

Business Plan & Market Analysis

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Fact Sheet

- **Expanding Opportunity:** The Startups.club Accelerator is located west of Florida East Coast Railway train tracks.
- **Investing in the Community:** The building at 701 N. Andrews has been made with an all-cash purchase. The renovations will convert the building from industrial manufacturing to a state of the art tech-business accelerator.
- **Promoting Entrepreneurship with Expertise:** The founder, Colin Campbell, is a Serial Entrepreneur, having founded Internet Direct Inc., Hostopia Inc., Entrepreneur.wiki, .Club Domains, and Little Flower Montessori School.
- **Community Outreach:** Startups.club is partnering with local public relations agency Dickey Consulting to reach out to the Historic Sistrunk / Progresso neighborhoods to promote STEM and technological entrepreneurship.
- **Start of the Art Design:** Startup.club design elements include installation of storefront & glass door windows, solar panels on the roof, and mobile desks to accommodate community events.

Introduction:

Startups.club is a 5,200 sq. ft. building located at 701 N. Andrews Ave. The warehouse-style space is being completely renovated and modernized as a vibrant home for local startups to find affordable workspace and more. With dedicated offices, open workspaces, an audio/video studio, and conference rooms, it is the ideal space for local startups to launch and grow their early stage ideas. With community first and foremost in mind, Startups.club will also host open events and workshops focused on practical learning and inspiration for startups, entrepreneurs, and small business owners.

Company Mission:

To create a positive and diverse workspace environment for the community where entrepreneurs and aspiring entrepreneurs can come to together to learn, work, and thrive at starting and scaling their businesses.

Core Values:

- First and Foremost is Respect
- Greatness Clusters
- Thirst for Learning
- Give to Get
- Boldly Go
- Make a Difference!

The Applicant Capacity

Startups.club is a 5,200 square foot facility that will accommodate 30 membership seats and 3 suite members at any given time. In addition, the facility will support up to 60 attendees for community events.

Category	Item	Value
MEMBERSHIP	30 Membership Seats	\$ 1,200,000
	3 Suite Members	\$ 1,500,000
	Office Space (10,000 sq ft)	\$ 1,000,000
	Utilities (Electric, Gas, Water)	\$ 200,000
	Insurance	\$ 100,000
	IT Infrastructure	\$ 100,000
	Security	\$ 100,000
	Legal	\$ 100,000
	Marketing	\$ 100,000
	Contingency	\$ 100,000
TOTAL	MEMBERSHIP TOTAL	\$ 2,700,000
	MEMBERSHIP PER SEAT	\$ 90,000
Capital Investment	Capital Investment with CBA Investment	\$ 1,200,000
	Capital Investment without CBA Investment	\$ 1,500,000
Total Investment	Total with CBA Investment	\$ 3,900,000
	Total without CBA Investment	\$ 3,000,000

**Economic Analysis & Project Feasibility
(monthly)**

<u>Baseline Membership Seats</u>	<u>30 @ 295</u>	<u>\$ 8,850.00</u>
<u>Suite Membership Seats</u>	<u>3 @ 2600</u>	<u>\$ 7,800.00</u>
		<u>\$ 16,650.00</u>
<u>Expenses</u>	<u>Property taxes</u>	<u>\$ 1,500.00</u>
	<u>Office Management/Cleaning</u>	<u>\$ 3,500.00</u>
	<u>Office Supply</u>	<u>\$ 300.00</u>
	<u>Maintenance</u>	<u>\$ 500.00</u>
	<u>Insurance</u>	<u>\$ 580.00</u>
	<u>Events</u>	<u>\$ 300.00</u>
	<u>Internet</u>	<u>\$ 500.00</u>
	<u>Utilities</u>	<u>\$ 600.00</u>
	<u>Vacancy rate</u>	<u>\$ 2,497.50</u>
		<u>\$ 10,277.50</u>
<u>Income</u>	<u>Net Income per month</u>	<u>\$ 6,372.50</u>
	<u>Net Income per year</u>	<u>\$ 76,470.00</u>
<u>Capital Invested</u>	<u>Capital Invested with CRA Investment</u>	<u>\$ 1,175,000.00</u>
	<u>Capital Invested without CRA Investment</u>	<u>\$ 1,500,000.00</u>
<u>Return on Investment</u>	<u>ROI with CRA Investment</u>	<u>6.51%</u>
	<u>ROI without CRA Investment</u>	<u>5.10%</u>

Figure 1.

Brief History & Description of the Company

Backed by serial entrepreneur, Colin Campbell, Startups.club is a co-working space and learning center for entrepreneurs of all kinds to start, and scale their businesses, serving Historic Sistrunk and Progresso neighborhoods. The space will include 18 workstations, 3 dedicated offices, receptionist, boardroom facilities, meeting rooms, photo and sound studio, lounge areas and more, supporting dozens of new startups. In addition, the space will house monthly events open to the community on topics of interest to Startups.

Startups.club is a division of East Fort Lauderdale Rentals, a real estate firm started over 5 years ago dedicated to developing and renovating rental units in the Fort Lauderdale area. The company acquired 701 N. Andrews Ave. on January 11th, 2017. The company does not have any mortgage on the building.

In addition, .Club Domains, LLC, majority owned by Colin Campbell, and currently located at 100 SE 3rd Ave. (Regions Bank Building) will be relocating their office to this facility upon completion.

Product Information

- Facilities:

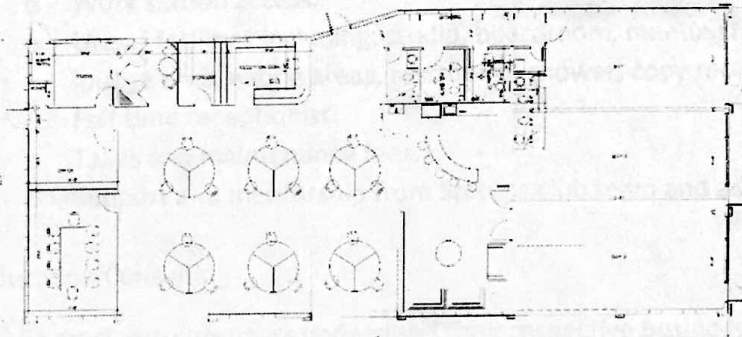
- Exterior before:



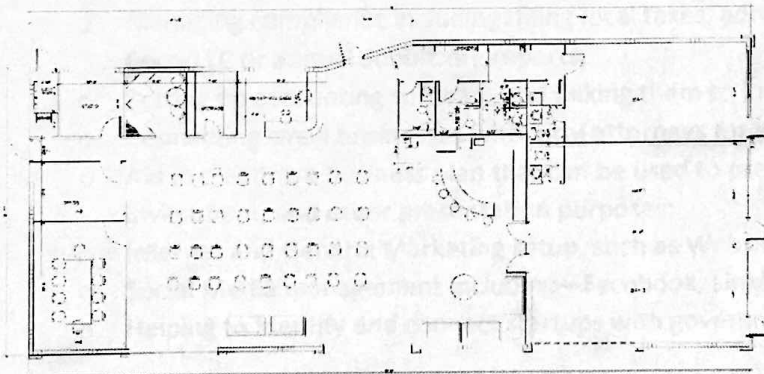
- Exterior after:



- o Interior (station format):



- o Interior (event format):



- Events:
 - Coordinate with local organizations and local high schools to promote entrepreneurialism in the technology sector.
 - Periodic evening events featuring top rated speakers (open to public).
 - Periodic entrepreneurial “Lunch and Learns” and workshops.
 - Seating and desks will be mobile to convert the working room into an auditorium to accommodate public speakers and community events.

- Membership:
 - Work station access.
 - Use of facilities including: studio, boardroom, meeting rooms, phone booths, kitchen, lounge area, eating areas, restrooms, shower, copy room, locker with file cabinet.
 - Full-time receptionist.
 - Taxes and maintenance fees.
 - Support and mentorship from Statups.club team and advisors.

- Education Consulting

While most entrepreneurs understand their respective businesses, many entrepreneurs do not understand the basic paperwork or filing requirements of running a business. We intend to support entrepreneurs by working with organizations like Score, local business leaders, professionals and local government. Some of the areas include:

- HR outsourcing and interacting with Professional Employment Organizations (government and private);
- Fulfillment outsourcing and interacting with Professional Logistics and Warehousing Companies;
- Raising capital from angel investors and professional investment companies, and government agencies;
- Managing compliance including: filing local taxes, adhering to zoning or local laws, filing Corp/LLC or annual Sunbiz.org reports;
- Setting up accounting software and linking them to local accountant/bookkeepers;
- Connecting small businesses with local attorneys for all legal matters;
- Aid in creating a business plan that can be used to present the company for financing, investment, and other presentation purposes;
- Internet and General Marketing setup, such as Website/Email/E-Branding;
- Social Media management including—Facebook, LinkedIn, Instagram, Twitter;
- Helping to identify and connect startups with government support agencies.

Parking. We meet the guidelines to NWRAC-MUone. In addition to this, we are taking the following measures: 1) installing bike rack facilities to accommodate bike riders 2) we are in talks with a neighboring facility to rent additional spaces 3) we are located near public transportation and on-going public transportation projects.

Customer Base

The company will target startups of all kinds of different backgrounds, age groups, and education levels. Some examples of types of companies include: service companies, design and digital media, product development, software and internet services, photography, and more. The target are companies just starting or have started within the last 24 months. Studies have shown that companies that are started or join in a business Accelerator tend to do substantially better than companies that do not. There is tangible value to the community work environment Startups.club will present.

Profile of Customers

According to the Kaufman Foundation, Miami-Fort Lauderdale-Pompano Beach ranks as the #2 for Startup Activity—with a .49% rate of Entrepreneurs and 78.08% of Startups being started as a result of market opportunities rather than as a result of unemployment. (<http://www.kauffman.org/kauffman-index/rankings?report=startup-activity&indicator=se-rate&type=metro>). Fort Lauderdale ranks only behind Austin, Texas in this regard. Arnobio Morelix, research analyst at the Kaufman Foundation stated, “In Austin and Miami, we are seeing a high level of density [...] and there also seems to be a high level of connectivity in both places, and that has impressed me a lot. There are a lot of programs there, and the startups are pretty closely connected [...] with vibrant organizational support.” (<http://www.miamiherald.com/news/business/article23061348.html>).

The Kaufman Foundation performed numerous studies and provides in depth statistics about entrepreneurs, including the Miami-Fort Lauderdale Area specifically:

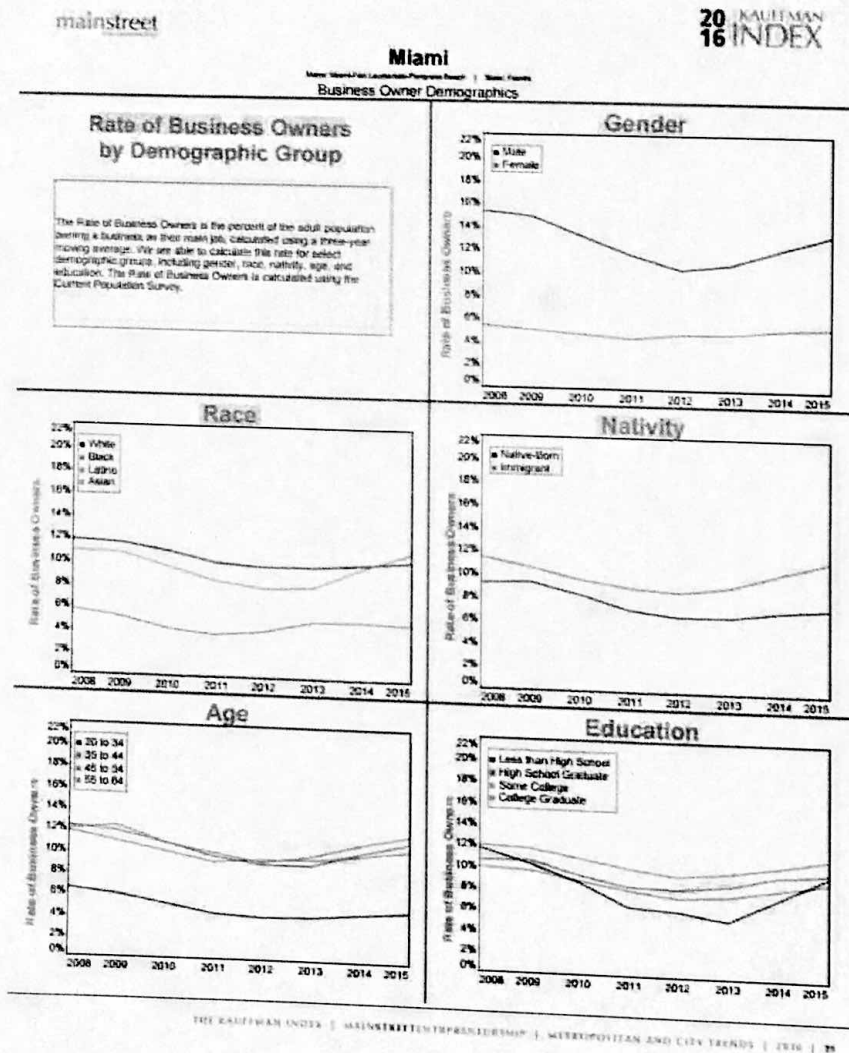


Figure 2.

Entrepreneurial Diversity - Age

Age groups for main street entrepreneurs are evenly distributed between younger, middle-aged, and older entrepreneurs.

Entrepreneurial Diversity - Education

Figure 2 illustrates that a majority of main street entrepreneurs have not graduated college. In fact, non-college graduates have potentially the most to gain from participating in a business accelerator due to the baseline business consultation resources.

Primary Competitors and Suppliers

The Incubator/Accelerator market can be broken up into three distinct services: 1) Financing 2) Facilities and 3) Education. Startups.club will primarily focus on education and facilities, with a secondary focus on direct Financing. In addition, the company will link government and private investors with startups.

Pricing

As a result of consistency of data, demographics, and the nature of the industry, the trends and data from 2016 are not expected to deviate significantly in the next several years.

All-inclusive Pricing (AIP). Other Incubators fees often do not include fees to use additional facilities such as the conference room, private lockers, printing and copy facilities, and parking. Startups.club believes in all-inclusive pricing, so our entrepreneurs can predict the costs associated. In addition, due to the location being off the downtown core, the costs to startup are far less for ancillary services like parking, maintenance fees, and taxes.

Entry Level Price Point. It can be seen below that the pricing for facilities for single person desks is between \$250 and \$450 plus value added services.

- Incubator/Accelerators that focus on Financing:
 - Proton Enterprises, Naples
- Incubator/Accelerators that Focus on Education:
 - Indian River State College Pioneer Incubator, Fort Pierce
 - Innovation Hub at Broward College, Fort Lauderdale
 - Southwest Florida Enterprise Center, Fort Myers
 - Venture Hive, Miami:

Virtual Accelerator

Learn remotely using our library of world-class online content. If you're in the Miami area you're welcome to join us at our offices for weekly mentoring sessions and stand-up meetings. Selected companies can either pay \$5,000 up front or \$1,800/month for all benefits.

Work from our Offices

We invite you to move in! You'll be in the middle of the infectious energy of our startups. We provide an amazing space to network and grow. Our facility at 1010 NE 2nd Ave. in Downtown Miami is accessible easily by bus, Miami Trolley, and the "Eleventh Street" Metromover station is right outside our door. Selected companies can pay in advance for all twelve weeks: \$1,500 one-time payment for a shared workspace or \$3,000 one-time for a private office. This is in addition to the fee for the Virtual Accelerator. After the program, the monthly rate for access to non-private dedicated space is \$500/month for the first person plus \$250/month per additional person, or \$1,250/month for a private office for up to four people. These prices include bi-weekly mentoring and other benefits.

- Pure Facility Oriented Incubator/Accelerators:
 - generalprovision.com is at FAT Village workspace incubator that focuses exclusively on workspaces. Startups.club is distinguishable from General Provision in that

Startups.club will exist in the Investment and Education/Consulting of its members, to help create opportunities and growth.

- o wework.com advertised pricing:

WHAT WILL IT COST?

Decks	
Shared Office Desk	\$450/mo
Hot Desk Sign Up Now	\$250/mo
Private Offices	
1 Person	\$550-\$620/mo
2 Person	\$1,040-\$1,220/mo
3 Person	\$1,770/mo
4 Person	\$1,750-\$2,100/mo
6 Person	\$2,600-\$2,750/mo
7 Person	\$3,000/mo
8 Person	\$3,700-\$4,150/mo

- o pipelineworkspaces.com advertised pricing:

PRIVATE SUITES
Starting at \$649/mo

DEDICATED DESKS
Starting at \$449/mo

FLEX SPACE
Starting at \$199/mo

VIRTUAL OFFICES
Starting at \$99/mo

- o buromiami.com advertised pricing:

SEAT
\$249/MONTH FOR 1 PERSON

STATION
\$449/MONTH FOR 1 PERSON

SUITE
\$999 - \$3599/MONTH FOR TEAMS OF DIFFERENT SIZES

- o building.co advertised pricing:

DEDICATED DESKS
\$550/MO

If you're a one-person team for now, or a larger team that thrives in a collaborative layout, you can reserve any number of dedicated desks. Use our whiteboard desk dividers to create as much privacy as you need.

PRIVATE OFFICES
\$1,900/MO

Sometimes you need a space all your own. Offices are designed to fit up to 4 people in our glass-walled office, complete with your own storage and full whiteboard wall.

[APPLY NOW](#) [APPLY NOW](#)

- o CoLab Workspaces advertised pricing:

PRICING

Individual Membership

Private Office
Starting at \$900/month for 1 year

Dedicated Space
\$450/month for 1 year OR \$500/month for 3 months

Shared Space
\$200/month for 1 year OR \$250/month for 3 months

Day Pass
\$15

Facility Rental

Conference Room \$50 / hour
Full Facility \$200 / hour

Mailbox
\$100 / hour \$200 / hour
\$50 / month, 3 day passes / month

HOURS
All of them

- o Generalprovision.com advertised pricing:

MEMBERSHIP

General Provision offers six membership levels:

- Single Day Commune Pass: \$25**
Open table seating, 1 day of use from 8am - 8pm.
- Commuter Member: \$75 / week**
Open table seating, 5 days of use
- Virtual Member: \$75 / month**
Business Address, Mail Sorting, Membership Access to Events and Slack Channel. One physical visit to space per month.
- Commune Member: \$200 / month**
Open table seating, unlimited monthly use from 8am - 8pm, 2 hours of Conference Room time per month, Discounted Event space.
- Upgrade to 24 Hour Access: \$75 per month
- Upgrade to use our Business Address: \$75 per month
- Associate Member: \$300 / month**
Small Dedicated desk space, 24 Hour access, 8 Hours of Conference Room time per month, Locker storage. We spend time interviewing this candidate to make sure that they fit with our existing resident members. The Associate membership requires a three-month commitment.
- Resident Member: \$500 / month**
Large Dedicated desk space with lockers, 24 Hour access, 8 Hours of Conference Room time per month, Locker storage. We spend time interviewing this candidate to make sure that they fit with our existing resident members. The Residency Membership requires a three-month commitment.

Apply for membership

[JOIN US](#)

If you would like more information about Startups.club, please contact Colin Campbell at colin@startups.club or visit us at 701 N. Andrews Ave, Ft. Lauderdale, FL 33311.



StartUps.Club

WorkSpaces (*and more*) for Startups