



Lenovo
Evolve Small

Professional Services

Creating a **coworking community** with childcare

Blush Cowork

Supported by Lenovo, Blush is building a safe, empowering space for women to work, meet, connect, and have their children close by.

Lenovo

1

Who is Blush Cowork?

Blush is a women-focused coworking space with on-site childcare in Cary, NC. Inclusive and open to all, Alison Rogers founded Blush Cowork in 2022 with the aim of creating a safe and welcoming space for women to work, collaborate, achieve, and flourish.

Blush's 11,000 sq ft Cary site comprises a large, open working area as well as private offices and conference rooms available for hire, a dedicated childcare space, and a mother's room—a quiet, serene area for women to relax, nurse, and pump. The environment is built for collaboration and community, but also productivity, with plenty of amenities to keep little ones occupied so that members can focus on their work.

BLUSH

2

The Challenge

As the sole person responsible for day-to-day operations at Blush, Alison is a busy woman. Without the right technology, she had her work cut out at the front desk. It's here that she helps members to check in, reserve private desks, book conference rooms, schedule childcare slots, and more—as well as welcoming and registering new visitors.

“One of the challenges I faced was finding the right equipment that helped me do my job and enabled people to come in and use the space,” recalls Alison. “The equipment I used to check in members and take credit card information was not working well. I'm usually the person that's here in the space by myself, so I really need equipment I can count on.”

“

“I started Blush because I was really looking to solve my own problems: finding a community, finding a great local co-working space, and being able to have safe, reliable childcare. I believe that childcare should not be a luxury, and realize what a huge factor reliable, safe childcare plays in any parent’s potential to be productive or creative.”

Alison Rogers

Founder, Blush Cowork

Small business, big impact

In 2023, a member nominated Blush Cowork for the [Empowering the Carolinas](#) contest in recognition of everything Alison has done to support women and better the local community. A [Lenovo Evolve Small](#) initiative, the Carolina Panthers partner to support small businesses in the Carolinas. Each year, 10 local small businesses are honored and receive \$5,000 worth of technology solution upgrades on behalf of Lenovo, as well as tickets to a Carolina Panthers preseason game.

Chosen as the 2023 grand prize winner out of more than 650 nominations, Blush Cowork also won a \$100,000 advertising package with the Panthers during the NFL season to amplify Blush's impact across the region and beyond.

Hardware

Lenovo ThinkPad X12 Tablet
Lenovo ThinkPad T14 Laptop
Lenovo ThinkBook 14s Laptop
Lenovo Tab M10 Tablet
Lenovo ThinkVision M14 Portable Monitor
Lenovo Go Accessories including ANC Headset and Power Bank
ThinkPhone by Motorola

Software

Microsoft Windows 11

Services

Lenovo Premier Support



“

“Being part of the Evolve Small program has been one of the most exciting things that’s happened to me professionally since I opened Blush. I was nominated by one of my members, and so I was so surprised and excited when people walked in with this big check. And then when I was named at the Panthers game as the winner, I really couldn’t believe it.”

Alison Rogers
Founder, Blush Cowork

Teaming up with **Lenovo**

Alison worked with a Lenovo Evolve Small Ambassador to select a suite of Lenovo solutions to support member check-in and payments, as well as back-office tasks. This includes a point-of-sale (POS) solution based on a Lenovo ThinkPad X12 tablet which is located at the front desk, ThinkPad laptops and ThinkVision monitors stationed around the coworking space for members to use, and a ThinkPhone for Alison to keep on top of things on the go.

“I loved working with Melinda, our Lenovo Evolve Small Ambassador,” says Alison. “It was great to be able to ask questions and talk about what I needed for the space and what really would fit here. The Lenovo technology ensures a great check-in experience for members while also helping me to work more efficiently.”



“Having access to Lenovo technology in the space really enables us to support people with all kinds of needs, be it job searching, doing their daily work, or meetings.”

Alison Rogers

Founder, Blush Cowork

3

Results

Today, Blush members and visitors can connect to Lenovo laptops and monitors to support their work. “Having this equipment available is really a big differentiator for us,” says Alison. “It’s something that allows people to come in, plug in, and do their work. If their laptop stops working right before a big meeting or a deadline, they have a backup here.”

The Lenovo laptops are also available as part of Blush’s [Women’s Work](#) program, which supports women affected by job losses and layoffs. The Women’s Work program provides women in need with a free day pass to Blush, giving them a space to focus on their job search even when they aren’t in a position to pay. Since the program’s launch in fall 2022, it has helped women apply for hundreds of jobs, conduct dozens of interviews, and land new jobs.

“The impact I’m most proud of is creating a really supportive community for women and working moms here in Cary,” says Alison. “The true heart of what I do is connecting people and helping them show up and do their best work.”



Improves the check-in experience



Helps members to work productively



Supports women affected by job loss

“

“Having Lenovo come in and implement equipment has helped us grow and helped us support our Women’s Work program. My goal with Blush is to create a community of interconnected people, and having reliable technology tools is really critical to that.”

Alison Rogers

Founder, Blush Cowork

Why **Lenovo**?

For a small business such as Blush Cowork, the Lenovo Evolve Small initiative offers not only technology but meaningful partnership and support.

Melinda Douglass, Evolve Small Ambassador at Lenovo, elaborates: “We don’t just say, ‘Hey, here is some tech equipment,’ and check a box; it’s much more personal. It’s a real partnership that we have with Blush, and relationship that will continue to grow over time.”

Alison confirms: “The advice and support that Melinda brings to the table is fantastic. Another big benefit about working with Lenovo has been the opportunity for so many more people to hear about Blush and what I’m doing.”



How do you build an open, inclusive coworking space?

With support from the Lenovo Evolve Small program, Blush Cowork equipped its women-focused space with innovative tech.

[Explore Lenovo Evolve Small](#)