

For Immediate Release:

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WorkBase Coworking Grand Opening

A grand opening/ribbon cutting for WorkBase, a coworking space facility spearheaded by local entrepreneur Jibril Sulaiman and programmer Chris Hendricks is set for May 31st 2016 at 4pm. WorkBase officially opened at its location of 7203 Pine Forest Rd Pensacola, FL 32526 (1/4 mile south of Five Flags Speedway) on May 16th 2016. The coworking space is a collaborative effort to provide a place where small business owners, freelancers, and others who normally work from home, can operate in an environment apart from the distractions of the home environment. This space will also allow entrepreneurs to be surrounded by other like-minded small business owners. Mentoring to assist those members who need guidance with operating a small business will also be provided at the coworking space.

"During the daytime as well as the night, home-based businesses are great," Hendricks said. "But when you're at home and have kids running around it can be very distracting."

Shared or co-working spaces are popping up all over the country. Many of these entrepreneurial endeavors have evolved into "bases" for teams and individuals who do want to commit to leasing a dedicated office space. These facilities have also emerged as a new hub for innovation and creativity among freelance entrepreneurs.

Sulaiman and Hendricks are both natives of Pensacola and are self proclaimed serial entrepreneurs with backgrounds in technology. Sulaiman is best known for his software company Pay Sell Co. (formerly Pay Cell Systems) and its product Cell Pay, a payment facilitation platform for wireless stores. Hendricks, in addition to being an applications developer, also runs an internet radio station.

Combined the duo has over 20 years experience in entrepreneurship.

The concept of a co-working space is a relatively new construct. Some refer to it as the "Office-of-The-Future." Unlike prior opportunities provided to small business owner, this model incorporates a social, collaborative, and an informal aspect. The management practices of co-working spaces are similar to those of a cooperative; in addition, an important component of this concept is a focus on community and the growth of "networks" instead of revenue.

Prior to the WorkBase concept, the popular and prevalent trend (and still is to a certain extent) has been working from home or at popular cafes. Currently, entrepreneurs are realizing the impact that “community” has on a positive and progressive work environment. The lack of social interaction tends to lead to loneliness and slower business growth because there is no exchange of ideas, or no opportunities for ideas to be challenged.

"We are cultivating small business by providing the infrastructure," said Sulaiman. "It's not an incubator program, but hopefully by providing some advice and mentorship with the experience I have accumulated over the years, there will be some soft incubation through the interaction with WorkBase members."

WorkBase co-workers will have access to a range of membership options: (a) free membership with no wifi; \$59 per month for 1.5 hours of daily wifi access; \$89 per month for 4 hours of daily wifi access; \$250 for unlimited access; or, \$400 per month for a dedicated desk. Membership includes free printing, free coffee/beverages, and an allotment of meeting space credits. Access to a 2, 6, or 8 seat conference/meeting room, as well as a 12-person training room can be used with or without a WorkBase membership.

Special invited guests and organizations invested in small business economic development include: District 1 Commissioner Candidate Karen Sindel, District 2 Commissioner Doug Underhill, and District 3 Commissioner Lumon May, Gulf Coast African American Chamber, Greater Pensacola Chamber, Gulf Coast Center for Innovation and Entrepreneurship, and The Pulse Gulf Coast.

The Grand Opening will be open to the public. For more information email headhoncho@workbase.us and RSVP at <http://workbase.us/grandopening>

Regards,

Jibril Sulaiman

Founder

WorkBase.us

Pay Sell Co.

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