

# **Annual Report**

Domi Ventures, LLC (“Domi”)

10-31-14

We have made incredible progress at Domi Station and across the local entrepreneurial community thanks in no small part to the support of Leon County. On behalf of our team, the students and entrepreneurs (existing and aspiring), we offer our sincere thanks for your support. This work and these successes would not be possible without Leon County’s participation and leadership. Although we are still implementing the big plans that we put into place several months ago and have more work to do as we continue to grow the entrepreneurial ecosystem, the foundation has been firmly established over the past ten (10) months as we have seen the results of our early efforts scale beyond even our expectations. In short, we could not be more pleased with where we currently are, and could not be more excited about where we are going. The response from the community has exceeded our assumptions to this point. We are ready for the next phase of development, and look forward to continuing to strengthen our relationship with Leon County for years to come.

As requested on an annual basis, Domi is providing this written report to Leon County addressing its operations at Domi Station. Such information is being provided in addition to the public updates provided to our mailing list, on our website, in social media and weekly station announcements. The following report includes Domi’s reporting requirements to Leon County, Exhibit “D” from the lease agreement on 914 Railroad Ave, and other important information related thereto. The report is part of ensuring the community is fully aware of, and engaged in, Domi activities to a level consistent with both organizations’ needs. Transparency and effective communication of our mission to Leon County and its staff is imperative for our shared success in building the entrepreneurial ecosystem that we know can and will thrive here in Tallahassee/Leon County.

This document serves as the FY 2014 Domi Annual Report and contains the following sections:

- I. Capital Investment in Startup Companies (Page 2)**
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- IV. Mentors (Page 3)**
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### **I. Capital Investment in Startup Companies**

During FY 2014, Domi helped three companies attract over \$400,000 in investment capital. Grasslands Brewing Company is a brewery focused on craft beers and sustainable practices. Domi helped the brewery raised \$84,000 in investment capital (\$70,140 in-market and \$13,860 out-of-market) this year in order to renovate and operate its new location at 603 West Gaines Street in Tallahassee. The brewery is anticipated to open to the public in FY 2015.

Opphub is the company behind the new Student Opportunity Center, a one-stop shop for conferences, seminars, publications, and other experiential learning opportunities that can make students more appealing to potential employers. Opphub is currently based at Domi Station and got assistance from Domi in raising \$25,000 in out-of-market investment capital this year.

Domi also helped an unnamed Tallahassee-based company raise \$300,000 from in-market investment capital this year.

### **II. Membership**

Since opening in late May 2014, we have seen a sustained increase in membership. Our formal member list includes more than sixty (60) individuals. Exhibit #1 lists the full membership and their affiliation with Domi Station. More details on each member and their company can be found at [www.domistation.com/members](http://www.domistation.com/members).

Four (4) of Domi Station's five (5) small offices are filled and two (2) of its three (3) large offices are occupied. In terms of student entrepreneurs, we are currently working directly with more than twenty-five (25) Florida State University (FSU) affiliated entrepreneurs, as well as six (6) Florida A&M University (FAMU) affiliated entrepreneurs. Fourteen (14) members represent six (6) incubator companies and thirty-nine (39) members are coworkers. Additionally, we continue to work closer with a number of informal members throughout the community that have launched promising ventures. These entrepreneurs often seek ongoing mentorship and business resources but do not necessarily require full-time or even part-time office space. Exhibit #2 lists entrepreneurs informally associated with Domi Station.

### **III. Membership Levels**

#### **Coworking**

Domi Station offers a number of flexible coworking plans, ranging from part-time and nights/weekend membership to full-time private desks or private offices. Coworking companies have access to space, business service resources, mentors, events, and meeting rooms. More information and pricing can be found at <http://www.domistation.com/coworking/>. Figure 1 also includes a list of our coworking memberships and their corresponding amenities and price points.

Domi periodically offers coworking space as a form of sponsorship for competitions. Four members received access to Domi Station through the end of the calendar year for winning FSU's 3 Day Startup event this past spring. They have access to coworking space and all related resources.

Figure 1- Coworking Pricing

COWORKING PLANS	PRIVATE OFFICE	UNLIMITED COWORKER	PART TIMER	WEEKEND WARRIOR	CONNECT PASS	DAY PASS
	Small & Large				For Non Coworkers	One Day Free
Domi Membership	●	●	●	●	●	
Dedicated Desk		●	●	●		
Station Access	24/7	24/7	24/7	Before 9am or After 5pm		
Coworking Hours	Unlimited	Unlimited	25 Hrs / Mo	Nights/ Weekends		
Monthly Events	●	●	●	●	●	
Meeting Room Hours	20 Hrs / Mo	20 Hrs / Mo	20 Hrs / Mo	10 Hrs / Mo		
Wifi, Copy & Printer	●	●	●	●	●	●
Bar & Coffee Cafe	●	●	●	●	●	●
	\$550-\$975 MO	\$225 MO	\$125 MO	\$125 MO	\$25 MO	\$20 / DAY

**Incubator**

Incubator members apply for admission to Domi Station through a competitive process. Once admitted, they engage in an intensive four-month long process that is hands-on and mentorship driven. There is no equity taken at the time of admission, and there is no cost at the time of admission, nor throughout the life of the incubator program. Incubator companies have access to all of the same resources as coworking companies, but are additionally assigned a lead mentor that regularly ‘checks-in’ and helps them drive forward. They also gain access to a business curriculum based on the Lean Startup methodology, and they often work through focus groups, client/sales outreach, and build an investor pitch deck. More information can be found at <http://www.domistation.com/incubator/>.

As part of its sponsorship agreement, FSU has space in the Incubator program for 18 students or faculty. We have over-utilized their space so far. Those listed as FSU under the ‘Affiliation’ heading in Exhibit #1 are covered under the FSU agreement. Additionally, we have four active FSU undergraduate interns who are working either for pay or for credit.

**IV. Mentors**

Domi’s membership is supported by an extensive entrepreneurial network that has provided and will continue to provide domain mentoring to incubator companies and individuals. This can be, and often times is, the most important element of the incubation process. Experienced entrepreneurs provide advice, share concerns/thoughts and brainstorm best potential next steps for business success. In some cases, an individual mentor is assigned. At other times, a team of mentors may coordinate assistance on an as-needed basis.

Mentoring includes, but is not limited to, providing oversight/guidance/advice in the following areas:

1. Viability of the business model
2. Technology selection and implementation
3. Marketing Research and go-to Market Strategy
4. Sales Process and implementation

5. Staffing
6. Funding strategies
7. Connection to desired industry leaders
8. Free legal advice/services
9. Free accounting advice/services

Sessions are held one-on-one/in person, on the phone, via conference calls/video conference and/or Google hangouts. Exhibit #3 lists the active mentors currently working entrepreneurs at Domi Station.

#### **V. FY 2014 Community Events**

Driven by the execution of strategic programming over the past year, Domi Station has become the focal point for startup activity in the Tallahassee/Leon County area. We have hosted and/or organized more than forty-five group events/meetings (Exhibit #4) at Domi Station since opening in May 2014. Prior to opening Domi Station, we were active in the entrepreneur community by facilitating networking meet-ups and sponsoring HackFSU, a 24 hour long education/training competition held at FSU in May 2014 with more than 250 in attendance. We also frequently collaborate with area businesses, organizations, and associations including the Economic Development Council, the Greater Tallahassee Chamber of Commerce, and more.

These events continue to provide substantial value to the Leon County/Tallahassee entrepreneurial ecosystem, providing significant opportunities for networking and collaboration across disciplines and organizations.

#### **VI. Prospective Community Events**

We look forward to more events hosted in affiliation with Leon County, such as the Grand Opening and the recent Startupland documentary series. Exhibit #5 lists events already held at Domi Station since the start of FY 2015, as well as on-going events and events anticipated for later in the year. Some of those prospective community and public events planned for the next fiscal year include:

1. Maker Faire ([www.makerfaire.com](http://www.makerfaire.com))
  - i. Part science fair, part county fair, and part something entirely new, Maker Faire is an all-ages gathering of tech enthusiasts, crafters, educators, tinkerers, hobbyists, engineers, science clubs, authors, artists, students, and commercial exhibitors. All of these “makers” come to Maker Faire to show what they have made and to share what they have learned.
  - ii. Date not set
2. HackFSU ([hackfsu.com](http://hackfsu.com))
  - i. HackFSU is a hackathon for students, by students. This will be the ultimate place for collaboration and creation. Attendees will have 24 hours to make something amazing. Students will work in teams of 1-5 and have access to mentors and fellow hackers for help.
  - ii. Date not set

3. Pitch Day

- i. Startup companies will have the opportunity to pitch their business in front of Angels, VC's and Private Investors.
- ii. Date not Set

4. 1 Million Cups (1millioncups.com)

- i. "Building communities one cup at a time"
- ii. Developed by Kauffman Labs for Enterprise Creation, and refined by entrepreneurs around the world, we've created an educational program that holds the key to activating your city's community of entrepreneurs through online curriculum, coaching and experiential learning. The program is run of, by and for entrepreneurs--a dedicated group of startup community organizers in each active community volunteer their time to organize a promote 1 Million Cups each week. Teams of organizers license the 1 Million Cups toolset from Kauffman Labs for free, and events are run semi-autonomously. We're as grassroots as it gets--hosting our events out of coffee shops, TV stations, universities, and community centers.

**VII. Sponsors and Contributors**

The following are our current sponsors and contributors:



Additionally, Domi Station is supported by private supporters and community catalysts. A Community Catalyst is someone from the community who is a frequent connector, supporter, and may put forward private funds. Others provide ongoing networking help and are committed to helping the entrepreneurs. The following people are private supporters and community catalysts:

- Steve Evans
- Christine Urban
- Joe Clements
- Richard Benham
- Abraham Middleton
- Jeff Couch

**Exhibits:**

1. Domi Station Formal Members
2. Domi Station Informal Members
3. Domi Station Mentors
4. FY 2014 Events at Domi Station
5. FY 2015 Events at Domi Station

Domi's formal membership includes those that pay for coworking space, have been accepted into the Domi incubator program, or are Florida State University entrepreneurs operating under the Domi/Florida State University agreement.

***Formal Members***

<b>Member</b>	<b>Company</b>	<b>Affiliation*</b>	<b>Description</b>
Nobles, Pam	Diversified Design & Drafting Services, Inc	Connect Pass	Surveying and mapping
White, Artie	Kimley Horn	Connect Pass	Urban planning consulting
Heacox, Claire	Insight Data Consulting	Coworker	Data analysis
Hayes, Rob	Compass	Coworker	Project management software
Marshall, Scott	Compass	Coworker	Project management software
Parizek, Bill	Compass	Coworker	Project management software
Vanderpool, Josh	Compass	Coworker	Project management software
Downey, Steve	Consulting	Coworker	Marketing consultant
Wiggins, Derek	Consulting	Coworker	Consultant
Steele, Adam	FinTech Startup	Coworker	Financial software
Anderson, Simon	Foresight	Coworker	Futurist
Grass, Gabe	Grasslands Brewing	Coworker	Brewery
Cocke, Steve	Hwind Scientific	Coworker	Hurricane modeling software
Michael, JP	Hwind Scientific	Coworker	Hurricane modeling software
Steffen, John	Hwind Scientific	Coworker	Hurricane modeling software
Powell, Mark	Hwind Scientific	Coworker	Hurricane modeling software
Seitz, Chana	Hwind Scientific	Coworker	Hurricane modeling software

\* Affiliation corresponds to the entrepreneur's membership level as defined in the Price Structure section on page three of the annual report.

***Formal Members (Cont.)***

<b>Member</b>	<b>Company</b>	<b>Affiliation*</b>	<b>Description</b>
Holly, Julia	J Creative	Coworker	Designer
Morrison, Amanda	Madison Social	Coworker	Restaurant marketing
Thompson, Matt	Madison Social	Coworker	Restaurant management
Breslend, Patrick	Optimal Bagging	Coworker	New patented trash bag
Graban, Eric	ReclaimRX	Coworker	Developing a protein kit
Jackson, Thomas	SactionOne	Coworker	3D printing and web development
Blair, Alex	Strategic Digital Services	Coworker	Digital firm for campaigns and causes
Clements, Joe	Strategic Digital Services	Coworker	Digital firm for campaigns and causes
Dean, Daniel	Strategic Digital Services	Coworker	Digital firm for campaigns and causes
Farrar, Matthew	Strategic Digital Services	Coworker	Digital firm for campaigns and causes
Hart, Andrew	Selenko	Coworker	Technology design and consulting
Osaulenko, Serge	Selenko	Coworker	Technology design and consulting
Iglesis, Michael	Selenko	Coworker / FSU	Technology design and consulting
Timpone, Danny	N/A	Coworker / 3Day Startup Winner	Programmer
Valcarcel, Frank	N/A	Coworker / 3Day Startup Winner	Programmer/ Financial software startup
Faizan, Peyman	N/A	Coworker / 3Day Startup Winner	International student and programmer
Kuhl, Ryan	N/A	Coworker / 3Day Startup Winner	Developer
Morehouse, Emily	N/A	Coworker / 3Day Startup Winner	Computer scientist
Beard, David	Technology Grows	Coworker	Technology education

\* Affiliation corresponds to the entrepreneur's membership level as defined in the Price Structure section on page three of the annual report.

***Formal Members (Cont.)***

<b>Member</b>	<b>Organization</b>	<b>Affiliation*</b>	<b>Description</b>
Dietz, Chris	Technology Grows	Coworker	Technology education
Whitney, Ryan	Technology Grows	Coworker	Technology education
Perkins, John	Shop X	Coworker /Mentor	Google Glass application
Smith, Amber	FoodTruck	FSU / FAMU	Food Truck Rental
Kopinsky, Ryan	Shop X	FSU	Google glass application (shopping list)
Weru, Lawrence	AstroQueue	FSU	Appointment software
Deveney, David	College Cabs	FSU	Taxi hailing application for students
McIntosh, Jason	DivvyUp	FSU	E-commerce platform
Nelson, Mitch	DivvyUp	FSU	E-commerce platform
Chirinos, Carol	Finbot	FSU	Financial education application
Henry, Jesse	Stacknpass	FSU	Software service
Hurtado, Diva	TechNole	FSU	Student technology group
Tucker, Ryan	TechNole	FSU	Student technology group
Rojas, Michelle	Tego	FSU	Security Startup (Atlanta based)
Bradshaw, Samuel	TempoTrader	FSU	Music exchange/crowdfund platform
O'Donnell, Nicholas	Wavelet	FSU	Product/e-commerce
Bland, Dante	Unify	Incubator / FAMU	App to connect Christians and ministries
Wescott, Barbara	PointCatcher	Incubator	Universal reward point software
McCluskey, William	Proper Channel	Incubator	Flow chart web app (wiki)

\* Affiliation corresponds to the entrepreneur's membership level as defined in the Price Structure section on page three of the annual report.

***Formal Members (Cont.)***

<b>Member</b>	<b>Organization</b>	<b>Affiliation*</b>	<b>Description</b>
Amir, Samantha	Opphub	Incubator	Continuing education online resource
Freire, Chris	Opphub	Incubator	Continuing education online resource
Hodgen, Robert	Opphub	Incubator	Continuing education online resource
King, Chance	Opphub	Incubator	Continuing education online resource
Linabury, Tyler	Opphub	Incubator	Continuing education online resource
Kofar-Naisa, Nusaibah	Opphub	Incubator	Continuing education online resource
Thorton, Jeff	Opphub	Incubator	Continuing education online resource
Ard'is, Dominick	TAU	Incubator	Civic engagement application
Morgan, Enrique	TAU	Incubator	Civic engagement application
Mendoza, Maximo	Efficient Systems	Incubator	Electric bicycles
Vargas, Fabio	Efficient Systems	Incubator	Electric bicycles

\* Affiliation corresponds to the entrepreneur's membership level as defined in the Price Structure section on page three of the annual report.

Domi works closely with a number of informal members throughout the community that have launched promising ventures. These entrepreneurs often seek ongoing mentorship and business resources but do not necessarily require full-time or even part-time office space.

***Informal Members***

<b>Individual</b>	<b>Company</b>	<b>Affiliation</b>
Sunny	Vale Food Company	Community Business
Wilson, William	CaptiveEyes	Community Business
Hart, Andrew	Stagger, Inc	Community Business
Heaox, Claire	Binary Star, LLC	Community Business
Mundy, Owen	Socialscore	FSU Faculty
Kumar, Piyush	Blib	FSU Faculty
Siciak, Charlie	Goodwipes, LLC	FSU Graduate
Whalen, Jeff	FullScaleNano	FSU Phd
Ventura, Matthew	Empirical Games	FSU Phd
Shute, Valerie	Empirical Games	FSU Phd
Rodgers, Ryan	Omics, LLC	FSU Phd
Brightbill, David	MakingAwesome	Makerspace

Domi's membership is supported by an extensive entrepreneurial network that has provided and will continue to provide mentoring to incubator companies and individuals.

***Mentors***

<b>Mentor</b>	<b>Organization</b>	<b>Affiliation</b>
Adams, Jonathan	FSU CCI	Mentor
Kiker, Jake	FSU Alum/WG Law/Domi	Mentor/Partner
Lawson, David	NewSci/Domi	Mentor/Partner
Markl, Chris	FSU Social EIR	Mentor
Tully, Tim	FSU Libraries	Mentor
Van Engelen, Robert	FSU CS Department	Mentor
Vecchio, John	FSU Alum/ Mosley/ Domi	Mentor/Partner
White, David	Carr Riggs Ingram	Mentor
Eisenberg, Rob	Google	Advisor/Mentor
Perkins, John	Independent Consultant	Mentor
Smith, Doug	Redwire	Investor/Mentor
Evans, Steve	Retired IBM Executive	Investor/Mentor
Benham, Richard	EIR FSU Law	Mentor/Supporter
Ray, Gus	FSU Corporate Giving	Supporter/Connector
Mansouri, Edward	WeatherStem / Ucompass	Supporter/Mentor
Widen, Micah	Domi	Facilitator/Mentor

Domi Station has hosted and/or organized more than forty-five group events/meetings since opening May 22, 2014.

***FY 2014 Events Held at Domi Station***

<b>Date</b>	<b>Events Held at Domi Station</b>	<b>Purpose</b>	<b># Attendees</b>
5/22/2014	Grand Opening with Leon County and FSU	Community	300+
6/12/2014	Tally Javascript Meetup	Meetup	55
6/18/2014	CareerSource Startup Quest Collaboration Breakfast	Education/ Training	50
6/18/2014	CareerSource Startup Quest Innovation Crash Course	Education/ Training	50
6/24/2014	EDC Roundtable Sector Chairs Meeting ft. Gray Swoope	Community	55
6/25/2014	Startup Grind ft. Micah Widen and David Lawson	Networking	60
7/8/2014	Intro to Machine Learning (Free Workshop)	Education/Training	15
7/9/2014	Intro to 3D Printing (Free Workshop)	Education/Training	25
7/10/2014	Intro to Making Awesome Makerspace (Meetup)	Meetup	10
7/21/2014	Barista Mornings- Coffee and Conversation ft. Raleys Confectionary	Networking	15
7/22/2014	Intro to ASP.NET MVC 5 with C# and Visual Studio 2013 (Free Workshop)	Education/Training	15
7/23/2014	Intro to Entity Framework 6 (Free Workshop)	Education/Training	10
7/28/2014	Tallahassee Strategy Meeting- Innovation Districts	Community	23
7/29/2014	Startup Grind ft. Shop X	Networking	50
7/31/2014	Domi Meetup: I Love It When You Call Me Big Data ft. Ghostery	Meetup/ Education	65
8/1/2014	Community Happy Hour	Networking	35
8/7/2014	.NET User Meetup Group	Meetup	45
8/14/2014	Intro to Xamarin (Free Workshop)	Education/ Training	10

***FY 2014 Events Held at Domi Station (Cont.)***

<b>Date</b>	<b>Events Held at Domi Station</b>	<b>Purpose</b>	<b># Attendees</b>
8/15/2014	Community Happy Hour	Networking	40
8/18/2014	Barista Mornings- Coffee and Conversation ft. Captive Eyes	Networking	13
8/18/2014	Tallahassee Strategy Meeting- Real Estate	Community	16
8/20/2014	Intro to Drones (Free Workshop)	Education/ Training	23
8/21/2014	Intro to Python (Free Workshop)	Education/ Training	12
8/26/2014	Startup Grind ft. LESS	Networking	45
8/27/2014	Tallahassee Javascript Meetup	Meetup	34
8/28/2014	Leadership Tallahassee Happy Hour	Community	35
9/2/2014	Opphub Focus Group	Focus Group	15
9/3/2014	Vanguard Conference Host Committee	Community	12
9/5/2014	Community Happy Hour co-hosted with Refresh Tallahassee	Networking	40
9/10/2014	FSU Business Law Certificate Orientation	Community	75
9/10/2014	PointCatcher Focus Group	Focus Group	25
9/11/2014	Domi Meetup: Weather Tech ft. WeatherSTEM & HWind	Meetup/ Education	55
9/15/2014	Tallahassee Strategy Meeting- Agile Management	Community	15
9/16/2014	Career Source Capital Region Video Shoot	Community	n/a
9/16/2014	FSU RSO: TechNole Meeting	Community	25
9/17/2014	Entrepreneurial Excellence Course- Local Resources	Education/ Training	28
9/18/2014	Florida Next Impact Forum Committee Mixer	Community	20

***FY 2014 Events Held at Domi Station (Cont.)***

<b>Date</b>	<b>Events Held at Domi Station</b>	<b>Purpose</b>	<b># Attendees</b>
9/23/2014	FSU RSO: Collegiate Entrepreneurs Organization Meeting	Community	45
9/24/2014	Proper Channel Focus Group	Focus Group	15
9/24/2014	Tallahassee Food Entrepreneurs Meeting	Community	40
9/25/2014	ACT Leadership Forum: Partnership Development	Education/ Training	10
9/27/2014	.NET Fast Track Course	Education/ Training	9
9/29/2014	Barista Morning with Pam Nobles	Networking	10
9/29/2014	Tallahassee Strategy Meeting- Alternative Energy	Community	22
9/30/2014	Startup Grind ft. Maker-Based Education	Networking	38
9/30/2014	How to Start a Startup Screening w/ FSU Soцент	Education/ Training	8

Domi Station continues to host a number of events as FY 2015 begins and looks forward to hosting and participating in other significant events as the year progresses.

***FY 2015 Events Held at Domi Station***

<b>Date</b>	<b>Events Held at Domi Station</b>	<b>Purpose</b>	<b># Attendees</b>
10/2/2014	How to Start a Startup Screening w/ FSU SoCent	Education/Training	8
10/3/2014	FSU Presidential Scholars Tour	Community	25+
10/3/2014	Community Happy Hour Sponsored by JMI	Networking	35
10/3/2014	FSU RSO: TechNole Nighthacks Mini-Hackathon	Community	20
10/8/2014	Present to Dr. Jonathan Adams' Class (Virtual)	Community	20+
10/9/2014	Present to Dr. Richard Urban's Class (Virtual)	Community	10+
10/16/2014	MailChimp Speaker & Recruiting Event	Meetup/Education	100+
10/23/2014	FSU Sneak Peek (at FSU Turnbull)	Community	n/a
10/21/2014	Starupland Pt. 1 (at All-Saints Cinema)	Documentary Series Co-Hosted with Leon County	40
10/27/2014	Tallahassee Strategy Meeting- Future of Pharmaceuticals	Community	10
10/28/2014	Starupland Pt. 2 (at All-Saints Cinema)	Documentary Series Co-Hosted with Leon County	30
11/4/2014	Starupland Pt. 3 (at All-Saints Cinema)	Documentary Series Co-Hosted with Leon County	25
Ongoing	FSU RSO: Collegiate Entrepreneurs Organization Meeting	Community	20+
Ongoing	FSU RSO: TechNole Meetings & Hack Night Mini-Hackathons	Community	20+
Fall -TBD	FSU Greek Life Open House	Community	TBD
Spring -TBD	The Internet's Own Boy Documentary w/ FSU Libraries	Community	TBD
Spring -TBD	HackFSU Hackathon	Meetup/Education	TBD
Fall & Spring - TBD	One Million Cups Weekly Series	Networking/Education	TBD