

RFP SUBMISSION

E-01-19

MANAGEMENT AND OPERATION OF A MEMBERSHIP-BASED CO-WORKING FACILITY

DIGITAL GRASS, LLC

Digital Grass Innovation + Technology
1596 NE 54th Street
Pompano Beach, Florida 33064

(954) 754-1474

Michael Hall
November 12, 2018

TABLE OF CONTENTS

LETTER OF TRANSMITTAL	3
MANAGEMENT AND OPERATIONS PLAN	5
FEES AND COST	9
COST CONTROLS	10
SCHEDULE	11
PROFORMA OF REVENUE	13
BIOS	14

LETTER OF TRANSMITTAL

3

Digital Grass presents GROW - A Pompano Beach Co-Work Space
Cultivating a culture of growth.

"While Pompano Beach may be deemed culturally diverse, it is not inclusive. Those accessing the knowledge and the resources do not widely include women and underrepresented minorities. More needs to be done, not only in attracting entrepreneurs to Pompano Beach from these communities but, we also need to build a nest where local entrepreneurs can go from concept to viability to execution. Digital Grass - Growth CoWorking Space will fill that void."
Michael Hall, Founder of Digital Grass Innovation & Technology Group

On the quest to become a hub of entrepreneurship, it is easy to present a problem. However, true leaders present problems along with solutions. Working with his executive team, Michael Hall presents the actionable part of that quote - the solution.

The purpose of this document is to present a path forward; a blueprint on how to turn a challenge into an opportunity. The pages that follow are a proposal with clearly defined steps with milestones and results to be obtained in the short term and long term on our way to transforming Pompano Beach into an Entrepreneurial Hub for all.

ABOUT DIGITAL GRASS

Digital Grassroots Innovation & Technology Group (D.G.I.T.G.) is dedicated to establishing a diverse entrepreneurial ecosystem in South Florida. D.G.I.T.G. strives to bring inclusion to innovation and technology in South Florida by providing assistance to our affiliated companies. Through our initiatives and resources, D.G.I.T.G. provides startups and established companies with access to mentors, financial investors, symposiums and other business development tools. We also provide peer matchmaking assistance for established companies seeking to participate in our inclusion platform.

The D.G.I.T.G. professionals are dedicated to creating a diverse entrepreneurial network that provides a stimulating and supportive environment while providing the tools necessary for a company to become and remain vital and thrive.

Resources provided by D.G.I.T.G that focus on promoting startup company development and growth include but are not limited to:

- Corporate development and structure (corporate suite, board of directors, advisory board, employees and contractors)
- Public relations || Marketing || Graphic design || Website development
- Financial Advisory || Business Development
- Chic Affordable Business Space for Entrepreneurs

LETTER OF TRANSMITTAL

4

MISSION

Transform, develop and promote inclusion of economic development to diverse groups in entrepreneurial ventures.

VISION

To develop an innovative entrepreneurial hub for an informed and engaged community of diverse entrepreneurs. We will provide symposiums, training curriculums, and professional services to develop a thriving business community in Pompano Beach to connect with South Florida (Miami-Dade, Broward and Palm Beach).

Michael Hall - Co-Founder / CEO // mhall@digigrass.com • (954) 765-1474

LaToya Stirrup - Founding Member / President // lstirrup@digigrass.com • (954) 765-1474

Dante' Fillyau Co-Founder / Vice President // dfillyau@digigrass.com • (954) 765-1474

Sophia Nelson - Founding Member / VP of Social Outreach & Public Relations

Kathy Eggleston - Founding Member / VP of Diversity Inclusion

Pettus & Dawkins - Founding Member / VP of Financial Development

Alecia Daniel, Esq. - Founding Member / VP of In-House Legal

L. David Stewart, PhDc, AMA - Marketing Director // ldavid@digigrass.com

MANAGEMENT AND OPERATIONS PLAN

5

MARKETING STRATEGY

The expertise from the Digital Grass team and databases gathered from MediumFour, Tech Beats, and Bytes, Digital Grass, and Year 60 provide a professional kaleidoscope of resources for the amalgamation of a targeted database as a baseline to begin cultivating and curating foot traffic and potential clients. Of particular interest and resource is the database gathered from the weekly show, Tech, Beats and Bytes, which is created and produced by Digital Grass. Tech, Beats & Bytes is a weekly show that focuses on the entrepreneurship, innovation and tech scene within South Florida and has uniquely positioned Digital Grass as a social clearinghouse for those interested in inclusion within entrepreneurship, tech and innovation as well as introduced many in Miami, as well as those in New York, Chicago, Atlanta and other U.S. markets to the happenings in those areas within South Florida.

This community outreach from Digital Grass as a team as well as the individual efforts of those in Digital Grass has allowed for a attaining a wide reach, which includes the growing market of entrepreneurs in South Florida. With the marketing apparatus of Tech, Beats & Bytes, which airs weekly with a range of 4,000 - 10,000 views weekly as well as social media marketing, we can bring an awareness to new and seasoned entrepreneurs to engage the space for their businesses as well as a place to interact, innovate and network with like-minded professionals

Additionally, the ability to cross promote with the CRA (Community Redevelopment Agency) in Pompano Beach can further facilitate the efforts to create an economic catalyst for business development as well as economic development for the city of Pompano Beach. From this strategy, opportunities for entrepreneurs and seasoned businesses intersect at the junction of this concept.

The diversity of experience with helping companies grow is one of our best assets to serving the thriving community of entrepreneurs in Pompano Beach, Florida.

With a team that can develop brands, software, process, trademarks, patents working with new technology being creative and business-minded, we offer services most co-work spaces simply don't provide. This is more than an address or leaving your office at home, this is the place to go to the next level. This is the place to GROW.

MANAGEMENT AND OPERATIONS PLAN

6

THE OPPORTUNITY

- Develop a facility in Pompano Beach with appropriate resources targeted towards entrepreneurs, which produce viable and fundable companies that will strengthen the region's economy.
- Building platforms and businesses that tie directly into the economic development of South Florida - music, tourism, entertainment, retail, wine & spirits.
- Concentrate on areas of large economic growth for South Florida.
- Increase ownership of our entrepreneurs in venture capitalist groups, technology, professional services, etc.
- Give access to funding, mentors and investors that drive these sectors.
- Identifying and segmenting the top revenue generators of South Florida; build new products, technology, and services that will strengthen those sectors.
- Digital Grass will help with initial evaluations guiding firms to scalability and sustainability.
- Alliance with H. Wayne Huizenga School Of Business And Entrepreneurship, Venture Cafe Miami, Cambridge Innovation Center, A Space Called Tribe and other strategic partners for the development of entrepreneurs with consulting and development needs to help the small businesses grow.

THE NEEDS

- Access to professional services at a discounted rate (All professionals will offer their services at a discounted fee as an investment into D.G.I.T.G.) - Business Development, Marketing, Design, Public Relations, Research
- Funding for administrative efforts (management of symposium, volunteering, strategic partnership) - Salary Based.
- Opportunities to be in front of funders, angel investors with a specific interest to invest in diversity based businesses
- Media Exposure to show the Innovation of Pompano Beach in South Florida
- Entrepreneur Growth, Development, Access, and Mentorship from successful companies and influential people in South Florida with relationships that have been developed from Digital Grass and MediumFour over the last 13 years.

DIGITAL GRASS CURRICULUM SERVICES OFFERED

ENTREPRENEURS

- Mind Mapping
- SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
- PESTEL Analysis (Political, Economic, Social, Technological, Environmental and Legal)
- Thought Leadership
- Communication & Presentation Skills
- Comprehension & Critical Thinking
- Data / Statistics / Mathematics / Revenue Analysis
- Research Development / Blueprint

MANAGEMENT AND OPERATIONS PLAN

7

- Corporate Structure Development (Filing, License, Taxes, etc)
- Brand Development - Logo, Collateral Material
- Copywriter, Content Development
- Legal - IP Lawyer, Corporate Lawyer
- Technology Development - Programmer, Coders
- UI/UX - User Interface Design
- Marketing (Digital and Traditional)
- Public Relations - Social Media, Traditional
- Project Management
- Accounting

BUSINESS DEVELOPMENT

- Boards (Board, Advisory Board) - people with power attract more people with power
- Board MatchMaking - Finding people of power that are willing to sit on a board and dedicate either time, money, resources, etc. Provide the people who are in a position to help and with the opportunity to help. (ie Jermaine Dupri, Ted Lucas, Al Dotson) Celebrities, athletes, public figures, affluent people in our community
- Fundraising Opportunities - Pitch platforms, strategic placement, opportunities to be in front of venture capitalist, interested investments
- The Cast (Team Building) finding people with like-minded interest and dedication to the project to help you succeed
- Fellowship Opps - Housing, Stipends, Childcare, Office Space
- Bootstrapping - Budget & Finance
- Mentoring & Guidance
- 12 Week / 3 Month / 6 Months / 1 Year Programs
- Create a pipeline for careers and recruitment

HOURS OF OPERATIONS

Monday - Friday • 10am - 6pm

Access 24 Hours

Security on Premise - Events After 5 pm

STAFFING NEEDED

PROGRAM DIRECTOR

Duties are but not limited to: Promotional Events, Tours, Highlighting the Cowork Space to the community and allies, managing sales pipeline, onboarding new coworking members,

OFFICE MANAGER / EVENTS COORDINATOR

Duties are but not limited to: Manage and promote event bookings, phone bookings, CRM, database, sales cycle, manage meeting rooms and common areas, managing coworking members, coworking software, IT.

MANAGEMENT AND OPERATIONS PLAN

8

PUBLIC RELATIONS / MARKETING (Outsource - Donated Services from Digital Grass YR 1)

COMMUNITY OUTREACH (Outsource - Donated Services from Digital Grass YR 1)

RECEPTIONIST/SECRETARY/FRONT DOOR - Assist Program Director and Office Manager with daily duties, office supplies, and snacks!

STRATEGIC MARKETING PARTNERSHIPS (REFERRALS)

The below-listed firms will provide their professional services for marketing outreach. The firms below have a combined history of servicing over 250 startups in the last 10 years. The success ratio of continuation for each startup averages at 72%. (Success based on entrepreneur working full time at startup with a livable wage.)

MediumFour, LLC - MediumFour.com

Junction Management, Junction Halls - junctionhalls.com

S.A. Nelson & Associates - www.sanelsonassociates.com

Year 60, LLC

STRATEGIC PARTNERSHIPS

- Venture Cafe Miami
- A Space Called Tribe
- Cambridge Innovation Center - Miami
- Nova Southeastern University
- Florida Memorial University
- Broward College

FEES & COSTS

9

DIGITAL GRASS - OPERATIONAL BUDGET (ANNUAL)

CEO - PROGRAM DIRECTOR (Salary based) Duties are but not limited to: Promotional Events, Tours, Highlighting the Cowork Space to the community and allies, managing sales pipeline, onboarding new coworking members,	\$75,000
COO - EVENTS COORDINATOR / OFFICE MANAGER (Salary based) - Day to Day Operations - IT, Maintenance, Basic Cleaning Duties are but not limited to: Manage and promote event bookings, phone bookings, CRM, database, sales cycle, manage meeting rooms and common areas, managing coworking members, coworking software, IT,	\$50,000
COMMUNITY COORDINATOR/RECRUITING OFFICER/ RECEPTIONIST (Salary based) Assist Program Director and Office Manager with daily duties, office supplies and snacks!	\$35,000
PUBLIC RELATIONS AND COMMUNITY OUTREACH	\$35,000
OFFICE / MISCELLANEOUS SUPPLIES Office Supplies, Postage, Snacks, Coffee, Tea, etc.	\$10,000
OFFICE SOFTWARE / MARKETING / SOCIAL MEDIA Client Retention Management, MailChimp, Hootsuite	\$5,000
YEARLY EXPENSES TOTAL	<u><u>\$210,000</u></u>

COST CONTROLS

10

TIERED MEMBERSHIPS

INTRO ENTREPRENEUR (SEED) - DIGITAL NOMAD

\$100 Monthly (Optional \$175 Unlimited visits, no desk space, common area access only)

Member with no desk or dedicated space, Regular Internet Speed, Access to Monthly Events and 4 Monthly Visits

Target Members in Group (Seed) - 40

BEGINNING ENTREPRENEURSHIP (SPROUT) - WORK-FROM-HOME PROFESSIONAL

\$300 Monthly

Community Desk Access, 5ghz Internet Speed, Common Area, Operating Hours Access, 4 hours of the conference room) Monthly Check-In

Target Members in Group (Sprout) - 25

FULL-TIME ENTREPRENEURSHIP (BLOOM) - ENTREPRENEUR

\$500 Monthly

Includes dedicated desk, 5ghz Internet Speed + 24hr access, 8 hours of the conference room)

Monthly Check-In, Weekly Gathering, Dedicated Mentor

Target Members in Group (Sprout) - 20

Member amenities will be developed upon a discussion of the budget proposed from City of Pompano Beach.

Network / Social Programming

Monthly Events / Members Only

Bi Monthly Events / Open to Public

Weekly Gathering / Member Community Focused

Monthly Check In (Optional) - Digital Grass Mentor with Members - Social Hour

Special Events - Organizations to rent space for after hour, lunch events that are free to paying members. (Additional Revenue)

SCHEDULE

11

DEVELOPMENT PHASES

Digital Grass will advance its mission through 6 separate phases of development for entrepreneurs. From recruiting the right entrepreneurs to bridge the gap of diversity and inclusion to the launch of their ideas into viable and sustainable firms. The phases are designed with the goal of providing the resources necessary to achieve the D.G.I.T.G. mission. The various phases in the business plan are:

PHASE I - YEAR 1- LAUNCH EVENTS

- Marketing / Recruitment of Startups / Launch of Digital Grass GROW
- Selection of agencies/professionals for services offered through Digital Grass
- Planning of 6 Events over 12 Months (Every 2 Months)

Digital Grass Symposiums

- Event 1 - Recruitment Pitch Event - Inaugural Class of Digital Grass
- Event 2 - Building A Pipeline (The State of Inclusion in South Florida)
- Event 3 - Changing the Narrative - A collective day of startups in South Florida to conduct interviews and short films to discuss development & success stories.
- Event 4 - What's Next (After the Hackathon) - How large corporations do events with youth, but never have any follow up to get the idea fully developed or to keep young adults engaged.
- Event 5 - Are you "Investor" ready? / Monetize the Concept
- Event 6 - Ideation Competition - (12-18 year / 19 and above) - Create an event to build ideas for specific industries related to South Florida's growing economic development

Occupancy Level 25-45% / Digital Grass will focus on local speakers to decrease associated fees.

PHASE II - YEAR 1 - SELECTION OF FIRMS FOR DEVELOPMENT

(Continuation of events from Year 1)

Quarterly Reports of Start-Ups and Attendance of Events

Citywide by Digital Grass

- Local seminars of areas of specific interest lead by community leaders, professionals, seasoned entrepreneurs.
- Presentations and panels lead by high-level professionals, such as CEOs and CFOs from well established and respected corporations of various industries
- Networking events - to build business relationships with the opportunities to share new ideas and innovations with opportunities for growth, development, and investments
- Startup Pitch series

Occupancy Level - 50-75%

SCHEDULE

12

PHASE III - YEAR1 (LAST QUARTER) - FIRM DEVELOPMENT

(Continuation of events from Year 1 & 2)

Providing services for the funds you can't raise.

- Initiative 1 - Digital Grass Innovation and Technology offers professional services that most companies have to outsource. Digital Grass Institute can provide the following professional services for a 6-month duration to help develop affiliated entrepreneurs and startup businesses.

Occupancy Level - 75-95%

SPECIAL EVENTS

Dream Like a Kid, Do Business Like a Boss - Educational Series of Developing Concepts

C.I.T.E.E. Continuing Innovation Technology Entrepreneurship Education (Approved program with Nova Southeastern University)

Tech, Beats & Bytes Filming

2 Techies Filming

PROFORMA OF REVENUE

13

Based on Vision of Maximum Capacity

INTRO ENTREPRENEUR (SEED)

\$100 Monthly

\$100 x 40 \$4,000

Target Members in Group (Seed) - 40

BEGINNING ENTREPRENEURSHIP (SPROUT)

\$300 Monthly

\$300 x 30 \$9,000

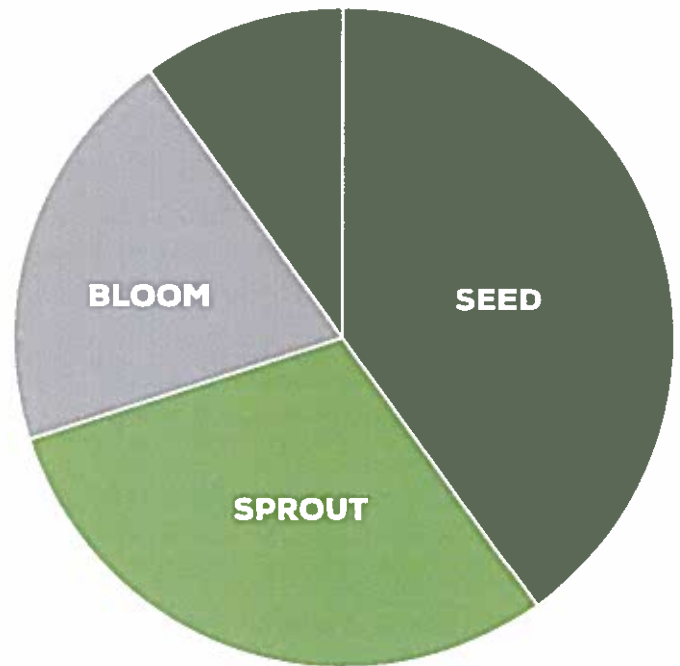
Target Members in Group (Sprout) - 30

FULL-TIME ENTREPRENEURSHIP (BLOOM)

\$500 Monthly

\$500 x 20 = \$10,000

Target Members in Group (Bloom) - 20



SPECIAL EVENTS

1 Per Month - 2-3 Hour Booking (After Hours) - \$3500 for space (includes additional security and clean up)

OPTIONS

FULLY LEASED

40 Bloom (\$20,000) / 25 Sprout (\$9,000) - \$29,000 = Annual \$348,000

YEAR 2 (50%)

DIGITAL NOMAD / WORK-FROM-HOME = GYM MEMBERSHIP / DIFFERENT CULTURE DIFFERENT TIMES OF WORK MODE

80 Seed (\$8,000) / 75 Sprouts (\$22,500) - \$30,500

MAXIMUM CAPACITY / 1 EVENT PER MONTH

\$300,000

Projected Yearly Expenses Total

Year 1 Target Range -

Year 2 Target Range -

Year 3 Target Range -

\$210,000

\$60,000 (Partially Staffed)

\$200,000 (Full Staff) - Break Even

\$325,000 (Full Staff and Outside Resources, Profitable)

MICHAEL HALL

One of the foremost brilliant graphic designers and serial entrepreneurs in South Florida, Michael W. Hall is truly a force of nature. As the Senior Managing Partner of the famed design firm, MediumFour, Michael merges his passion for artistic expression with Design, Marketing, and more specifically, Brand Identity. Michael anchors MediumFour's vision of producing a higher level of design while directing and evaluating creative, structuring project plans, and executing the wishes of quite a reputable list of clientele.

A proud Seminole, Michael earned his Bachelor of Fine Arts degree from Florida State University's School of Visual Arts. He has cultivated his artistic talents through various roles both the public and private sectors. Michael began his professional design career at P&P Design as a graphic designer and ascended into the rank of Art Director and Vice President. In 2006, Michael launched Shocase, Southwest Florida's entertainment and lifestyle magazine. With a talented staff of over 15, Shocase Magazine provided sales, events and marketing services to a diverse clientele. Michael's sole, successful endeavor would later provide unmatched opportunities in the world of graphic design. In 2007, Michael was named the Art Director of CITY LINK magazine, responsible for the conception, design, layout and coordination of editorial and creative artwork including the full roster of visual identity for CITY LINK.

A serial entrepreneur and solutions-driven powerhouse from the age of nine, Michael has perfected the art of Brand psychology. This is evidenced in his innovative and unconventional design methods. Distinguished by its Marketing Energy + Design™ mantra, Michael exceeds every client's expectation by taking a holistic approach to brand identity. While most firms employ a segmented approach to design and marketing, MediumFour established an approach to address the needs of clients by the guiding principle of creating synergy among visual mediums since its inception in 2006.

In addition to his thriving, noteworthy career, Michael commits his time, talents, and treasures to many worthy causes. Both Michael's professional and community work have been lauded by his designation as 'Who's Who of South Florida'. Michael holds memberships in Alpha Phi Alpha Fraternity, Inc., the American Institute of Graphic Arts (AIGA), Young Professionals Network of Miami-Dade, and the Young Elected Officials Network. Furthermore, he commits his resources to the North Dade Youth and Family Coalition. More recently, Michael founded the first Justice for Trayvon Martin Foundation (Justice TM). He played an active role immediately after the tragedy, creating a website with relevant information while vigorously acquiring funds to keep advocacy for the effort mainstream. Michael traveled the country to bring awareness to the Trayvon Martin case in hopes of shedding light on the Stand Your Ground legislation, with plans to mobilize civic organizations nationally to successfully champion the efforts of a ban on the controversial Stand Your Ground law. Michael's efforts to establish The Justice for Trayvon Martin foundation caused the issue to remain at the forefront of national, regional, and local media outlets and sparked a global movement for justice.

Originally from Panama City, Florida, Michael is deeply committed to the South Florida community, where he is striving to shift the social scene for urban professionals. An avid painter and artist, Michael calls Pompano Beach, Florida home.

PROFESSIONAL CREDENTIALS

Bachelor of Fine Arts • Florida State University

BASIS FOR TEAM SELECTION

Extensive experience in marketing and managing interactive and traditional advertising campaigns for world-class consumer brands, people, places and things.

EXPERIENCED LEADER

Graphic Design • 20 years

Marketing • 15 years

Advertising • 10 years

Web Development & Content Management • 7 years

Web & Mobile Application Development • 6 years

Social & E-Commerce Solutions • 5 years

LaTOYA A. STIRRUP

Ms. Stirrup has over a decade of experience leading award winning projects and performing in the disciplines of account management, project management, production and traffic. While working at Ogilvy & Mather and AgencyNet Interactive, which is now AgencyTen, she actively managed enterprise-level digital solutions for brands such as Slim-Fast, Promise Buttery Spread, Dove, Nickelodeon, Bacardi, Grey Goose, Island Def Jam, Ruby Tuesday, and Mike's Hard Lemonade. Upon joining La Comunidad, she expanded her experience as Director of Project Management & Creative Resource Manager by working to build the Project Management Department and establish processes for resource management within the agency. Ms. Stirrup also had the opportunity to lead all digital initiatives and delve into traditional media as well as the US Hispanic/LATAM market handling TV, print, radio, direct marketing as well as experiential projects for brands such as Volvo Cars, Converse, Time Warner Cable, Modelo Especial, Trident, and Corona Extra. Ms. Stirrup is now leveraging her diverse experience as a strategic consultant and freelance project manager/producer.

PROFESSIONAL EXPERIENCE

KROMA Art Space – Executive Producer. Ms. Stirrup was a key driver of the creative vision, mission and purpose of KROMA. She actively led the brand development process and secured vendors to execute the creative vision, marketing collateral and PR materials. Ms. Stirrup worked closely with real estate developers, The Barlington Group, and the Collaborative Development Corporation to manage quality control leading up to the soft opening of the gallery in December 2013. Ms. Stirrup also managed the marketing and PR efforts for the opening exhibitions.

Coconut Grove Heritage Tours – Executive Producer. Ms. Stirrup liaised with the Collaborative Development Corporation, Greater Miami Convention & Visitors Bureau and Black Hospitality Initiative to create a one-hour tour of the Village West enclave of Coconut Grove highlighting the historic landmarks and narrative of the early pioneers.

Coconut Grove Village West GMCVB Collateral – Executive Producer. Working with the Collaborative Development Corporation, Ms. Stirrup delivered content to be used for the creation of brochures that will be distributed by the Greater Miami Convention & Visitors Bureau to inform and attract new visitors to Coconut Grove.

2014 Coconut Grove Art Festival – Executive Producer. Ms. Stirrup orchestrated the creative execution and production of the booth design and collateral materials that were distributed by booth volunteers at the art festival. As part of her role, Ms. Stirrup delivered design specifications to the vendors who were secured to produce the booth banners, flyers, etc.

PROFESSIONAL CREDENTIALS

Bachelor of Arts Degree Communications, Minor in Spanish • Florida State University Summa Cum Laude

BASIS FOR TEAM SELECTION

Extensive experience in managing interactive and traditional advertising campaigns for world-class consumer brands. Passionate about merging technology and design to develop engaging solutions and experiences.

EXPERIENCED LEADER

Digital/Interactive Advertising • 14 years
Traditional Advertising (TV, Print, Radio, DM) • 5 years
Project Management, Production • 14 years
Community Development • 5 years

DANTE FILLYAU

Dante' D. Fillyau is Managing Partner of MediumFour and a proficient webmaster and web-content manager. His eclectic interests from childhood propelled him first to earn his undergraduate degree in Mechanical Engineering from Florida A&M University, then his Master of Arts in Graphic Design from the acclaimed Savannah College of Art and Design. A love of math and his engineering experience spur Mr. Fillyau to approach each design and web project both spatially and visually, moving beyond a 2D framework. "Design is a creative outlet for me," says Mr. Fillyau. "As the main web designer, I get to blend art, design and technology." His background with magazines and agencies also fuel the nontraditional aesthetic he brings to corporate projects.

Mr. Fillyau's design and marketing career began with the launch of his own company, Baldpointe. While running Baldpointe, he was also Creative Director at The Marome Agency, where he translated client marketing objectives into comprehensive creative strategies, managing the print production as well as branding solutions for corporate and special events. As Graphic Designer at Shocase magazine, coordinated print conception and layout for the bi-monthly south Florida lifestyle guide. At MediumFour, Mr. Fillyau is presently responsible for overseeing the creation, development and management of all creative from conception to implementation for new and existing clients. He ensures that each project meshes with the clients' vision and is adept in developing creative approaches that align with clients' strategic direction and communications strategies.

Mr. Fillyau is an active member of progressive organizations such as Alpha Phi Alpha Fraternity, Inc. and the Young Professional Network of Miami. Mr. Fillyau shares what elevates MediumFour above other agencies: "I take the time to do the research of trends for that industry or product, look behind the idea and combine the two to create something different for our clients."

PROFESSIONAL CREDENTIALS

Mechanical Engineering, BS • Florida A&M University

Graphic Design, MA • Savannah College of Art & Design

BASIS FOR TEAM SELECTION

Extensive experience and knowledge in graphic design and web marketplace capabilities.

EXPERIENCED LEADER

Graphic Design • 15 years

Web Development & Content Management • 8 years

SEO & Marketing • 6 years

Social & E-Commerce Solutions • 6 years

Web & Mobile Application Development • 5 years

Hosting & Web Service Capabilities • 12 years

BIOS

19

SOPHIA NELSON

Sophia A. Nelson is a life-long marketing, advertising and public relations professional having worked in the industry for more than 25 years. Sophia has worked on many accounts some which include Florida Department of Environmental Protection, The Florida Consortium of Urban League Affiliates, South Florida Water Mgmt District, Glatting Jackson/AACEOM, The City of West Palm Beach, Pahokee, Delray Beach and Riviera Beach, and as a managing director for the S. A. Nelson and Associates.

PROFESSIONAL EXPERIENCE

- Framing messages and developing materials for effective communication with the news media, the general public;
- Developing, planning and leading communications strategies and calendars for organizing, legislative, contract, political, and other campaigns;
- Conceive and direct media events based on natural and created news opportunities. Write news releases, background pieces, advisories, fact sheets and other news-related information as well as flyers and campaign materials; write and place op-ed's and letters to the editor;
- Cultivate & maintain relationships with regional reporters and bloggers;
- Develop talking points and member training materials for large scale organizing and grassroots campaigns;
- Web and print communication program;
- Provide communication support;
- Developing email and web based campaigns; developing and supervising video and other multi-media;
- Provide advice and communications support for contract and organizing campaigns;
- Train staff in using communications in the organizing model, designing and using print materials effectively,
- effective use of web and email, including technical aspects;
- Supervises vendors and contractors in printing, design, public relations, video and others.

PROFESSIONAL CREDENTIALS

Bethune Cookman University • BS, Pre- Law/Sociology Masters

University of Alabama • MS, Criminology Theory Doctoral (PHD)

Walden University • Public Administration and Policy

BASIS FOR TEAM SELECTION

Project Management, Personnel Management, Team Building and Training, Talent Recruitment
Customer Satisfaction, Organization and Follow-Through, Relationship Management

EXPERIENCED LEADER

Proficiency in Internet-based research, word processing, print layout, photo editing, presentation and email programs • Strong interpersonal skills • Demonstrated superior writing skills including experience writing op-eds, press releases, fact sheets and other media related materials • New media expertise

L. DAVID STEWART

L (Leroy) David Stewart is Marketing Director, as well as a renown professional photographer, college professor and consultant versed in marketing and organizational development. L David a native of Chicago, started his career trained as an architect. He worked as a draftsman and designer in the architectural space on various residential, commercial and institutional projects versed in various versions of AutoCAD, and Revit. Accompanying that background academically includes a Bachelor of Arts in Architectural Studies from The University of Illinois-Chicago (UIC). While at UIC, L David learned 35mm photography and added to his skillset photography, and graphic design, and created his first venture, S2DU designs, doing graphic design, and architectural design consulting for various small clients in the Chicagoland area.

L. David obtained his Master of Science in Real Estate with a focus in Development from Roosevelt University to strengthen his knowledge of large scale projects and has taught Risk Finance, Global Finance as well as the integration of mixed development projects with small businesses as well as public-private partnerships (P3).

After opening his own practices Design Analysynth and KNOWPE!! Counterbranding Bureau of which he working on various projects in marketing, graphic design, architectural design, with projects throughout the United States, Canada, Haiti, and the United Kingdom, L David then embarked on strengthening his knowledge base in business and completed and MBA with a focus in marketing from American Intercontinental University. With Design AnalySynth and KNOWPE he simultaneously managed two practices for over five years.

Shortly after L. David began to lend, his over 18 years of professional experience, to academia and as a professor has taught at Harrington College of Design, Columbia College, and Tribeca Flashpoint in Chicago and recently in Miami, Florida at Florida Memorial University, Miami Dade College and Marconi International University.

Currently L. David has leveraged his background as a professional photographer with his practice Year 60 Photography, where he has become the preeminent photographer of the Miami startup scene as well as completing dissertation for his Doctorate in Business Administration from Argosy University, slated for completion in 2019. L David is the epitome of being a "left and right brainer" with his diverse experiences, and background and contributes marketing acumen, as well as design expertise and organizational management.

L David Stewart is an active member of Alpha Phi Alpha Fraternity, Inc. as well as a Board member of the South Florida chapter of the American Marketing Association. As well as Professional Photographers of America, and The National Organization of Minority Architects.

BIOS

21

PROFESSIONAL CREDENTIALS

Architectural Studies, BA • The University of Illinois-Chicago

Real Estate, MS • Roosevelt University

Marketing, MBA • American Intercontinental University

Customized Concentration, DBA • Argosy University (2019 Completion)

BASIS FOR TEAM SELECTION

Extensive experience and knowledge in marketing, architecture, operations and design.

EXPERIENCED LEADER

Architectural Design • 24 years

Photography • 20 years

Graphic Design • 18 years

Social Media Marketing • 12 years

Digital Marketing • 12 years

Project Management • 10 years

Strategic Design • 10 years

Organizational Development/Change Management • 5 years

M/M Growth Calculator

Created by Bernhard Mehl
at KSI

Begin with		After 12 months
Current Member Revenue	\$2,500.00	Member revenue
	beginning of the year	
\$	500	
Membership Fee / Seat		Membership Fee / Seat
	20	\$
Available Seats		Available Seats
	5	0
Seats Upon Launch		Currently occupied seats
	3	20
Turnover rate / month		Turnover rate / month
		12

\$10,000.00
target end of the year
500
0
20
12

grow by
4.00x

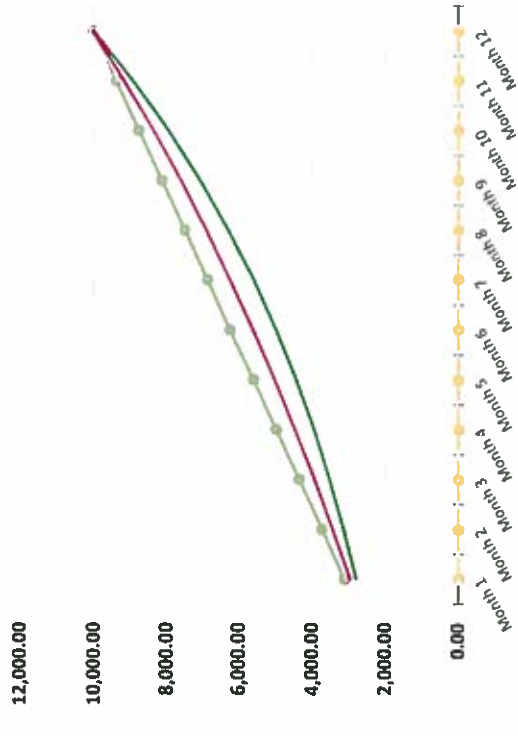
1.25

Initial ramp up growth	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
New members needed each month	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25	4.25
Available Seats beginning of month	15	14	13	11	10	9	8	6	5	4	3	1
Member Revenue beginning of mo	\$ 2,500	\$ 3,125	\$ 3,750	\$ 4,375	\$ 5,000	\$ 5,625	\$ 6,250	\$ 6,875	\$ 7,500	\$ 8,125	\$ 8,750	\$ 9,375
Net new member revenue	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625	\$ 625
Member Revenue end of month	\$ 3,125	\$ 3,750	\$ 4,375	\$ 5,000	\$ 5,625	\$ 6,250	\$ 6,875	\$ 7,500	\$ 8,125	\$ 8,750	\$ 9,375	\$ 10,000
m/m growth rate	25.00%	20.00%	16.67%	14.29%	12.50%	11.11%	10.00%	9.09%	8.33%	7.69%	7.14%	6.67%

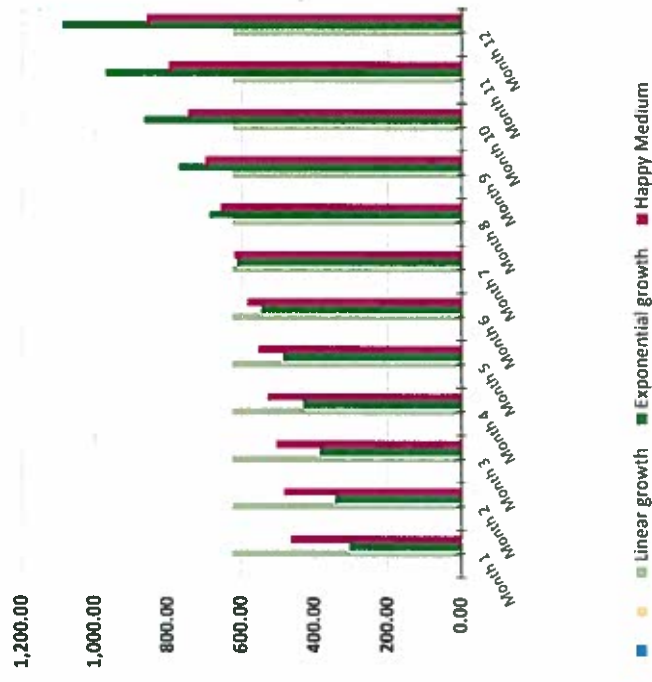
Stable % growth (most likely)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
New members needed each month	3.61	3.69	3.77	3.87	3.97	4.09	4.22	4.37	4.54	4.73	4.94	5.18
Available Seats beginning of month	15	14	14	13	12	11	10	9	7	6	4	2
MRR beginning of month	\$ 2,500	\$ 2,806	\$ 3,150	\$ 3,536	\$ 3,969	\$ 4,454	\$ 5,000	\$ 5,612	\$ 6,300	\$ 7,071	\$ 7,937	\$ 8,909
Net new MRR	\$ 306	\$ 344	\$ 386	\$ 433	\$ 486	\$ 546	\$ 612	\$ 687	\$ 771	\$ 866	\$ 972	\$ 1,091
MRR end of month	\$ 2,806	\$ 3,150	\$ 3,536	\$ 3,969	\$ 4,454	\$ 5,000	\$ 5,612	\$ 6,300	\$ 7,071	\$ 7,937	\$ 8,909	\$ 10,000
m/m growth rate	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%

Regular growth	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
New members needed each month	3.93	3.97	4.01	4.06	4.11	4.17	4.24	4.31	4.40	4.49	4.60	4.72
Available Seats beginning of month	15	14	13	12	11	10	9	8	6	5	3	2
MRR beginning of month	\$ 2,500	\$ 2,966	\$ 3,450	\$ 3,955	\$ 4,484	\$ 5,040	\$ 5,625	\$ 6,244	\$ 6,900	\$ 7,598	\$ 8,344	\$ 9,142
Net new MRR	\$ 466	\$ 484	\$ 505	\$ 529	\$ 555	\$ 585	\$ 619	\$ 656	\$ 698	\$ 745	\$ 798	\$ 858
MRR end of month	\$ 2,966	\$ 3,450	\$ 3,955	\$ 4,484	\$ 5,040	\$ 5,625	\$ 6,244	\$ 6,900	\$ 7,598	\$ 8,344	\$ 9,142	\$ 10,000
m/m growth rate	18.62%	16.33%	14.65%	13.37%	12.39%	11.61%	11.00%	10.51%	10.12%	9.81%	9.57%	9.39%

Member Revenue



Net new Member Revenue



M/M Growth Calculator

Created by Bernhard Mehl
at KISI

Begin with			After 12 months
Current Member Revenue			Member revenue
Membership Fee / Seat			Membership Fee / Seat
Available Seats			Available Seats
Seats Upon Launch			Currently occupied seats
Turnover rate / month			Turnover rate / month

grow by
4.00x

\$5,000.00 beginning of the year	\$20,000.00 target end of the year
\$ 500	\$ 500
30	-10
10	40
3	12

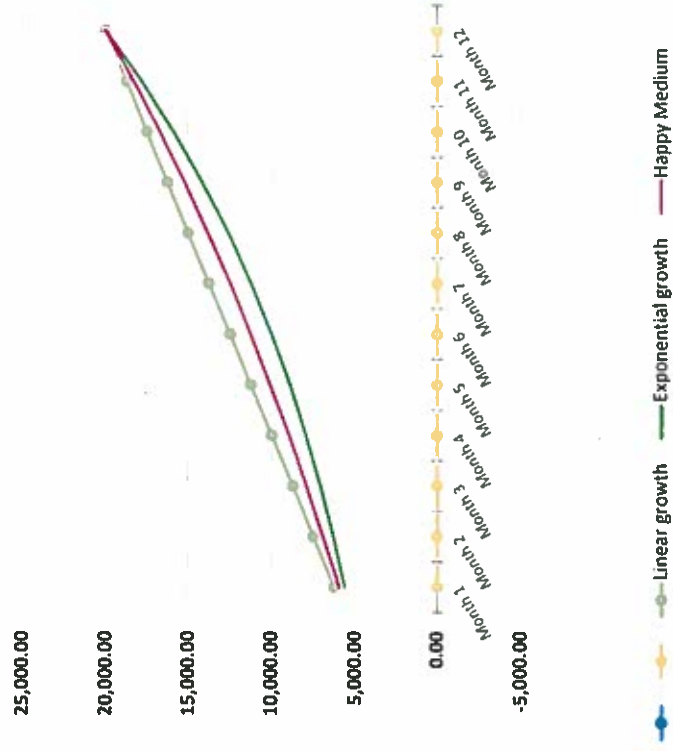
2.5

Initial ramp up growth												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
New members needed each month	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50	5.50
Available Seats beginning of month	20	18	15	13	10	8	5	3	0	-3	-5	-8
Member Revenue beginning of mo	\$ 5,000	\$ 6,250	\$ 7,500	\$ 8,750	\$ 10,000	\$ 11,250	\$ 12,500	\$ 13,750	\$ 15,000	\$ 16,250	\$ 17,500	\$ 18,750
Net new member revenue	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250	\$ 1,250
Member Revenue end of month	\$ 6,250	\$ 7,500	\$ 8,750	\$ 10,000	\$ 11,250	\$ 12,500	\$ 13,750	\$ 15,000	\$ 16,250	\$ 17,500	\$ 18,750	\$ 20,000
m/m growth rate	25.00%	20.00%	16.67%	14.29%	12.50%	11.11%	10.00%	9.09%	8.33%	7.69%	7.14%	6.67%

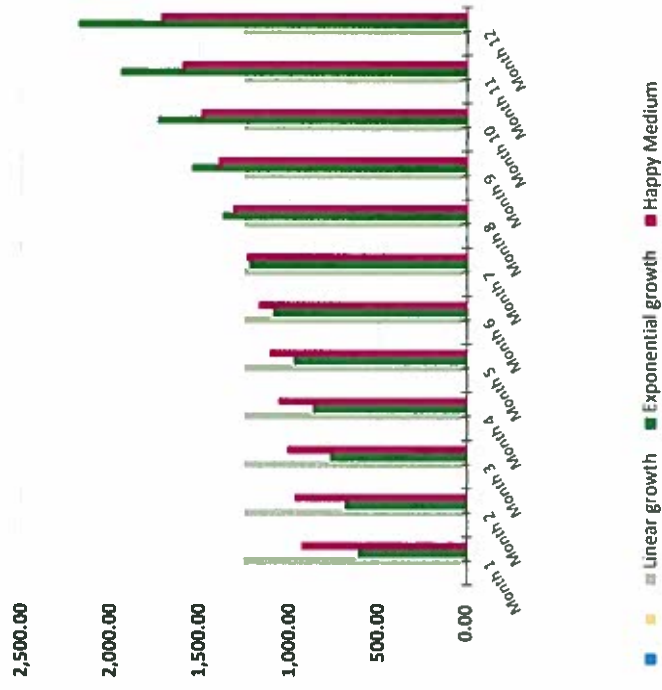
Stable % growth (most likely)												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
New members needed each month	4.22	4.37	4.54	4.73	4.94	5.18	5.45	5.75	6.09	6.46	6.89	7.36
Available Seats beginning of month	20	19	17	16	14	12	10	8	5	2	-2	-6
MRR beginning of month	\$ 5,000	\$ 5,612	\$ 6,300	\$ 7,071	\$ 7,937	\$ 8,909	\$ 10,000	\$ 11,225	\$ 12,599	\$ 14,142	\$ 15,874	\$ 17,818
Net new MRR	\$ 612	\$ 687	\$ 771	\$ 866	\$ 972	\$ 1,091	\$ 1,225	\$ 1,375	\$ 1,543	\$ 1,732	\$ 1,944	\$ 2,182
MRR end of month	\$ 5,612	\$ 6,300	\$ 7,071	\$ 7,937	\$ 8,909	\$ 10,000	\$ 11,225	\$ 12,599	\$ 14,142	\$ 15,874	\$ 17,818	\$ 20,000
m/m growth rate	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%	12.25%

Regular growth												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
New members needed each month	4.86	4.94	5.02	5.12	5.22	5.34	5.47	5.62	5.79	5.98	6.19	6.43
Available Seats beginning of month	20	18	16	14	12	10	8	5	2	0	-3	-7
MRR beginning of month	\$ 5,000	\$ 5,931	\$ 6,900	\$ 7,911	\$ 8,969	\$ 10,079	\$ 11,250	\$ 12,487	\$ 13,800	\$ 15,196	\$ 16,687	\$ 18,284
Net new MRR	\$ 931	\$ 989	\$ 1,011	\$ 1,058	\$ 1,111	\$ 1,171	\$ 1,237	\$ 1,312	\$ 1,396	\$ 1,491	\$ 1,597	\$ 1,716
MRR end of month	\$ 5,931	\$ 6,900	\$ 7,911	\$ 8,969	\$ 10,079	\$ 11,250	\$ 12,487	\$ 13,800	\$ 15,196	\$ 16,687	\$ 18,284	\$ 20,000
m/m growth rate	18.62%	16.33%	14.65%	13.37%	12.39%	11.61%	11.00%	10.51%	10.12%	9.81%	9.57%	9.39%

Member Revenue

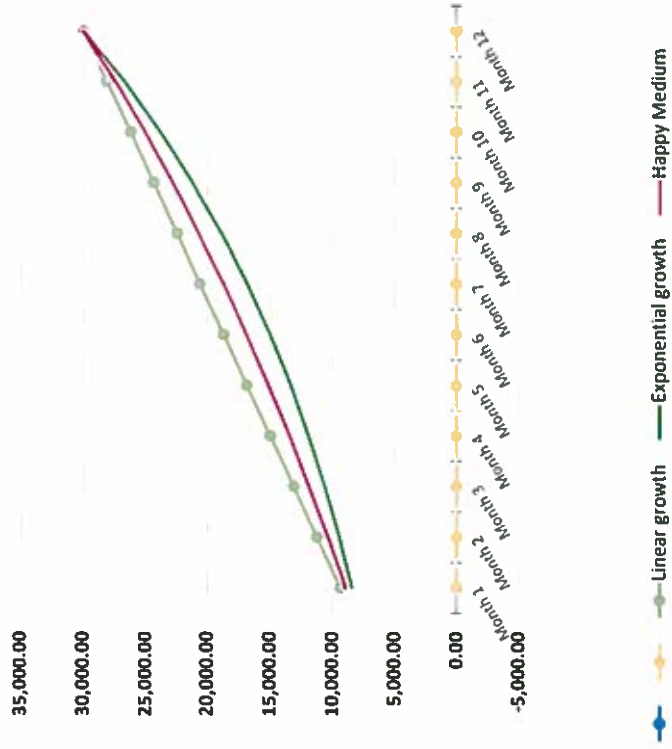


Net new Member Revenue

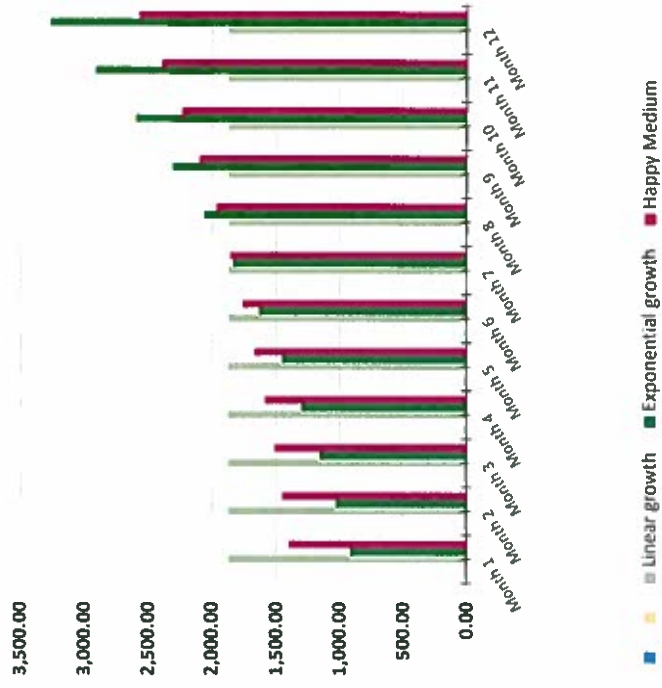


Disclaimer: Please be aware that this model may be inaccurate, incorrect or misleading, use it at your own risk, yada yada yada Feel free to distribute a modified version, please make it clear what you've changed.

Member Revenue



Net new Member Revenue



Disclaimer: Please be aware that this model may be inaccurate, incorrect or misleading, use it at your own risk, yada yada yada. Feel free to distribute a modified version, please make it clear what you've changed.

Event Number	E-01-19
Event Title	MANAGEMENT AND OPERATION OF A MEMBERSHIP-BASED CO-WORKING FACILITY
Event Type	RFP
Issue Date	10/10/2018 01:07:57 PM (ET)
Close Date	11/14/2018 02:00:00 PM (ET)

Responding Supplier	City	State	Response Submitted	Lines Responded	Response Total
Digital Grass, LLC	Pompano Beach	FL	11/14/2018 09:13:47 AM (ET)	0	\$0.00

Line	Attribute Name	Digital Grass, LLC
1	Vendor Certification Regarding Scrutinized Companies Lists (Any Dollor Amount)	Certified
2	Local Business Participation Percentage	15%
3	Terms & Conditions	Agree

Responding Supplier	Signature Full Name	Signature Email	Supplier Notes
Digital Grass, LLC	Michael Hall	mhall@digigrass.com	We have insurance that is provided by need per project. The liability insurance needed for this project has been quoted for Digital Grass. The financials of the proforma of the cowork space versus our current company cash flow was not clear, but we did show a profit margin based off of the scope of services rendered for the space provided. We were unclear of any bills, fees or additional cost.

LOCAL BUSINESS EXHIBIT "A"
CITY OF POMPANO BEACH, FLORIDA
LOCAL BUSINESS PARTICIPATION FORM

Solicitation Number & Title: E-01-19 (MANAGEMENT AND OPERATION OF A MEMBERSHIP-BASED CO-WORKING FACILITY)

Prime Contractor's Name: Digital Grass, LLC

<u>Name of Firm, Address</u>	<u>Contact Person, Telephone Number</u>	<u>Type of Work to be Performed/Material to be Purchased</u>	<u>Contract Amount</u>
MediumFour, 401 E. Las Olas Blvd Suite 130-542, Fort Lauderdale, FL 33301	Dante Fillyau 954.636.8298	Marketing / Design Services	\$15,000.00

LOCAL BUSINESS EXHIBIT "A"

LOCAL BUSINESS EXHIBIT "B"
LOCAL BUSINESS
LETTER OF INTENT TO PERFORM AS A LOCAL SUBCONTRACTOR

Bid Number E-01-19

TO: Digital Grass
(Name of Prime or General Bidder)

The undersigned City of Pompano Beach business intends to sell commodities or perform subcontracting work in connection with the above contract as (check below)

☐ an individual ☒ a corporation
☐ a partnership ☐ a joint venture

The undersigned is prepared to sell product(s) or perform the following work in connection with the above Contract, as hereafter described in detail:

Marketing and graphic design services to develop the brand, website
and marketing materials for the launch of the membership co-work space.

at the following price: \$15,000

11/12/18
(Date)

MediumFour, LLC
(Name of Local Business Contractor)
401 E. Las Olas Blvd Suite 130-542
(address)
Fort Lauderdale, Florida 33301
(address City, State Zip Code)
BY: Michael Hall
(Name)

LOCAL BUSINESS EXHIBIT "C"
LOCAL BUSINESS
UNAVAILABILITY FORM

BID # _____

I, Michael Hall, Founder
(Name and Title)

of Digital Grass, certify that on the 1 day of
Nov, 2018, I invited the following LOCAL BUSINESSES to bid work
items to be performed in the City of Pompano Beach:

Business Name, Address	Work Items Sought	Form of Bid Sought (i.e., Unit Price, Materials/Labor, Labor Only, etc.)
<u>MediumFour</u>	<u>Graphic Design</u>	<u>Proposal</u>

Said Local Businesses:

- _____ Did not bid in response to the invitation
- _____ Submitted a bid which was not the low responsible bid
- _____ Other: _____

Name and Title: Dante Fillyau, Managing Partner

Date: Nov 13, 2018

Note: Attach additional documents as available.

BID # E-01-19

BID # E-01-19

- ## Graphic Design

- ### Phone Call / Email

- X Yes No

Did you advertise in local publications?

 Yes X No

Budget Based / Facebook Outreach

- _____ \$ _____
- _____ \$ _____
- _____ \$ _____

- _____

LOCAL BUSINESS EXHIBIT "D" – Page 2

COMPLETE THE PROPOSER INFORMATION FORM ON THE ATTACHMENTS TAB IN THE EBID SYSTEM. PROPOSERS ARE TO COMPLETE FORM IN ITS ENTIRITY AND INCLUDE THE FORM IN YOUR PROPOSAL THAT MUST BE UPLOADED TO THE RESPONSE ATTACHMENTS TAB FOR THE RFP IN THE EBID SYSTEM.

PROPOSER INFORMATION PAGE

RFP E-01-19 E-01-19 MANAGEMENT AND OPERATION OF A MEMBERSHIP-BASED CO-WORKING FACILITY
(number) (RFP name)

To: The City of Pompano Beach, Florida

The below named company hereby agrees to furnish the proposed services under the terms stated subject to all instructions, terms, conditions, specifications, addenda, legal advertisement, and conditions contained in the RFP. I have read the RFP and all attachments, including the specifications, and fully understand what is required. By submitting this proposal, I will accept a contract if approved by the City and such acceptance covers all terms, conditions, and specifications of this proposal.

Proposal submitted by:

Name (printed) Michael Hall Title Founder

Company (Legal Registered) Digital Grass, LLCgy

Federal Tax Identification Number 27-2571425

Address 1596 NE 54th Street

City/State/Zip Pompano Beach, FL 33064

Telephone No. 9567651474 Fax No. _____

Email Address mhall@digigrass.com