



A CREATIVE HUB
38TH AVE. REDEVELOPMENT PROJECT

THE LINKUP

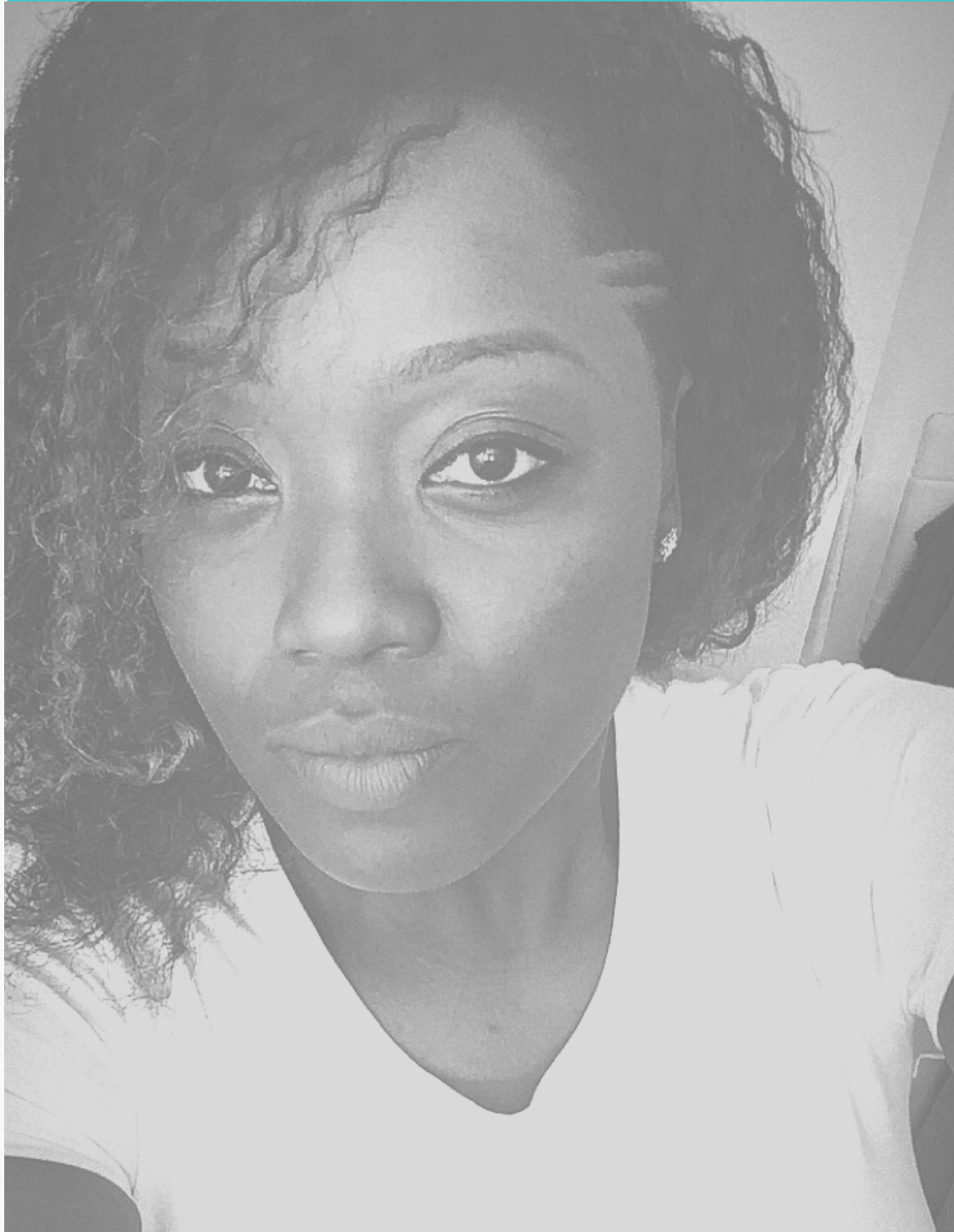
Together, a community can achieve greatness.

PRESENTATION OUTLINE

TOPICS TO COVER

- The Linkup
- What are Co-work Spaces
- Workshops & Training Programs
- Production & Youtube Recording Lab
- Benefits to the Community





NAISHA NICHOLAS

FOUNDER/ CHIEF MARKETING OFFICER

ABOUT ME

Over 10 years of experience in Digital Marketing & Public Relations, with an extensive background in the entertainment industry, working in areas such as Advertising, Film, Event Management, Radio, and Media Relations.

AWARDS AND ACCOLADES

Grammy Award

Reggae Album of the Year - Morgan Heritage, 2016

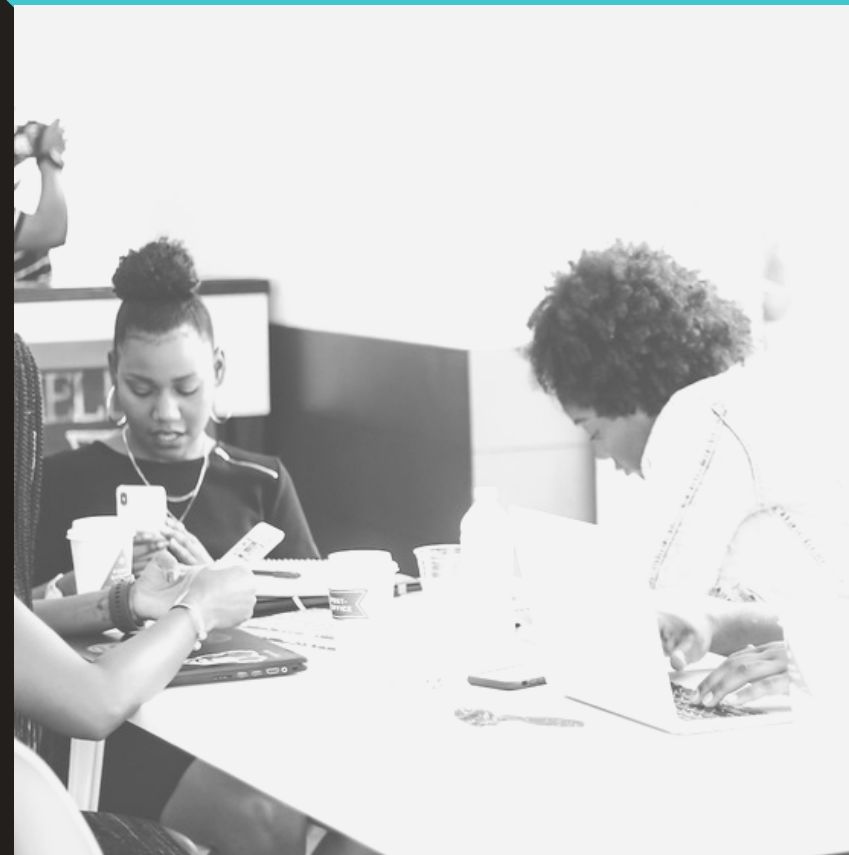
Broward County

Emerging Cultural Leader, 2009



THE LINKUP

A CREATIVE SPACE FOR CREATORS LIVING IN SOUTH FLORIDA



THE POWER OF CONNECTION

The LinkUp is an innovation hub that nurtures community, commerce, creativity, and culture for people of Caribbean & Latin American descent and their allies. By day, The Link Up serves as a co-working space, training facility, and production studio.

In the evenings it converts into a membership-driven social club that offers a variety of workshops, meetups, and events.



WHAT ARE CO-WORK SPACES?

GIVING THE CREATORS A SPACE



CO-WORK SPACES

**MULTIPLE HEADS ARE BETTER
THAN ONE.**

With the ever-increasing cost of commercial rents across the country, coworking can provide anyone in need of an office with proper space to work and network.

For startups, in particular, this means access to like-minded individuals and experienced professionals who can help push their business to the next level.

THE DIASPORA

THE LINKUP WILL ALSO SERVE AS AN ATTRACTIVE WORKSPACE FOR CARIBBEAN AND LATIN AMERICAN COMPANIES LOOKING TO DO BUSINESS IN SOUTH FLA.

LOCATION

PLACED DIRECTLY IN THE CENTER OF THE CARIBBEAN COMMUNITY, COMPANIES ARE ABLE TO KEEP THEIR FINGERS ON THE PULSE OF CULTURE.

Example of Memberships

DIGITAL CAPTIN

- 1 month of Unlimited 24/7 access to the Coworking Facilities, Hot Desk
- Fast, Reliable Wifi Access
- Free Beverages & Snacks
- Event Space Rental Discounts
- Production Studio Rental Discount

DIGITAL COMMANDER

- 1 month of Unlimited 24/7 access to the Coworking Facilities, Permanent Desk w/ Storage
- Fast, Reliable Wifi Access
- Conference Room
- Free Beverages & Snacks
- Event Space Rental Discounts
- Production Studio Rental Discount

DIGITAL OWNERSHIP

- Office space for up to 4-6 team members, includes full access to all of The LinkUp Member benefits, and 24/7 building access.

DIGITAL DAY

- 1 full day access to Coworking Facilities, Open Desk
- No Conference Room
- Availability only during business hours.
- Reservation Required



THE CONFERENCE ROOM

- Hourly reservations to host meetings
- Fast, Reliable Wifi Access
- Availability only during business hours.
- Reservation Required
- No Membership required



MAILBOX/BUSINESS ADDRESS

- A street address to provide a professional image for a business.
- Package and mail receipt digital notification(s)
- Mail and packages stay-safe and confidential.
- Plan includes 4 free Digital Day per month.

ENLIGHTENING FACTS...



40%

of the workforce will be
freelancers, temps,
independent contractors and
solopreneurs
by 2020

68%

said they were able to focus
better while working in a co-
space

50%

report higher incomes.

91%

have better interactions with
others after coworking

Sources:

<http://www.deskmag.com/en/the-coworking-market-report-forecast-2014>

<https://forbes.com/sites/adrianalopez/2013/04/25/coworking-is-it-just-a-fad-or-the-future-of-business/#1a635c975d8e>

<https://www.fastcompany.com/3004788/future-coworking-and-why-it-will-give-your-business-huge-edge>



WORKSHOPS & TRAINING FACILITY

INSPIRING A COMMUNITY OF CREATORS



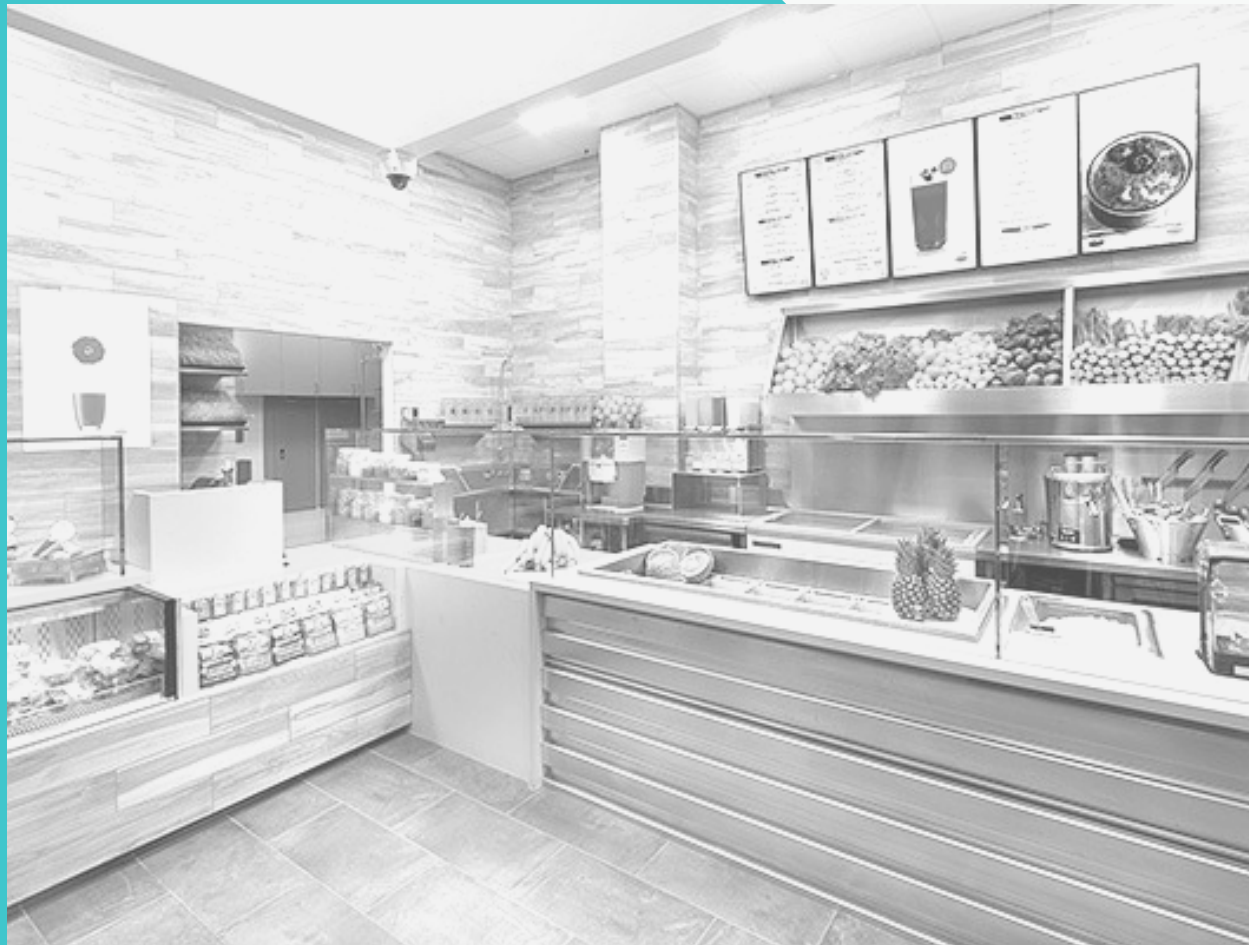
THE POWER OF COMMUNITY

EDUCATING & EMPOWERING

The LinkUp will partner with brands, industry professionals, and tastemakers to curate rich and engaging workshops, training programs, and special events.

- Social Media Training
- Music Industry 101
- Doing Business in your Community
- Small Business Seminars
- Local Artist & Musicians Meetups

THE T.E.A.M PROGRAM



WHAT IS THE T.E.A.M

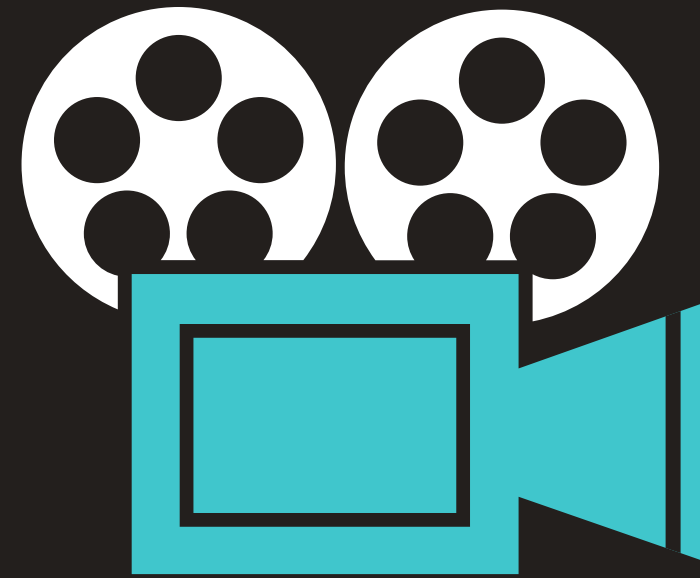
The **T.E.A.M** Program is a nonprofit organization centering its mission on educating underrepresented communities in four specific areas, Technology, Entrepreneurship, Arts, and Music.

The **T.E.A.M** thrives on the fact that the program will create a community that is impartial, creative and flourishing. Through continuous educational programs, scholarships, and partnerships the **T.E.A.M** aims to engage students and young adults to enter the technology, entrepreneurship, arts, and music industry with confidence.

ENTREPRENEUR & INTERNSHIP PROGRAMS

The LinkUp's Juice Bar will be our first initiative offered to highschool students and young adults wanting to develop their entrepreneurial skill through our 15-day Summer Internship Program.

*According to IBISWorld, "over the past five years, the Juice & Smoothie Bars industry has grown by 2.3% to reach revenue of \$2bn in 2017. In the same timeframe, the number of businesses has grown by 2.4% and the number of employees has grown by 2.7%."



Production & YouTube Recording Lab

Content creation built by our present & future leaders



PRODUCTION STUDIOS

TOOLS THAT ENCOURAGE CREATIVITY

In Broward County, adequate and inexpensive production studios are far and few in between. The LinkUp will provide members and the community with a space to bring their vision to reality.

YOUTUBE RECORDING LAB

VISUALS ARE ALL YOU NEED

With Social Media and independent artists on the rise there comes the need for content creation. The LinkUp is a place where creators can bring their ideas to life with the first YouTube Recording Lab in Broward County, FL.



BENEFITS TO THE COMMUNITY

DEVELOPING A BUSINESS ECOSYSTEM

The LinkUp will become a centerpiece of the local entrepreneurial and business ecosystem. Strong focus on collaboration, community and supporting entrepreneurs and independent professionals in South Florida

FOCUS ON SOLUTIONS

Creating an inclusive, safe space, empowering young-professional entrepreneurs from low socioeconomic backgrounds who have ideas and need the proper means to execute their plan(s)

BUILDING OUR PARTNERSHIPS

Leveraging established relationships locally & globally to provide engaging incentives for our members and the community



PARTING WORDS

"Coming together is a beginning. Keeping together is progress. Working together is success."

HENRY FORD