Why do you deserve free office space? (500 words or less).

The founders of New Charity Era, L3C believe that they can create a movement that will change the world, and they want Gainesville to be the epicenter of that change. Having recently graduated from UF's Master of Science in Entrepreneurship program, Joey Sasvari and Cameron MacMillan know the powerful human resources that the area attracts and have already hired employees and interns from Gainesville. Their first product is Raise the Village: an application hybrid of charity and game playing that allows users to raise a virtual village, where all virtual purchases represent real items that users can experience delivering to a Ugandan village.

Even before its release, the application has had mentions in the media throughout the state of Florida. The company is replicating the extremely popular and profitable model of social games and putting a guilt-free twist on it by allowing money spent on virtual items to actually mean something. The concept has been well-received at speaking engagements across Gainesville, and the beta tests of the application shows that the potential for success is huge, making the founders confident that their plans for expansion into other entertainment media for the purposes of helping a cause can begin quickly…as long as they can hire the right people and work in the right environment.

While the company feels the components of success are all in place, the founders are committed to bootstrapping during the first year to safeguard their business. Having created an application on seed funding when comparable products are usually made with million in investment, the operations to this point have been run out of internet cafes and two rented offices within the 352 Media Group compound. The founders would like to have offices a little closer to the heart of Gainesville and would be willing to share the goodwill they hope to garner with anyone who helped them pursue their mission of inspiring a movement through their products that transforms lives by increasing the overall amount of good in the world.

Further, the founders know that Gainesville is a very charity-oriented town, and they'd like to introduce the concept of the low-profit, limited liability company to the area in order to show that charity can be a business where employees can still earn good wages and operations don't have to depend on the occasional donation. New Charity Era, L3C represents a niche in Gainesville where doing good is both a job and a lifestyle.