



Notice of Public Meeting

There will be a meeting of the **CO:LAB Tenant Selection Committee** on Monday, **January 16th, 2025, at 11:00 AM - 12:00 PM** in the first-floor conference room (103) at CO:LAB, 418 West Garden Street, Pensacola, Florida 32502.

The public is welcome to join in and provide public input. If members of the public wish to speak about items on the agenda of regular board meetings or during the Visitor's Forum, they will be given the opportunity to speak during the public comment portion of the meeting and will need to fill out a form.

Persons needing special accommodation to participate in this meeting should contact the **CO:LAB**, in writing, at P.O. Box 1992, Pensacola Florida 32591, or at colab@floridawesteda.com by written request 48 hours prior to the event date.

For more information, please call (850)346-6935 or send an email to colab@floridawesteda.com



CO:LAB Policy Board Tenant Selection Meeting Agenda

January 12, 2026 11:00 am
CO:LAB Pensacola

- I. Welcome Patrick Rooney
- II. Roll Call Annie Rose
- III. Meeting
 - a. Introductions Patrick Rooney
 - b. Presentation Jessica Qualls – Simply Unwind
Ash – Panhandle Hospitality
Ben Cheatham – Ai
 - c. Questions
 - d. Deliberation
- IV. Adjourn



CO:LAB Policy Board Tenant Selection Meeting Minutes

December 15, 2025 11:00 am
CO:LAB Pensacola

I. Welcome Annie Rose Chair
Kelly Massey called meeting at 11:10am

II. Roll Call Annie Rose
Attendance:
Board member name: Kelly Massey Present
Board member name: Felica Wynne Present
Board member name: Lloyd Reshard Present
Board member name: Gerry Goldstein Present
Board member name: Ross Overstreet Present

Staff and support: Patrick Rooney, Annie Rose, Chris Plate

III. Meeting Patrick Rooney
a. Introductions Tim Freidel – DME Flow
b. Presentation
c. Questions
d. Deliberation – Gerry Motioned Ross Seconded and Tim was approved.

IV. Adjourn at 12:02pm

Respectfully Submitted By:
Annie Rose
----Name-----, Secretary



Mission Statement: Co:Lab will act as a catalyst to support entrepreneurs with the potential to create high-wage jobs and can sustain long-term economic growth for the Pensacola Bay Area.





Puriva EVS

Puriva EVS: Our Story



- Two minds, mutually agreeing they have much to offer. Being former college and a professional a drive to reach their best.
- Started with home and AirBnB to servicing Blue Wahoos facility year long
- Branched out from commercial cleaning operations
- Focus is now exclusively on Environmental Services
- Puriva EVS is dedicated to specialized EVS solutions
- We provide essential environmental management support

The Solution (Proprietary IP: The Puriva Standard)

We Don't Just Hire Cleaners; We Manufacture Certified Technicians.

- The Core Innovation: We hold the AHE CSCT Train-the-Trainer Certification, our critical intellectual property.
 - Why this matters: We don't outsource training. We operate an internal "Puriva Academy" that turns local talent into Nationally Certified Surgical Cleaning Technicians, creating a major barrier to entry.
- The Tech Edge: We integrate this proprietary human certification with an IT-based quality assurance stack to track and ensure real-time compliance. We leverage industry standard system for job management and personnel management.

Validated Traction & Market Proof

- Anchor Client: Blue Wahoos Stadium (Year-Round Contract).
- Execution: Proven ability to manage complex, high-volume logistics while maintaining a hospital-level sterilization standard in an event space.
- Market Position: This is a premium service tier that competitors—who lack the certification engine—cannot match.

The Team

- **Co-Founder 1: Operations & Technology**
 - *Background:* IT Professional + AHE CSCT Certified Trainer.
 - *Role:* Builds the proprietary training protocols, IP, and technology platform.
- **Co-Founder 2: Finance & Growth Strategy**
 - *Background:* UGA Finance Grad, Air Force Reservist, Former International Pro Athlete, Serial Entrepreneur.
 - *Role:* Manages financial structuring, capital allocation, and multi-state expansion.
- **The Power Combo:** This team covers all necessary competencies from Day 1: **Technical Precision, Financial Discipline, and Operational Scale.**

Pivot: Proof of Concept

Panhandle Hospitality LLC, est Aug 2022 was on our first run into Hospitality and Commercial Cleaning. After reviewing strengths and performance we have settled on our path forward. High standard EVS solutions for Event, Commercial and Medical facilities - Puriva EVS

Category	2024	2025
Income	\$113,068	\$144,524
Employee Payroll	\$71,104	\$102,802
Contractor Pay	\$20,255	\$18,276
# of Clients	3	5

Exporting "The Puriva Standard" Across the Gulf Coast.

- **The Model: Pensacola is the Training Headquarters.**
 - We train and certify all technicians here, bringing immediate, portable value to the local workforce.
 - We deploy these certified teams to manage contracts in Mobile, Birmingham, and Destin.
- **Revenue Flow:** Revenue from contracts in GA, AL and MS is imported back to the Pensacola HQ, reinforcing local economic growth.
- **Target:** High-margin contracts in Healthcare Networks (requiring CSCT certification) and Tier 2 Stadiums.

Building a Skilled Reserve.

- **Military Alignment:** Our Reservist co-founder gives us a unique advantage in recruiting veterans and military spouses for highly disciplined EVS roles.
- **Career Ladder:** We convert entry-level jobs into a true career path by providing a **portable, national CSCT certification**, dramatically increasing our team members' lifetime earning potential. This is a core **Workforce Development** narrative.

The Problem

The Gap in Standard Facility Care

Many facilities rely on general commercial cleaners, but standard "janitorial" services are failing modern high-traffic and professional environments in three ways:

- **The "Surface-Level" Trap:** Most cleaners focus on aesthetics (looking clean) rather than true decontamination and environmental health (being safe).
- **Inconsistency in High-Stakes Venues:** Large-scale facilities (like stadiums or medical hubs) face extreme wear and tear that "mom-and-pop" residential cleaners aren't equipped to manage.
- **Lack of Accountability:** Facility managers are often stuck managing their contractors more than their buildings, leading to operational headaches and safety risks.

The Puriva Solution

Precision Environmental Services (EVS)

Puriva EVS bridges the gap between basic cleaning and technical environmental management through a "Pro-Grade" approach:

- **Specialized EVS Protocols:** We moved beyond "commercial cleaning" to implement hospital-grade environmental standards that prioritize health, safety, and longevity of the facility.
- **Athletic Discipline & Systems:** We apply the rigors of professional athletics to our operations—showing up with a "game-day" mindset every single day to ensure zero-fail performance.
- **Essential Management Support:** We act as an extension of the facility's leadership team, providing the data, reliability, and specialized care that allows them to focus on their core business.

- **Why Us?** We have the **Intellectual Property** (Trainer Certification), the **Validated Revenue** (Wahoos), and the **Unbeatable Leadership** (IT/Ops + Finance/Military).
- **The Ask:** We are seeking admission into the Incubator Program.
- **Why CO:LAB?** We need the mentorship and structure to transition from hands-on **Operators** to scaled **Executives**. We require guidance on establishing the corporate governance and financial controls necessary to manage a multi-state territory from our Pensacola HQ.

Wunderlabs



“We help businesses unlock measurable leverage with AI + automation—then productize the repeatable wins into SaaS.”



Ask: Acceptance into Co:Lab (space + mentors + community) to accelerate pilots → productization.



SMBs (and growth teams) are drowning in:



manual workflows + tool sprawl



slow lead response / missed follow-ups



inconsistent ops + tribal knowledge



“AI promise is high, implementation is messy.”

Wunderlabs Leverage Loop



Outputs: playbooks, automations, dashboards, training.

Current companies “in loop” (pipeline/pilots):

Companies:



Voice8 – AI automation
& voice solutions



Kiss & Tell – destination
wedding ops + customer
experience

Business Model Evolution & Scalability

Revenue Stream:



Revenue now: consulting / implementation (project or retainer)



Revenue next: SaaS subscription for the repeatable workflows

Focus, Goal, & Scale:



Export focus: target customers regionally/nationally (remote delivery)



Goal: $\geq 51\%$ revenue outside the MSA (timeline: 24 months)




Why this scales: templates + reusable integrations + vertical modules


Timeline & Local Hiring Plan (Pensacola)

90 days


6 months


12 months

 2-3 paid pilots
→ 2 product
candidates

 ship MVP for 1
SaaS module

 expand module +
hire locally:

 **Hire #1:** automation
engineer / full-stack

 **Hire #2:** ops + customer
success / sales support

“High-wage, tech-enabled roles in Pensacola”

Why Co:Lab & Our Contribution

Why Co:Lab:



mentors + business
services + community
access



CO:LAB +1



proximity to other builders
→ faster iteration

How we'll contribute:



monthly “AI leverage” office
office hours / mini-workshops



share post-graduation
growth metrics (as requested)



active participation in events
events

Financial Projections & Impact

Metric	2024A	2025A	2026F	2027F	2028F
Revenue (\$)	\$0	\$0	\$100,000	\$280,000	\$600,000
Headcount (Avg FTE)	1	1	1	2	3
Total Payroll incl. Contractors (\$)	\$0	\$0	\$50,000	\$130,000	\$200,000
Revenue outside Escambia County (% of total)	—	—	55%	70%	80%