

June 5, 2016

Jorge Camejo

Executive Director of the Hollywood Community Redevelopment Agency,
c/o the Office of the City Clerk,

2600 Hollywood Boulevard, Hollywood, Florida 33020

REF: Our response to **RFP: 2031 Harrison Street**

Dear Jorge,

We would like to enter into purchase agreement of the 2031 Harrison Street Property. General terms: Purchase Price of \$976,000, payable at \$10,116 per month for 120 months at 4.5% interest.

Contingent upon Inspection of environmental reporting, FEE simple insured title, approval from the city of Hollywood building department of our build out plan to create an approved three story building. Approval of a coworking and co learning space, A grant from the city of 25 Parking free spaces in the closest public garage, with charging stations for up to four electric powered golf carts.

Sincerely


James Rohrbach



Executive Overview

Launch Me Labs, L.L.C. is a Florida Limited Liability Corporation established in June 2015, in anticipation of opening a coworking and improving Hollywood's entrepreneurial ecosystem.

The principals are serial entrepreneurs, investment bankers, industrial designers, technologists and long time real estate investors. We understand the new economy. This new Creative Economy, values Intellectual Property creativity and entrepreneurship more than old world assets. *Welcome to the "Creative" Economy. "If the primary element of the old economy was the industrial unit, today the Industrial Age is giving way to the Individual Age, where it is the skills, talents, and labors of people that matter most."*

The principals and management all have proven experience in starting, mentoring and growing companies. Management is supported by (MICE) MIAMI INNOVATION CENTER FOR ENTREPRENEURSHIP, INC. a non profit established in January 2013 in Florida. MICE does business as Startup-Miami.com Startup Miami has been actively involved in building the Miami entrepreneurial community ecosystem since 2013.

Our mission is to be a resolute champion of our entrepreneurial members their companies, investors and the ecosystems supporting them.

We do this by investing in early stage companies with disruptive technologies targeted at a global market.

The principals have proprietary methodologies which will only be revealed upon actual negotiations or acceptance of this response to **RFP: 2031 Harrison Street**

MARKET ANALYSIS OF DOWNTOWN HOLLYWOOD SWOT

STRENGTHS

Strategic location relative to Miami, Weston, Fort Lauderdale
Lower cost residential and commercial Real Estate
Close to highways, port everglades, FLL-Hollywood International airport
Walkable main streets
Historic character beach broad walk
Available land and buildings for infill redevelopment projects

WEAKNESSES

Lack of daytime activity
Lack of Creative or STEM employment
Poor connectivity

- Pedestrian
- Vehicular
- No high speed Wi-Fi

Inconsistency branding/marketing
Perceived Parking Issues

- Management – pricing, valet, shared parking Linkage

Loitering/Social Services/Homeless

OPPORTUNITIES

LML plans to offer Free electric carts providing pedestrian linkages between garages to downtown destinations improving connectivity / walkability in exchange LML request 25 free garage parking spaces and electric refueling.

Proven Business accelerator and incubator programs

Genius Factory Program for disadvantaged students

Coworking –Co Learning Shared space, equipment and services

Certified BROWARD SCORE advisors on staff

CEO of the \$350-Million-dollar investment in the Down Town Las Vegas project is on board.

Situation Overview

Escalating globalism coupled with vast improvements and cost reductions in various collaboration technologies is what Friedman called the "Genesis moment of the flat world." Friedman argues that outsourcing allows companies to split service and manufacturing activities into components which can be subcontracted and performed in the most efficient, cost-effective way. This process becomes easier and cheaper with the mass distribution of fiber optic cables, VOIP, and the subsequent global forms of collaboration and information sharing.

This has changed the very nature of how and where we work. Some experts call this result the "Individual Economy" or the "Creative Economy". Richard Florida's best-selling book *The Rise of the Creative Class* (2002) speaks to its implications for urban regeneration and entrepreneurship.

The Creative Economy is based on solopreneurs, entrepreneurship, science, technology, arts and other knowledge-based professions. These

solopreneurs are not moving from job to job, but rather moving from project to project for multiple clients performing projects as independent entrepreneurs' contractors. Thus they need a coworking and community Epicenter where they can Connect, Learn, Build and Grow real productive businesses. This is where Launch Me Labs, comes into play. Creating a community and shared space services that effectively and efficiently serves their business needs can help revitalize neighborhoods and generate thriving communities.

Creative businesses offer a triple benefit to the city: They can fill vacant commercial space, help clean up the area and create a new sense of place, which attracts new residents and businesses.

They help foster the elusive quality of an "up-and-coming" neighborhoods. Higher incomes and younger demographics can result in an increased desire for more work, live and play real estate.

The resulting disruption will affect every industry as we move from centralized managed organizations to the sharing and creative economy.

Normally Creative businesses are prime "early adopters" of new "cheaper" spaces which downtown Hollywood can offer if we present a consistent branding message and solve some of the perceived downtown problems.

Executive summary

Launch Me Labs, L.L.C will DBA The Venture Factory TM a member-based community collaboration and innovation epicenter. Offering coworking,

acceleration, incubation, and employable education services to available members.

When completed the The Venture Factory will have approximately 12,000 square feet and be located in downtown Hollywood, FL.

New business owners and entrepreneurs need a plug and play environment that's fun, affordable and offers frictionless scalable solutions as needed by the business owner and the demands of the customer.

By outsourcing non-strategic activities to the Venture Factory™ our members will have much greater flexibility and increased bandwidth to focus

on key strategic undertakings. This model grants our members a true competitive advantage.

From a competitive standpoint, there are a number of co working spaces, incubators and accelerators that have sprung up in South Florida but few focus on accelerating technologies using agile development, design thinking and lean startup methodologies.

All designed for launching real companies within six months.

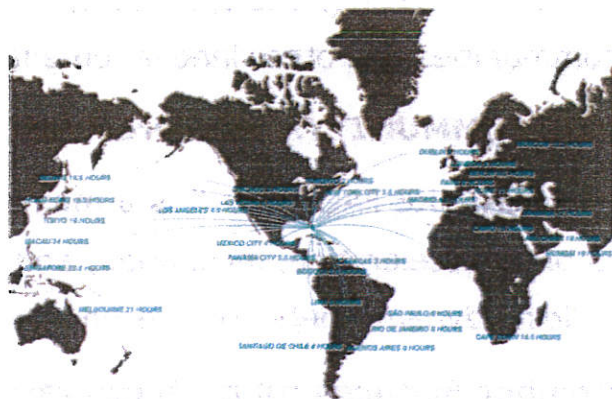
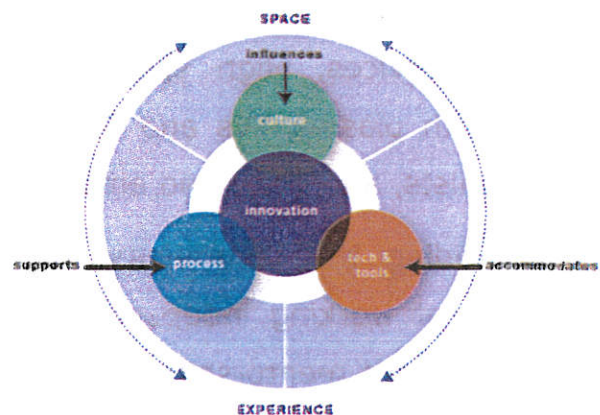
Our key business model differentiators

- 1) Design Thinking Applied to Solving Business and Social Problems
- 2) Cooperative ownership and engagement model for Co Creators
- 3) Focus on Corporate Entrepreneurship, Boomer and STEM markets
- 4) International network of Venture catalyst's
- 5) International network of Creative Design Clusters

Company overview

The The Venture Factory epicenter will offer a Science Cafe, coworking and office space, incubation and acceleration, event space and employable education services to its members and premiere technology and security, business infrastructure and parking.

- ✓Tech Café, open to members and their guests with free Wi-Fi
- ✓5,000 square feet of Co-working space
- ✓2,000 square feet of Co-Creator space
- ✓2,000 square feet corporate Innovation acceleration facility
- ✓3000 sq. feet of private offices for lead investors, mentors, and community leaders.
- ✓2,000 square feet premier event space



The epicenter will act as a conduit between Hollywood Florida and South America investors and entrepreneurs.

Entrepreneurs' will be able to take advantage of a continuum of service offerings offered by Venture Factory TM as their business needs transform, they may start with a business identity packages, then on to a coworking space, and progressing to semi private office and if needed all the way to security compliant private office suite. General paid Memberships and sponsorships will include: Entrepreneurs, Investors, Innovation enablers, Corporations, Scholars and community and governmental leaders. Membership programs start as low as \$29.00 per month and go up to \$5000 per month.

Shared amenities will include a technology package and flexible service levels options. Technology packages contain: Superior virtual office and co location services, High speed Internet, Wi-Fi, workstations, conference rooms with plasma TVs and Skype capability, VoIP, copy/fax/print center, receptionists, and voice and email hosted services.

Providing the community aspects of a cafe, and the freedom and flexibility of working independently while garnering support and on going motivation and mentorship. The epicenter is being designed specifically to serve the needs of entrepreneurs, their companies and employee, investors' communities and other innovation enablers.

OUR COMMUNITY: Entrepreneurs – investors – Innovation Enablers

VENTURE FACTORY TM is a member-based community working together to bring acceleration, incubation, and education services to South Florida by building dynamic networks, technology transfer and talent retention.

Member Services that: Accelerate – Innovate – Mentor for business success

- Facility-based services - Co working and Flex Office Space
- Marketing Communication & Public Relations Services
- Employable Education

- Direct business development assistance
- Professional Coaching & Mentoring Services
- Technology – Administration & Collaboration services
- Banking - Legal Services & Accounting and Risk Mitigation Services
- Early Stage Capitalization - Investment Banking & Fund Raising Services

Our primary market for our services are entrepreneurs, made up of recent collage graduates baby boomers, women and minorities, and Veterans; and those that aspire to start and grow sustainable clean technology-driven, knowledge-based Creative Economy based companies.

DIRECT COMMUNITY BENEFIT (S):

Building an epicenter where concentration of efforts occurs more naturally will breed economic growth and wealth creation for generations to come. The corresponding reduction in opportunity costs and investment risk, along with improved economies of scale will accelerate collaboration and cooperation.

- ✓ Lower investment risk and better investment returns
- ✓ Lower opportunity costs for the entire ecosystem
- ✓ Increased economies of scale
- ✓ Risk mitigation improvement
- ✓ Improve community engagement
- ✓ Wealth creation and improved civic pride
- ✓ Generate high paying jobs in: technology, digital and design jobs
- ✓ Help establish Hollywood & South Florida as the hub for the Americas.

Overview of Revenue model of The Venture Factory™

1. A pure real estate play monetizing the physical space
2. A service provider of core business services to tenants
3. An employable education workshop's, conference's and classes

4. Corporate Innovation Coaching and Consulting Services
5. Technology Transferring and Licensing University's
6. Technology Transferring and Licensing Fortune 2000 Corporations
7. Smart entry program soft landings for foreign Company's
8. Equity appreciation in seed funded company's
9. Incubated and Accelerated Investments
10. Capital Growth from equity appreciation in startup's and building
11. Sponsorships and grants

First Year Revenue Performa

Coworking Income	\$200,000
Private Office Income	\$75,000
Tenant services Income	\$27,500
Employable Education	\$130,000
Corporate Innovation Immersion Program	\$187,500
<u>Smart Entry Program</u>	<u>\$250,000</u>
Total Without Equity Appreciation	\$870,000

URL: Startup-Hollywood.Com

- ✓ Venture Factory TM will house video production, maker labs, working artist studios and flexible office and production space.
- ✓ Venture Factory TM will focus on accelerating technologies using agile development and lean startup methodologies designed for launching real companies within six months – with real revenues.
- ✓ The Venture Factory TM will place an emphasis on accelerating new businesses using technologies owned by public universities and corporate clientele.

- ✓ The Venture Factory TM will then focus on commercializing those owned technologies into the business-to-business markets worldwide.

Overview of our services

We build businesses from the start – Ideas to Enterprises TM

- o Ideation
- o Mentoring
- o Consultation
- o Needs Assessment
- o Commercialization
- o Workshops and Seminars

Designed with flexible workspaces in mind: shared desks, private offices, conference meeting and education, and production space along with working artist's studios. Members' business activities can be better structured for alignment with their long-term goals and strategies. It's a true plug and grow environment where members pay for what they need when they need it.

Venture Factory TM memberships could include access to:

- Café located on first floor for members, tenants and guests
- Flexible Memberships Drop in, Daily, Monthly, Co-Operative ownership
- General members Rebate & Engagement program
- 25 Co Creator's reserved parking spaces
- First come first serve secure parking for general members
- General Membership
- Small - Medium-Large and size communal tables
- Shared work areas

Dedicated work areas

Semi or Private offices

Library rooms

Lounge with ping pong

Private Teleconference and Video rooms

Thinking & Brainstorming rooms

Small & large Conference rooms

Seminar rooms

Large Event | Education | Training rooms

Event space for up to 100 attendees for epic Demo Days!

Education space for up to 50 students in a soundproofed classroom

Green Screen and Video Production

Maker Labs electronics 3-D printers and other form factors

Working artist studio with Gallery Spaces

Summary

Creating affordable physical space designed to bring together principled partners, talented innovators while offering a best of breed suite of à La Carte core plug and play business services to our members improves overall business sustainability and profitability.

We can provide targeted business assistance to young firms at their earliest stages of development who aspire to start and grow sustainable businesses in Hollywood South Florida.

The primary markets for our services are serious entrepreneurs with a focus on baby boomers, STEM graduates and corporate Intrapreneurs, employees who behave like entrepreneurs in the context of large organizations.



1

Connect

Connect and find
your next
cofounders.

2

Learn

Learn how to make
Startups faster,
better and smarter.

3

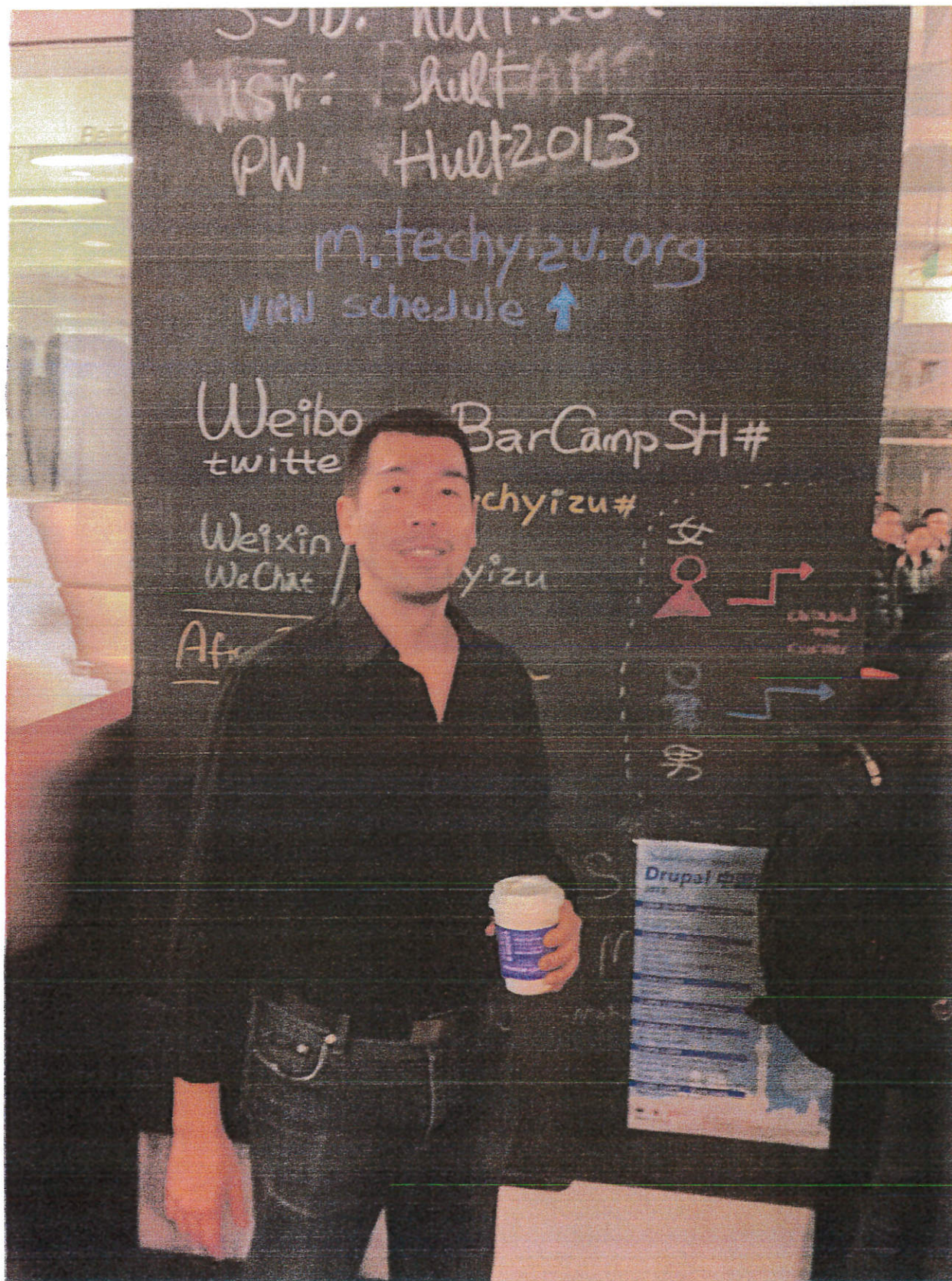
Build

Get everything to
build successful
Startups.

4

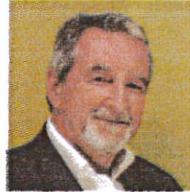
Grow

Get ready to grow,
scale and raise
funding.





BOARD AND ADVISORY MEMBERS



David Punchard - Board of Directors and Advisor

Mr. Punchard is the CEO of Avespa, Director of Camblio, David brings 30 years experience as an award winning designer and founder of 7 companies.

David has advised over 200 strategic corporate and business development projects and developed over 2,000 brands globally.

David's specialties are advising on: Innovation, Trends and insights, Identifying new business opportunities, New venture creation, Design thinking, Strategic advisory, Competitive analysis, Innovation portfolio and pipeline management.

David speaks Spanish and English



L. Jack Staley, Sr - Board of Directors and Advisor

Mr. Staley is the Managing Director at Norman Alex LLC. Jack brings over 30 years as an International Business Leader and Motivator with in-depth strategic management, corporate and coaching skills working with Board Level Executives and early stage development companies.

Jack's Specialties: Economic and Political Analysis, Complex management issues including corporate restructuring, Leadership, Sales and Marketing expert, Consultant and Coach to CEO and Boards, Negotiation skills, Top Talent Recruiter, Acquisitions,

Board Member Tufts Medical Center, Board of Governors
Board Member Rokk3r Labs

Jack speaks English and German



Konstantinos Grigoriou - Advisor

Konstantinos "Kostas" Grigoriou, FIU Assistant Professor, Department of Management & International Business. Kostas has a PhD, Strategy, Innovation, Entrepreneurship Georgia Institute of Technology.

Mr. Grigoriou, assistant professor, co-authored "Structural Micro foundations of Innovation: The Role of Relational Stars" which was accepted for publication in the Journal of Management, November, 2013. In addition to his academic experience, he has extensive experience in the strategy and IT management functions at IBM and Directed Electronics, and as an independent consultant.

Kostas Specialties: Creativity and Innovation, International Business Policy, Managing Innovation, Strategic Management.

Kostas speaks English and Greek.



James Rohrbach - CEO

James has held C level management positions in the Investment Banking, Technology and Real Estate industries. Jim was the CEO and President of two software companies for eight years, the President and Co-founder of a Financial Advisory Firm serving high net worth individuals for five years and the CFO of a media company for three years.

James is a serial entrepreneur and early-stage investor with expertise in starting and building technology companies backed by angel investors and venture capital. Mr. Rohrbach has led the investment process; created investor presentations, contacted prospective investors, coordinated lead and secondary investors, and negotiated investment terms.

James is a graduate of the University of Puget Sound with a dual degree in Finance and Management, with a Minor in Economics. James is also a Certified Facilitator and Program Director for Kauffman Foundation's' Fastrac programs. The Kauffman Foundation is a \$2 billion foundation devoted to the promotion of entrepreneurship.

James's Specialties: team building for technology start-ups, advising founders on everything from business model generation, capital raising, pitching, sales, and business strategy.

James was a recent Mentor at Startup Quest® Broward, where he drove his team to second place in the nationally recognized entrepreneurship-training program designed to commercialize technologies developed from state universities and NASA.

Board of Advisors Tesser Health
Board Member Blizky App
Board Member RLTRK
Certified SCORE Mentor

Jim speaks English



George Mirabal - COO

George is highly motivated, detailed oriented and highly organized, and a team player with excellent written and verbal communication skills. With over 25 years of experience in the payment industry. Highly skilled in project management (PPM Candidate) re-engineering, quality control, process management and business compliance. George is accomplished in process improvement and managing technology projects and improvement initiatives. George was responsible for a comprehensive Risk Affiliation Policy that reduced credit loses and the cost of acquiring new customers, while improving new sales activation rate by 80%. George spent 8 years successfully deploying new projects and developing new products throughout Latin America as AMEX's Director, Global Establishment Services.

George earned his MBA in Business Administration from Nova Southeastern University, and his B.A., Economics and Urban Planning University of Detroit Mercy.

George's Specialties: process mapping, vendor management, team management and their work processes, and relevant business strategy's.

George is fluent in English and Spanish, and fully conversational in Portuguese.



Piers Chambers CTO

Piers has been building and maintaining business IT systems for over 25 years. Piers has led technology teams from 2-20 at companies from \$50M-\$500M. A true intellectual, Piers employs cutting edge methodology styled with a pragmatic approach. He is still the most effective, technically driven thought leader I have come across.

Experienced with Oracle Financials, Ruby on Rails e-commerce in the cloud. Rebuilt in-house e-commerce systems using Ruby on Rails and Amazon Web Services for a \$50M online health & beauty brand. Responsible for enterprise software used to run a \$500M national fashion apparel retailer. Led IT at a community financial services company with 200 branches in a dozen states.

Piers graduated from University of Oxford BA, MA, Physics, and the IT Leadership Development Program at Santa Clara University.

Piers's Specialties: Enterprise Architecture, Agile Methodologies, Software Development, Cloud Computing, Ruby on Rails, Java, SQL, Oracle, Amazon Web Services, E Commerce, Vendor Management, Payment Processing, Change Management, Business Intelligence, Data Management and Executive Reporting

Piers is fluent in English with limited working proficiency in Spanish