



Insights

Meet the founder Ivan Cossu from Deskbird

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Ivan Cossu,
co-founder of Deskbird

Can you tell us about the inspiration behind starting deskbird? What motivated you to create this platform?

My co-founder Jonas and I observed changes in the way we work already before, but especially with the start of the pandemic. We immediately realized that they would be of long-lasting nature, not just temporary. Later that year, after a long project day at BCG (where we worked before), we had the idea for deskbird - during a beer in the hotel lobby.

Initially it was meant to be a kind of Airbnb for Coworking spaces, because we wanted to shape the way we work. It is still what we do today, even though with a different product.

In what ways does deskbird contribute to creating a more flexible and dynamic work environment for professionals?

Today, we are a SaaS for workplace management in hybrid companies. With deskbird, employees can book desks in the office and plan their hybrid work week. This makes the daily hybrid work easier and better: Easier, because you never have to worry about finding a desk any more. Better, because you will always choose the right days to come into the office, e.g. when your favorite colleague is in or when an event takes place. In addition, admins see statistics about office occupancy and behavior, which helps them to create a workplace that is actually used and loved. For instance, they can see how many bookings are made and close down floors that are not booked to save on energy and cleaning costs.

What challenges did you face during the development and growth of deskbird, and how did you overcome them?

Our biggest challenge was definitely our product pivot in 2021. As I mentioned before, deskbird was initially a booking platform for Coworking spaces. The idea was good, but the timing was off as the pandemic lasted and we were almost bankrupt. Out of necessity, we drastically changed our business model from B2C to B2B and implemented it nearly overnight. Looking back, it has been the best decision for deskbird's success.

How do you envision the future of remote work and co-working, and how does deskbird fit into this evolving landscape?

I believe that a clear dividing line between remote-first and hybrid companies will be drawn. On top of that, all companies will professionalize their workplace management as they realize they need long-term solutions. This is where deskbird comes in, the most user-centric solution in the space because we want to make the office a better place.

Is there any advice you would like to give to individuals aspiring to become entrepreneurs and start their own businesses?

The decisive success factor is people. Be it your cofounder or your employees, make sure to invest enough time in the selection of the right people by your side!