

DIGITAL GRASS COWORKING SPACES



[GENERATING REVENUE OPPORTUNITIES & WEALTH]

**PRESENTING FOR** \_\_\_\_\_

**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

# INTRODUCTION

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Digital Grass presents GROW CoWork Spaces  
Generating Revenue Opportunities and Wealth.

*"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.

## ABOUT DIGITAL GRASS

Digital Grass 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.

# MISSION / VISION / TEAM

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## 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 curriculum, 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 Agency-on-Record / 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

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## MARKETING STRATEGY

COLLABORATION

EXPANSION OF RESOURCES

BRAND DEVELOPMENT

LOCAL AND NATIONAL OUTREACH

BUSINESS DEVELOPMENT

INVESTORS / EQUITY PARTNERSHIPS

# MANAGEMENT AND OPERATIONS PLAN

## 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
- 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

# MANAGEMENT AND OPERATIONS PLAN

## 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

# MANAGEMENT AND OPERATIONS PLAN

## 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, on-boarding 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.

**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!

# MANAGEMENT AND OPERATIONS PLAN

## 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](http://MediumFour.com)

**Junction Management**, Junction Halls - [junctionmgmt.com](http://junctionmgmt.com)

**S.A. Nelson & Associates** - [www.sanelsonassociates.com](http://www.sanelsonassociates.com)

## STRATEGIC PARTNERSHIPS

- Junction Grow
- Culinary Incubator Program at E. Pat Larkins managed by Around the Dinner Table
- Blanche Ely High School Culinary Program
- 1st Friday - Untapped
- 3rd Friday - Food Truck Park
- Venture Cafe Miami
- A Space Called Tribe
- Cambridge Innovation Center - Miami
- University of Miami
- Nova Southeastern University
- Florida International University (FIU Food / FIU Start Up)
- Broward College



# POTENTIAL ATMOSPHERE

## GROW ENVIRONMENT

Coworking spaces are the hot and modern place for entrepreneurs and freelancers to hustle. The most common seating arrangements at coworking spaces are shared tables or shared “hot desks” that are available on a first-come first-serve basis. Coworking spaces do, however, sometimes have designated desks or private offices for rent.





# POTENTIAL ATMOSPHERE

## SECONDARY ELEMENTS

LIGHTING. ADDITIONAL SEATING. SACKS. ATMOSPHERE OF COMFORT.



# FEES & COSTS

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## DIGITAL GRASS - OPERATIONAL BUDGET (ANNUAL)

### CEO - PROGRAM DIRECTOR

**\$75,000**

(Salary based)

Duties are but not limited to: Promotional Events, Tours, Highlighting the CoWork Space to the community and allies, managing sales pipeline, on-boarding new coworking members,

### COO - EVENTS COORDINATOR / OFFICE MANAGER

**\$50,000**

(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,

### COMMUNITY COORDINATOR/RECRUITING OFFICER/ RECEPTIONIST

**\$35,000**

(Salary based)

Assist Program Director and Office Manager with daily duties, office supplies and snacks!

### PUBLIC RELATIONS AND COMMUNITY OUTREACH

**\$35,000**

### OFFICE / MISCELLANEOUS SUPPLIES

**\$10,000**

Office Supplies, Postage, Snacks, Coffee, Tea, etc.

### OFFICE SOFTWARE / MARKETING / SOCIAL MEDIA

**\$5,000**

Client Retention Management, MailChimp, Hootsuite

### YEARLY EXPENSES TOTAL

**\$210,000**

# COST CONTROLS

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## 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**

### 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.

**GROW will also recruit corporations to sponsor memberships for local residents of Pompano Beach. (Discounted rates)**



# SCHEDULE

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## 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.

# SCHEDULE

## 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%**

## PHASE III - YEAR 1 (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

Junction Grow Food Market & Development

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

# EVENTS

**DIGITAL GRASS**  
TECHNOLOGY & INNOVATION

★ ★ ★ **MAIN EVENT** ★ ★ ★

## THE BIG BUSINESS OF CIVIC INNOVATION

**CARLA MAYS** **MATT HAGGMAN** **DR. PANDWE GIBSON** **ARMANDO IBARRA**

**WED ★ JULY 8 ★ 6-9PM**

**THE LAB MIAMI**  
400 NW 26th St, Miami, FL 33127

6-7PM • NETWORKING & REFRESHMENTS / 7-8:30PM • INTERACTIVE ROUNDTABLE DISCUSSION  
8:30-9PM • NETWORKING AND QUESTIONS

**FREE EVENT • RESERVE SEATING AVAILABLE**

REGISTER NOW AT: **WWW.DIGIGRASS.COM**

**Knight Foundation**

★ ★ ★ **SILICON VALLEY TO MIAMI** ★ ★ ★



**T&B**

**TECH BEATS & BYTES**

**NEW SEASON • 7:20PM LIVE**

**DIGITALGRASS**  
INNOVATION & TECHNOLOGY

PRESENTS **Office Hours**  
*Increasing the Value of Your Brand*

WE HELP BUILD YOUR BUSINESS **AUGUST 11**  
CREATE.DEVELOP.GROW **5-8 PM**

1951 NW 7th Avenue  
Miami, FL 33136 **VENTURE CAFE**  
AT CIC MIAMI

**CO-BUILD SESSIONS**  
COME GET **FREE CONSULTING AND ADVICE** FROM FEATURED INDUSTRY EXPERTS

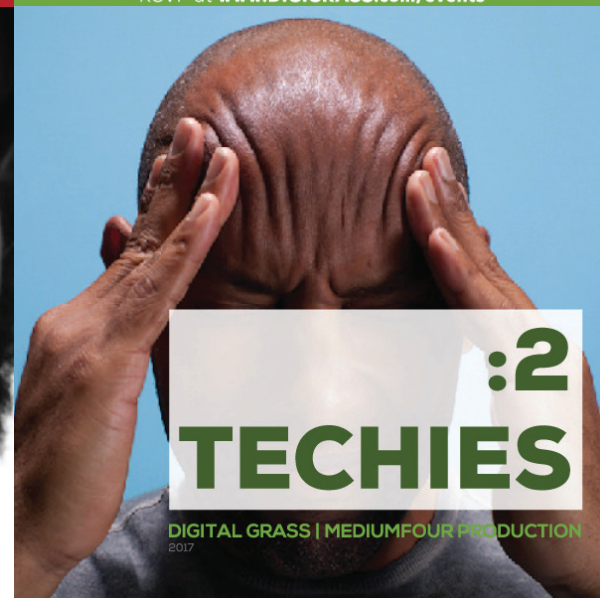
**Gabriela Guzman**  
The Jupiter Circle / Brand New Mornings

**Quadeera Teart**  
The Creative Society, Inc.

**LaToya Stirrup**  
KISS T Creative / Digital Grass

**MEDIUMFOUR** **Knight Foundation** **VENTURE CAFE** **JUPITER CIRCLE**

RSVP at **WWW.DIGIGRASS.COM/EVENTS**



**:2 TECHIES**

**DIGITAL GRASS | MEDIUMFOUR PRODUCTION**  
2017

**DIGITALGRASS**  
INNOVATION & TECHNOLOGY

**unicorn**

**CO-BUILD SESSIONS**

**MAY 18TH WE HELP YOUR BUSINESS**  
**THE LAB CREATE. DEVELOP. GROW**  
**2-6PM OFFICE HOURS**

**CO-BUILD ADVISORY PANEL • 6 CONSULTANTS**

**unicorn**

**PRESENTING PARTNER • HTTP://UNICORN.XXX**

**THE VALUE IN OFFICE HOURS**

**TECHNOLOGY & DEV**  
Ideas are great. Let us teach you how to turn your awesome idea in to a profitable piece of tech for your business.

**STRATEGY**  
The only way is up. Learn how to implement the best business model based on previous projects, companies and trends.

**MARKETING & CREATIVE**  
You need to get your message out there. Learn how to properly plan, execute, and market your business for absolute growth.

**Knight Foundation**

**ABOUT UNICORN**  
*Unicorn has helped launch dozens of businesses from concept to corporation. We have also helped some of the biggest brands expand their reach with a new product or service. Ultimately, we just want to work with businesses of any size that share our values and passion for great products.*

**unicorn**

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✉ [nfo@digigrass.com](mailto:nfo@digigrass.com)  
🌐 [www.digigrass.com](http://www.digigrass.com)

# PROFORMA OF REVENUE

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 -

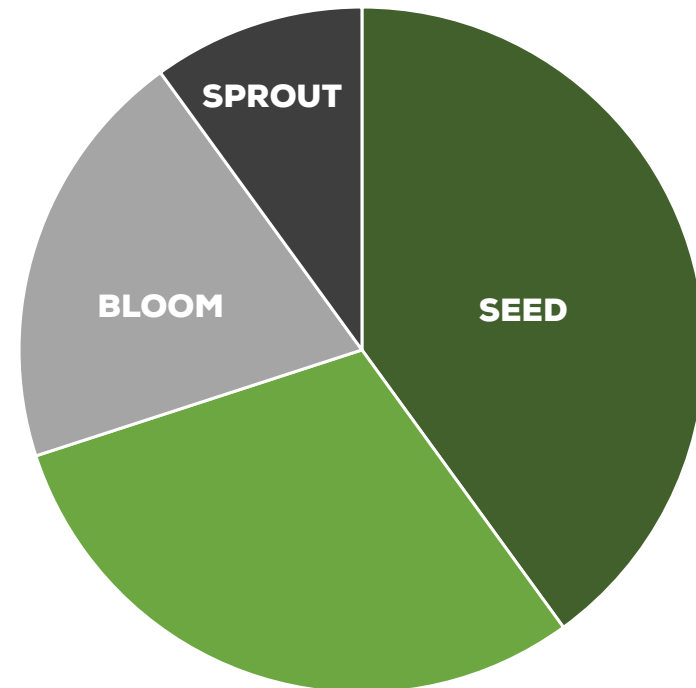
Year 3 Target Range -

**\$210,000**

\$75,000 (Partially Staffed)

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

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





## RECAP / Q&A

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### PROPERTY MANAGER VERSUS BUSINESS DEVELOPMENT

Breaking standards. Setting relative goals. Scaling companies.

#### PRIMARY GOALS

VIRTUAL HEADQUARTERS (ALL BUSINESSES DO NOT REQUIRE A BRICK AND MORTAR LOCATION)  
GROWTH OF BUSINESS CERTIFICATES FOR POMPANO BEACH, FLORIDA  
INNOVATION DISTRICT  
FUTURE OF DOWNTOWN

#### TARGET

MENTORS  
SUBJECT EXPERTS  
BUSINESS CONNECTORS

#### COMMUNITY OUTREACH

LEARN. DEVELOP. IMPLEMENT.  
SWITCH PITCH - OUTSOURCE BUSINESS DEVELOPMENT

#### JUNCTION GROW

EXPANSION OF COMMERCIAL KITCHEN  
HOSPITALITY FOOD BUSINESS DEVELOPMENT

# RECAP / Q&A

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## WHAT ARE YOUR GOALS?

The only way to surpass expectations is to set goals.

### CAPACITY (TIMEFRAME)

2-4 YEARS

FROM GROW TO INNOVATION DISTRICT

### ACQUISITION / RETENTION

CLIENTS / MEMBERS

PROGRAM DEVELOPMENT

### GROW

SCALABLE BUSINESSES

INVESTMENTS (\$\$\$) PER JOB

JOB DEVELOPMENT

### LONG TERM

PROGRAM DEVELOPMENT

SMALL INVESTMENTS

# TEAM

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## MICHAEL HALL

CEO

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

PRESIDENT

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

# TEAM

## DANTE FILLYAU

COO / VP MARKETING

### 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

## SOPHIA NELSON

PROFESSIONAL CREDENTIALS

### 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