.

"High-capacity Internet is just the cost of doing business today, and without it the entrepreneurs in our community – and the Fueled Collective business itself – can't continue to grow," added Coolbroth.

### SITUATION

- Coworking and collaborative workspace
- Five locations in Minneapolis, St. Paul and Chicago
- Over 1,100 members across various industries

### CHALLENGE

- Growing businesses need bandwidth to support daily business operations
- Members require phone booths for private calls
- HDTV for community and break areas

### SOLUTION

- Comcast Business Ethernet Dedicated Internet
- Comcast Business VoiceEdge™
- Business TV

### RESULTS

- Scalable 1 Gbps Ethernet Dedicated Internet
- WiFi
- Private phone booths with HD-quality voice
- HDTV service for community activities

Fueled Collective also wanted to add voice services to phone booths and conference rooms across its locations to provide members with a space to conduct business-related calls in a private setting. Additionally, Fueled Collective wanted to install television in shared spaces to promote community activities, collaboration, and networking among members.

## Comcast Business Helps Fueled Collective Members Scale Their Businesses

Fueled Collective turned to Comcast Business to help address growing demand for bandwidth across its locations and improve communication services. The provider installed 1 Gigabit per second (Gbps) Comcast Business Ethernet Dedicated Internet (EDI) connections across all of its locations to support the growing community and improve business communication for members.

Fueled Collective now has scalable network capacity with a fiber-based EDI connection that provides the backbone for a building-wide WiFi service. The 1 Gbps connection enables entrepreneurs to easily and quickly access cloud business services and share large files like architectural plans, book drafts, and data and analytics spreadsheets. In addition to supporting member needs, the Internet connection also provides enough capacity for Fueled Collective employees to share large video or image files, access email, recruit new members and plan community events.

“Whenever we give tours to potential new members, we’re able to use our 1 Gbps Comcast Business EDI connection as a major selling point, especially to developers that need that capacity to create websites and applications,” added Coolbroth.

Comcast Business also implemented Comcast Business VoiceEdge®, a cloud-based voice and unified communications solution, in all its phone booths and conference rooms in Fueled Collective’s four locations in Minneapolis and St. Paul, with plans to extend services to the Chicago location. Business VoiceEdge allows members to hold private conversations in the phone booths or host group conference calls from any of the meeting rooms, all with crystal clear HD-quality voice. Fueled Collective also now has the ability to offer members a private, dedicated voice line for their businesses should they wish to have one.

Finally, Fueled Collective installed video services at its locations in Minneapolis and St. Paul to provide entertainment in the community spaces. Now members can watch news and sporting events together.

“We want our members to come to us because of the benefits, features, and resources we are able to offer that not all small businesses have the capital to obtain on their own. Our main goal is to help our customers succeed, and Comcast Business enables our members to do so by providing a cost-effective way to scale their businesses,” stated Coolbroth.

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- Kyle Coolbroth  
CEO and Co-Founder  
Fueled Collective

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