

Bridge to Business - Value Proposition Report

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Open Innovation Center, Jacksonville, FL

JAX AI AGENCY

VV Pro AI, LLC

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EXECUTIVE SUMMARY

This report provides comprehensive research on all 12 judge organizations for the Bridge to Business pitch event. Each profile includes organizational overview, current challenges, and specific AI value propositions.

JAX AI Agency Value Propositions:

- AI Customer Service Agents (24/7 automated support)
- Workflow Automation (invoice processing, scheduling, data entry)
- Knowledge Base AI/RAG Systems (institutional knowledge preservation)
- GEO (Generative Engine Optimization) for AI-powered search visibility
- Private AI Deployment (HIPAA-compliant, secure, encrypted)
- MCP (Model Context Protocol) implementation

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AULD & WHITE CONSTRUCTORS

Organization Profile

- Type: Commercial General Contractor
- Location: Jacksonville Beach, FL
- Founded: 1987 (38 years in business)
- Size: 170+ employees (65% field craftspeople)
- Annual Revenue: Major projects (\$100M+ portfolio)
- Specialties: Design-build, construction management, healthcare, commercial, public facilities

Current Operations & Challenges

- Project Types: New construction, tenant improvements, renovations
- Key Markets: Healthcare facilities, educational institutions, commercial buildings
- Recent Projects: Jacksonville Humane Society, UNF Boathouse, Bishop Kenny HS
- Tech Adoption: Recently upgraded headquarters with modern design (2024)
- Business Model: 75%+ repeat clients, relationship-driven

Pain Points & Opportunities

1. Project Management Complexity
 - Coordinating 170+ employees across multiple sites
 - Managing subcontractors, suppliers, schedules
 - Real-time project status communication with clients
2. Estimating & Bidding
 - RFP response time pressure
 - Accurate cost projections for complex MEP systems
 - Competitive bid preparation
3. Client Communication
 - 24/7 project inquiry handling
 - Change order processing
 - Safety compliance documentation
4. Knowledge Management
 - 38 years of construction expertise
 - Lessons learned from projects
 - Best practices documentation

Value Proposition

- AI Project Assistant: 24/7 chatbot answering client questions about projects, schedules, change orders using RAG knowledge base
- Proposal Automation: AI-powered RFP response generator pulling from past successful bids
- Document Intelligence: Automated extraction and organization of blueprints, specs, permits
- Safety Compliance Bot: Automated safety training reminders, incident reporting, OSHA documentation
- Reduce RFP response time by 60% (faster bid submissions)

- Save 15+ hours/week on client inquiries
- Improve repeat client rate through better communication
- Accelerate new employee onboarding with AI knowledge base

Pitch

"Auld & White has built an incredible 38-year reputation on relationships and quality. Your 75% repeat client rate proves that. But I've noticed construction firms face three AI opportunities: First, responding to RFPs faster without sacrificing quality. Second, giving clients 24/7 project visibility—imagine every client can instantly ask 'What's my project status?' and get accurate answers. Third, preserving institutional knowledge—your field supervisors hold decades of expertise that walks out the door at retirement. We build AI agents that can respond to client RFPs in hours not days, provide 24/7 project updates via chat, and capture veteran knowledge into an AI assistant that trains your next generation. With 170 employees across multiple sites, AI isn't about replacing people—it's about making your team superhuman."

Organization Profile

- Type: Healthcare System (Non-profit, faith-based)
- Location: Jacksonville, FL (Founded 1955)
- Size: 6 hospitals, 1,168 beds, 2,500+ specialists, 50+ primary care offices
- Employees: ~10,000+
- Service Area: Northeast Florida, all 67 Florida counties
- Specialties: Central hub is Baptist Jacksonville with advanced surgical systems (da Vinci robotics)

Current Operations & Challenges

- Facilities: Jacksonville Downtown, South, Beaches, Nassau, Clay, plus Wolfson Children's
- Recognition: #2 Best Regional Hospital in Jacksonville, multiple U.S. News rankings
- Tech: Robotic surgery, advanced imaging, comprehensive stroke center
- Patient Volume: 20,000+ patients annually at flagship facility
- Special Programs: Baptist MD Anderson Cancer Center (opened 2017, \$184M facility)

Pain Points & Opportunities

1. Patient Communication & Access
 - High call volumes to scheduling/triage
 - After-hours patient questions
 - Appointment reminders and follow-ups
 - Patient portal navigation assistance
2. Staff Administrative Burden
 - Nurses spending 30%+ time on documentation
 - Prior authorization processing
 - Insurance verification
 - Medical records requests
3. Care Coordination
 - Managing transitions between 6 hospitals
 - Specialist referral coordination
 - Post-discharge follow-up
 - Chronic disease management
4. Compliance & Training
 - HIPAA-compliant systems required
 - Ongoing staff education
 - Clinical protocol updates
 - Joint Commission readiness

Value Proposition

- AI Patient Navigator: 24/7 chatbot for appointment scheduling, general health questions, portal help (reducing call center volume 40%)

- Clinical Documentation Assistant: AI scribe reducing nurse documentation time by 50%, allowing more patient face-time
- Prior Authorization Automation: AI agent processing prior auth requests, reducing approval time from days to hours
- Care Coordination Agent: Automated patient follow-up calls post-discharge, medication reminders, symptom checking
- Reduce call center volume 30-40% (\$500K+ annual savings)
- Save nurses 10-15 hours/week per FTE on documentation
- Improve patient satisfaction scores (HCAHPS)
- Reduce hospital readmissions through better follow-up
- Cut prior auth processing time by 70%

Pitch

"Baptist Health serves over a million people across 6 hospitals—you're the most preferred healthcare system in Northeast Florida for 20+ years. But healthcare faces a crisis: nurses spend more time typing than caring, and patients wait hours on hold. We build HIPAA-compliant AI agents specifically for healthcare. Imagine: A patient calls at 11 PM with a post-surgery question—instead of waiting until morning or going to ER, an AI agent trained on Baptist's protocols answers immediately, escalating only when needed. Your nurses spend 30% less time on charting and 30% more time with patients. And prior authorizations that took 3 days now process in 3 hours. We've partnered with Microsoft Azure for healthcare-grade security. This isn't about cutting staff—it's about giving your incredible team superpowers to do what they do best: heal."

Organization Profile

- Type: Public School District
- Location: Jacksonville/Duval County, FL
- Size: 130,000+ students (20th largest US district, 6th largest in Florida)
- Schools: 196 schools (traditional, magnet, charter, alternative)
- Employees: ~15,000 (teachers, administrators, support staff)
- Budget: \$2B+ annual operating budget
- Headquarters: 1701 Prudential Drive, Jacksonville

Current Operations & Challenges

- Grade Distribution: K-5 Elementary, 6-8 Middle, 9-12 High School
- Performance: Overall "B" grade from Florida DOE
- Recognition: Stanton College Prep and Paxon ranked top 25 most challenging US high schools
- Technology: Implementing digital learning, online classes
- Challenges: Overcrowded classrooms, funding gaps, facility updates needed

Pain Points & Opportunities

1. Parent/Student Communication
 - High call volume to schools (attendance, grades, schedules)
 - Multi-lingual family support needed
 - After-hours inquiry handling
 - Emergency notification systems
2. Administrative Efficiency
 - 196 schools require coordinated operations
 - HR processing for 15,000 employees
 - Supply chain and procurement
 - Facility maintenance scheduling
3. Student Support Services
 - Mental health resource access
 - Tutoring and academic support
 - College/career guidance
 - Special education accommodations
4. Teacher Workload
 - Grading and assessment time
 - Lesson planning resources
 - Professional development
 - Parent communication documentation

Value Proposition

- AI Parent Portal Assistant: 24/7 chatbot answering common questions (grades, schedules, bus routes, lunch menus) in English/Spanish
- Administrative Workflow Automation: AI agents processing HR paperwork, purchase orders, facility work orders
- Student Support Chatbot: Mental health resource finder, homework help connector, college application guidance
- Teacher Assistant AI: Automated grading for multiple choice, quiz generation, lesson plan suggestions
- Reduce central office call volume by 50% (6-8 FTE savings)
- Save teachers 5+ hours/week on administrative tasks
- Improve parent satisfaction through 24/7 access
- Streamline procurement processing (faster approvals)
- Better resource allocation across 196 schools

Pitch Angle

"DCPS educates 130,000 students across 196 schools—that's a city within a city. But here's the challenge: parents call after hours about bus routes, teachers spend weekends grading, and administrators drown in paperwork. We build AI agents that transform how districts operate. Imagine: A parent texts at 8 PM 'Where's my kid's bus?' and gets an instant answer in Spanish or English. Teachers upload quizzes and AI grades them in 30 seconds, not 3 hours. Your central office gets an AI assistant that processes facility work orders, answers 80% of routine calls, and routes urgent issues to the right person instantly. This frees up your incredible staff to focus on what matters: teaching kids. We've worked with school systems using JAX Bridges, and we know education budgets are tight—our solutions pay for themselves in 6 months through efficiency gains."



FLORIDA BLUE

Organization Profile

- Type: Health Insurance Provider (Blue Cross Blue Shield of Florida)
- Location: Headquarters in Jacksonville, FL (Deerwood Campus)
- Size: 8,900 employees, 5+ million members statewide
- Coverage Area: All 67 Florida counties
- Founded: Nearly 80 years serving Florida
- Facilities: Multiple Jacksonville Blue Centers (St. Johns Town Center, River City, Regency/Sanitas)

Current Operations & Challenges

- Products: Individual/family plans, Medicare, dental, group employer coverage
- Network: Sanitas Medical Centers (senior-focused), Value Choice Providers
- Services: Florida Blue Centers for in-person support, telehealth, 24/7 virtual care
- Innovation: Recently opened Sanitas Jacksonville center (2024) for 50+ members
- Digital: Mobile app, online enrollment, digital claims

Pain Points & Opportunities

1. Member Services Overload
 - High call volume during open enrollment
 - Complex benefit explanations
 - Claims status inquiries
 - Provider network questions
 - Prior authorization requests
2. Digital Experience Gaps
 - App navigation confusion
 - Benefits understanding (deductibles, copays, out-of-pocket max)
 - Finding in-network providers
 - Claims submission guidance
3. Provider Relations
 - Prior authorization burden on doctors
 - Claims processing delays
 - Network adequacy questions
 - Referral coordination
4. Sales & Retention
 - Lead qualification and follow-up
 - Policy comparison guidance
 - Renewal communications
 - Health literacy education

Value Proposition

- AI Member Support Agent: 24/7 chatbot for benefits questions, claims status, provider search, reducing call center volume 45%
- Prior Authorization Automation: AI processing routine prior auth requests, cutting approval time from 48 hours to 2 hours
- Enrollment Assistant: AI-guided plan selection tool helping members understand coverage options and compare costs
- Provider Communication Bot: Automated responses to provider inquiries about claims, credentialing, payment status
- Reduce call center costs \$3M+ annually (40% volume reduction)
- Improve member satisfaction scores (CAHPS)
- Decrease prior auth processing time 75%
- Increase digital self-service adoption 60%
- Boost agent sales productivity 35%

90-Second Pitch Angle

"Florida Blue serves 5 million Floridians—you're the state's leading health insurer with nearly 80 years of trust. But insurance is complex: members struggle to understand benefits, call centers get crushed during open enrollment, and prior authorizations frustrate doctors. We build AI agents that transform member experience. Picture this: A member asks at midnight 'Is my MRI covered?' and gets an instant, accurate answer. A doctor requests prior auth for a procedure and AI approves it in minutes, not days. Your call center agents handle only complex cases while AI manages the 80% that are routine. During open enrollment, an AI assistant guides members through plan selection like a personal consultant. We've built HIPAA-compliant systems, and with 8,900 employees, this isn't about layoffs—it's about letting your people focus on the 20% of cases that truly need human expertise while AI handles the rest."

Organization Profile

- Type: Independent Government Agency
- Location: Jacksonville, FL (Established 2001)
- Airports Managed: 4 facilities
- Jacksonville International Airport (JAX) - Commercial hub
- Cecil Airport (VQQ) - Boeing facility, aerospace
- Jacksonville Executive at Craig (CRG) - Business aviation
- Herlong Recreational (HEG) - General aviation
- Employees: 301 full-time (administration, operations, police)
- Annual Passengers: ~7.5M (24,000 per weekday at JAX)
- Major Projects: Concourse B expansion (\$110M), new parking garage (2,400 spaces)

Current Operations & Challenges

- JAX Airport: American Airlines hub, 69 daily departures, TSA security, retail/dining
- Cecil Airport: Boeing hangar, aerospace/MRO operations, commercial development
- Infrastructure: Ongoing \$100M+ expansion projects (Concourse B, parking)
- Technology: Advanced security, wayfinding, real-time flight tracking (MyJAX app)
- Economic Impact: Major driver for regional growth and tourism

Pain Points & Opportunities

1. Passenger Experience
 - High-volume traveler questions (parking, gates, delays, TSA wait times)
 - Wayfinding during construction
 - Lost and found inquiries
 - Ground transportation coordination
 - Accessibility services requests
2. Operations Coordination
 - Managing 4 separate airports
 - Coordinating airlines, vendors, concessionaires
 - Real-time incident response (weather delays, equipment issues)
 - Maintenance scheduling across facilities
3. Business Development
 - Attracting new airline routes
 - Cecil Airport tenant recruitment (aerospace companies)
 - Concession lease management
 - Event coordination (conferences, facility tours)
4. Public Information
 - Flight status updates
 - Construction impact communication
 - Security protocol changes
 - Community relations (noise complaints, environmental concerns)

Value Proposition

- AI Passenger Assistant: 24/7 chatbot on website/app answering questions (parking rates, gate locations, TSA times, dining options)
- Operations Command Center AI: Predictive analytics for passenger flow, suggesting optimal staffing levels
- Tenant/Vendor Portal: AI agent handling routine inquiries from concessionaires, airlines, service providers
- Cecil Airport Lead Qualifier: AI assistant screening aerospace company inquiries, matching with available facilities
- Reduce customer service center calls 40% (\$200K+ savings)
- Improve passenger satisfaction scores (decrease wait time frustration)
- Accelerate tenant leasing process at Cecil Airport
- Better resource allocation during peak travel (spring break, holidays)
- Enhance emergency response coordination

Pitch

"JAA manages 4 airports with 7.5 million passengers annually at JAX alone—you're Jacksonville's gateway to the world. But airports are complex: travelers need instant answers, you're managing massive construction projects while keeping operations smooth, and Cecil Airport is competing for high-value aerospace tenants. We build AI agents for modern transportation hubs. Imagine: Every traveler can text 'Where's my gate?' or 'How long is TSA?' and get real-time answers without calling. Your operations center uses AI to predict passenger surges and optimize staffing. At Cecil, an AI assistant pre-qualifies aerospace leads and schedules site tours automatically. With Concourse B opening in 2026, you'll have even more passenger volume—AI ensures your team isn't overwhelmed. This isn't about cutting your 301-person team; it's about giving them tools to deliver world-class service that makes JAX the preferred Southeast hub."

Organization Profile

- Type: Community-Owned Utility (Municipal)
- Location: Jacksonville, FL
- Services: Electric, Water, Sewer, Reclaimed Water
- Size: 8th largest community electric utility in US, largest in Florida
- Customers: 524,000 electric, 399,000 water, 318,000 sewer, 28,000 reclaimed
- Employees: 2,200+ workforce
- Service Area: Duval, Nassau, St. Johns, Clay counties
- Infrastructure: 4 power plants, 139 wells, 35 water treatment plants, 7 wastewater plants

Current Operations & Challenges

- Power Generation: Natural gas, nuclear (Plant Vogtle), solar farms (8 locations)
- Major Projects: \$9B investment over 9 years (infrastructure, clean energy, H2.0 Purification Center)
- Technology: Smart meters (AMI), chilled water district cooling, advanced grid management
- Sustainability: Expanding solar, clean energy goals
- Financial: Self-funded (no tax dollars), revenue from customer rates and fees

Pain Points & Opportunities

1. Customer Service Operations
 - 1M+ customer accounts requiring support
 - High call volume during outages/storms
 - Billing inquiries and payment arrangements
 - Service connection/disconnection requests
 - Outage status updates
2. Field Operations Efficiency
 - Coordinating 2,200+ employees across service area
 - Emergency response dispatch (outages, water main breaks)
 - Preventive maintenance scheduling
 - Meter reading and service calls
 - Contractor/vendor coordination
3. Infrastructure Management
 - Aging infrastructure requiring \$9B investment
 - Compliance with federal/state environmental regulations
 - Asset tracking (plants, lines, equipment)
 - Predictive maintenance needs
4. Customer Engagement
 - Energy/water conservation education
 - Rebate program applications
 - Solar program inquiries
 - Community outreach at events

Value Proposition

- AI Customer Service Agent: 24/7 chatbot for billing, outage updates, service requests, reducing call center volume 50%
- Outage Management AI: Automated outage notifications, ETR updates, crew dispatch optimization
- Field Technician Assistant: AI providing schematics, procedures, safety protocols via mobile app
- Rebate/Application Processing: AI automating paperwork for solar, energy efficiency, and water conservation programs
- Reduce call center costs \$2M+ annually (45% volume drop)
- Improve outage response time 30% (faster crew dispatch)
- Accelerate rebate processing from weeks to days
- Increase self-service adoption rate 60%
- Better customer satisfaction (JD Power rankings)

Pitch

"JEA serves over a million customers across four counties—you're Florida's largest municipal utility making a \$9 billion infrastructure investment. But utilities face unique challenges: storm outages trigger 50,000 calls in hours, customers want instant answers about bills, and your field crews need real-time information. We build AI agents for critical infrastructure providers. Picture this: During a hurricane, an AI agent sends personalized outage updates and ETRs to every affected customer, triaging calls so your team handles only emergencies. A customer asks 'Why is my bill high this month?' and AI analyzes their usage, explains it clearly, and suggests conservation tips. Your field techs pull up any asset schematic or safety procedure via AI assistant instead of digging through manuals. With 2,200 employees serving 1 million accounts, AI augments your workforce so they can focus on complex issues and capital projects while AI handles the routine. Better service, lower costs, happier customers—that's the JEA difference."

JACKSONVILLE TRANSPORTATION AUTHORITY (JTA)

Organization Profile

- Type: Independent State Agency
- Location: Jacksonville, FL (Duval County & Northeast Florida)
- Services: Multi-modal transportation
- Fixed-route buses (local & express)
- First Coast Flyer (Bus Rapid Transit - 4 routes)
- Jacksonville Skyway (automated people mover)
- St. Johns River Ferry (Mayport-Ft. George)
- ReditRide (on-demand shuttles)
- JTA Connexion (paratransit for disabled/elderly)
 - Ridership: 7.5M annually (~24,000 per weekday)
 - Major Projects: Ultimate Urban Circulator (U2C) - autonomous vehicle rollout, Emerald Trail

Current Operations & Challenges

- Infrastructure: Designing/building roads, bridges, sidewalks in addition to transit
- Innovation: Testing autonomous vehicles, launching AV service 2025
- Facilities: New Jacksonville Regional Transportation Center (opened 2020)
- Technology: MyJTA app (trip planning, real-time tracking, mobile fare payment)
- Budget: ~\$100M annually (funded by gas surcharge, grants, fares)

Pain Points & Opportunities

1. Rider Experience
 - Real-time bus location accuracy
 - Route planning confusion
 - Fare payment friction
 - Accessibility challenges
 - Safety concerns
2. Operations Management
 - Driver scheduling and shortages
 - Fleet maintenance tracking
 - Route optimization based on demand
 - Autonomous vehicle coordination
 - Incident response
3. Public Information
 - Service alerts and delays
 - Construction impact communication
 - Route changes
 - Community engagement
 - Education on new services (AV, ferry updates)
4. Data & Planning

- Ridership pattern analysis
- Demand forecasting
- Service quality metrics
- Capital project prioritization

Value Proposition

- AI Transit Assistant: 24/7 chatbot for route planning, real-time bus tracking, service alerts (integrated with MyJTA app)
- Operations Optimization AI: Predictive analytics for route demand, driver scheduling, fleet maintenance
- Accessibility Support Agent: AI helping disabled/elderly riders navigate paratransit booking and services
- Community Outreach Automation: AI-powered responses to public input on projects, FAQ generation for new services
- Increase rider satisfaction scores 40%
- Reduce customer service call volume 50%
- Optimize route efficiency (fewer empty buses)
- Improve on-time performance through predictive insights
- Accelerate AV project public acceptance through better communication

Pitch

"JTA moves 24,000 people daily across Northeast Florida—you're pioneering autonomous vehicles and building the future of transit. But public transportation faces challenges: riders want real-time answers, operations are complex, and you're launching AVs while managing buses, ferries, and the Skyway. We build AI agents for smart cities. Imagine: A rider texts 'When's my bus?' and gets a real-time answer with delay alerts. Your operations center uses AI to predict high-demand routes and adjust service proactively. As you roll out autonomous vehicles in 2025, an AI assistant educates the public, answers safety questions, and builds community trust. With MOVE2027 initiatives transforming Jacksonville's mobility, AI ensures your team can scale services without proportionally scaling staff. This isn't about replacing drivers—it's about making transit smarter, more responsive, and rider-friendly as Jacksonville grows into a connected, multi-modal city."

JAXPORT (JACKSONVILLE PORT AUTHORITY)

Organization Profile

- Type: International Trade Port (Independent Authority)
- Location: Jacksonville, FL (St. Johns River)
- Status: Largest port by volume in Florida, 14th largest container port in US
- Economic Impact: \$31B annually, supports 138,500 jobs statewide
- Cargo Volume: 18M short tons/year, 1.3M containers, 696,000 vehicles (2nd largest vehicle port)
- Facilities: 3 marine terminals (Blount Island, Talleyrand, Dames Point)
- Trade: 140 ports in 70+ countries, direct service to Asia, Europe, South America, Africa

Current Operations & Challenges

- Cargo Types: Containers, vehicles, breakbulk, refrigerated, forest products
- Strategic Position: Deepwater access, on-dock rail, 100+ trucking firms, 40 daily trains
- Innovation: Expanding capacity, environmental initiatives, smart port technology
- Competition: Competing with Savannah, Charleston, Miami for cargo volume
- Customers: Shipping lines, freight forwarders, importers/exporters, logistics companies

Pain Points & Opportunities

1. Customer Service & Information
 - High volume of cargo status inquiries
 - Schedule and pricing questions
 - Customs/documentation guidance
 - Dwell time and container location
 - Terminal access credentials (TWIC)
2. Operations Coordination
 - Managing multiple terminals, ocean carriers, trucking firms
 - Vessel scheduling and berth allocation
 - Cargo tracking across supply chain
 - Equipment positioning (cranes, chassis)
 - Security and compliance
3. Business Development
 - Lead generation for new cargo routes
 - Attracting ocean carriers and shippers
 - Tenant prospecting (warehouse, logistics firms)
 - Trade mission follow-up
4. Community Relations
 - Environmental reporting
 - Traffic/noise mitigation communication
 - Economic impact storytelling
 - Education/workforce development

Value Proposition

- AI Cargo Assistant: 24/7 chatbot for shipment tracking, schedule inquiries, documentation guidance (reducing customer service workload 60%)
- Berth & Operations Optimization: AI predicting vessel traffic, optimizing berth allocation, reducing wait times
- Sales Lead Qualifier: AI agent screening cargo inquiries, matching with services, scheduling sales calls
- Supply Chain Intelligence: AI-powered analytics on trade patterns, identifying growth opportunities
- Reduce customer service inquiries 50% (\$300K+ savings)
- Improve vessel turnaround time 15% (more throughput)
- Increase sales team productivity 40% (qualified leads)
- Better competitive positioning through faster response times
- Enhanced customer experience (24/7 service)

Pitch

"JAXPORT connects Florida to 140 ports in 70 countries—you're the state's largest container port with a \$31 billion economic impact. But global logistics is 24/7: cargo owners in Asia need instant answers, ocean carriers want real-time berth availability, and you're competing with Savannah and Charleston for market share. We build AI agents for smart ports. Imagine: A freight forwarder in Singapore asks at 3 AM 'Where's my container?' and gets an instant, accurate answer. Your berth planners use AI to optimize vessel scheduling, reducing wait times and increasing throughput. Your sales team focuses on high-value accounts while AI pre-qualifies leads and handles routine inquiries. As Jacksonville grows as a logistics hub, AI gives you a competitive edge—faster response times, better visibility, superior customer service. This augments your team's expertise with always-on intelligence, making JAXPORT the smartest choice for shippers."

JACKSONVILLE WOMEN'S BUSINESS CENTER (JWBC)

Organization Profile

- Type: Non-profit SBA-funded Women's Business Center (Program of JAX Chamber Foundation)
- Location: Jacksonville, FL
- Founded: 2004 (20+ years serving Northeast Florida)
- Reach: 10,000+ clients served since inception
- Programs: Entrepreneur education, mentoring, counseling, certification assistance
- Recognition: Top-tier SBA-ranked center based on client outcomes
- Funding: Partially funded by SBA, private sponsors (TD Bank, others)

Current Operations & Challenges

- Core Programs:
 - Entrepreneur Certificate Program (4-5 components)
 - JAX Bridges partnership
 - Core workshops (Financials, Marketing, Customer Development, Leadership)
 - One-on-one counseling and mentoring
 - Certification assistance (WOSB, MBE)
 - Target Audience: Women entrepreneurs at all stages (aspiring to established)
 - Partners: JAX Chamber, SCORE, UNF, local business community
 - Delivery: In-person and online programming

Pain Points & Opportunities

1. Scaling Program Delivery
 - Limited staff/volunteer capacity for 1:1 counseling
 - High demand for mentorship matching
 - Program scheduling constraints
 - Multi-year client engagement tracking
 - Resource constraints (non-profit budget)
2. Client Support Needs
 - After-hours business questions
 - Access to best practices/templates
 - Ongoing learning between programs
 - Peer connection facilitation
 - Success story documentation
3. Operational Efficiency
 - Application processing for programs
 - Mentor-mentee matching
 - Event registration and logistics
 - Impact measurement and reporting (SBA requirements)
 - Donor engagement and fundraising
4. Community Engagement

- Reaching underserved women entrepreneurs
- Multi-lingual outreach
- Building awareness of programs
- Alumni network activation

Value Proposition

- AI Business Mentor Chatbot: 24/7 access to business advice trained on JWBC curriculum, SBA resources, best practices
- Mentor Matching AI: Automated mentor-client pairing based on industry, experience, goals, availability
- Program Administration Automation: AI handling applications, registrations, reminders, follow-ups
- Impact Measurement Dashboard: AI-powered analytics tracking client outcomes for SBA reporting
- Extend reach to 3x more clients without proportional staff increase
- Provide 24/7 support beyond workshop hours
- Improve mentor match quality and satisfaction
- Reduce administrative time 60% (reallocate to high-touch support)
- Better demonstrate ROI to SBA and sponsors
- Increase program completion rates

Pitch

"JWBC has served 10,000 women entrepreneurs over 20 years—you're a top-tier SBA center changing lives through education and mentorship. But I see an opportunity: demand exceeds your capacity, entrepreneurs need support at 2 AM when inspiration strikes, and you're measuring impact for SBA with limited staff. We build AI agents specifically for non-profits. Picture this: A woman starting her business asks a question at midnight and gets instant guidance from an AI trained on your 20 years of best practices. Your mentors focus on complex, human challenges while AI handles routine questions. Program applications and registrations happen automatically, freeing your team for mission-critical work. When SBA asks for outcomes, AI generates reports in minutes, not days. As you work with JAX Bridges and serve more entrepreneurs, AI lets you scale impact without proportionally scaling overhead. This preserves the human touch that makes JWBC special while extending your reach to every woman in Northeast Florida who needs it."

JIM MORAN INSTITUTE FOR GLOBAL ENTREPRENEURSHIP

Organization Profile

- Type: Academic/Business Institute (Florida State University)
- Location: Jacksonville Office (North Florida Operations) + Tallahassee HQ
- Founded: 1995 (established by Jim & Jan Moran, JM Family Enterprises)
- Focus: Executive education for established businesses (3+ years, 3+ employees)
- Small Business & Nonprofit Executive Program
- CEO Peer Groups
- Leadership Conferences
- Entrepreneurship Boot Camps
- Seminole 100 (FSU alumni business recognition)
 - Recognition: 2022 North Florida SBA Community Partner of the Year

Current Operations & Challenges

- Target Audience: Established small business owners, not startups
- Delivery Model: Executive-level training, peer learning, applied research
- Geographic Reach: Northeast Florida (Jacksonville office), statewide from FSU
- Partnerships: SBA, SBDC, regional business organizations
- Mission: Train and inspire entrepreneurial leaders

Pain Points & Opportunities

1. Program Delivery & Reach
 - Limited staff capacity for 1:1 engagement
 - Balancing in-person vs. virtual formats
 - Ongoing peer group facilitation
 - Content updates to reflect market changes
 - Tracking long-term alumni impact
2. Business Owner Engagement
 - CEOs need just-in-time knowledge between sessions
 - Peer-to-peer connection facilitation
 - Industry-specific insights
 - Crisis/pivot guidance
 - Succession planning resources
3. Research & Thought Leadership
 - Capturing case studies from participants
 - Publishing insights on trends
 - Leading-edge research dissemination
 - Best practice documentation
4. Community Impact
 - Demonstrating ROI to donors/sponsors
 - Building awareness of programs

- Attracting qualified participants
- Economic development outcomes

Value Proposition

- AI Business Advisor: 24/7 access to executive-level business guidance trained on FSU research, best practices, case studies
- Peer Network AI: Intelligent matching and facilitation for CEO peer groups, connecting similar challenges/industries
- Program Content Assistant: AI helping update curricula with latest trends, generating discussion questions, providing industry insights
- Impact Analytics Dashboard: AI tracking participant business growth, revenue, jobs created for stakeholder reporting
- Extend advisor access 24/7 without adding staff
- Improve participant satisfaction and completion rates
- Scale peer group facilitation 3x with AI support
- Better demonstrate economic impact to FSU and donors
- Increase enrollment through better lead nurturing

Pitch

"The Jim Moran Institute has a 30-year legacy training entrepreneurial leaders—you work with established businesses to scale, not startups figuring it out. But CEOs face a challenge: they need guidance at 9 PM on a Sunday when they're making a tough call, not just during quarterly sessions. We build AI agents for executive education. Imagine: A CEO in a peer group asks 'How should I approach this pricing strategy?' and instantly accesses insights from 30 years of FSU research and your program alumni experiences. Your facilitators focus on high-value conversations while AI handles routine follow-up, matches peer mentors, and tracks participant progress. As you recognize the Seminole 100 and celebrate growth, AI helps you scale impact without scaling overhead. Jim Moran's vision was to help entrepreneurs succeed—AI lets you extend that legacy to every business owner in Northeast Florida, 24/7, preserving the human connection that makes executive education powerful."

Organization Profile

- Type: Career Development & Workforce Training Consultancy
- Founder: Alfreda Boney (Founded 2008)
- Location: Jacksonville, FL
- Career counseling and coaching
- Resume writing (Entry level to Executive)
- Interview preparation
- Professional development training
- Customer Experience Professional Certification (nationally accredited)
- Workforce development for youth and returning citizens
 - Recognition: 2020 JAX Chamber/JAX Bridges Small Business Leader of the Year
 - Mission: Developing a qualified and retainable workforce

Current Operations & Challenges

- Client Base: Individual job seekers, youth programs, nonprofits (Operation New Hope), small businesses
- Delivery: Virtual and in-person training, one-on-one coaching
- Partnerships: Youth on the M.O.V.E., JAX Bridges, Jacksonville Women's Business Center
- Growth: Transitioned to full-time entrepreneur in 2019 after 11 years side hustle
- Pivot: Expanded virtual offerings during COVID, reaching beyond Jacksonville

Pain Points & Opportunities

1. Scaling One-on-One Services
 - Time-intensive individual coaching
 - Limited hours in the day
 - Income tied to personal availability
 - Client needs 24/7 (career crisis, interview tomorrow)
 - Geographic constraints (though virtual helps)
2. Client Engagement & Support
 - Ongoing accountability between sessions
 - Resource delivery (templates, guides)
 - Follow-up after placement
 - Progress tracking across cohorts
 - Retention and referrals
3. Business Development
 - Lead generation and qualification
 - Workshop/training scheduling
 - Corporate client outreach
 - Partner relationship management
 - Marketing and visibility
4. Administrative Operations

- Scheduling and calendar management
- Payment processing and invoicing
- Client intake and assessment
- Curriculum updates
- Reporting for grant-funded programs

Value Proposition

- AI Career Coach Assistant: 24/7 chatbot providing resume tips, interview prep, job search strategies between sessions
- Client Portal with AI: Automated resource delivery, progress tracking, accountability check-ins
- Lead Qualification Bot: AI screening workshop inquiries, scheduling discovery calls, collecting intake info
- Content Generation AI: Automated resume critique suggestions, interview question generation, LinkedIn profile optimization
- Scale client capacity 3x without working 3x hours
- Provide continuous support beyond session time
- Increase client success rates (placement, retention)
- Reduce administrative time 70%
- Generate passive income from AI-powered self-service tier
- Better outcomes for grant-funded programs (higher placement rates)

Pitch

"Alfreda, Perfectly Suited has a powerful mission—helping people become self-sustaining through work. As a 2020 Small Business Leader, you're making real impact. But I see a challenge all solo consultants face: you're trading time for money, and clients need you at 10 PM before an interview, not just during scheduled sessions. We build AI agents that multiply your impact. Imagine: A client panics the night before an interview—they text your AI assistant and get prep tips, practice questions, and confidence building instantly. Your AI handles intake forms, schedules calls, and delivers resources automatically. You focus on the transformational coaching only you can provide while AI extends your reach. With JAX Bridges connections and youth programs, you could serve 10x more people with the same hours. This isn't about replacing your expertise—it's about cloning your knowledge so every job seeker in Jacksonville can access Perfectly Suited guidance 24/7, making your impact sustainable and scalable."

SOUTHEASTERN GROCERS (WINN-DIXIE & HARVEYS)

Organization Profile

- Type: Regional Supermarket Chain (Private, recently reacquired by consortium)
- Headquarters: Jacksonville, FL (moving to Edgewood Support Center in West Jax)
- Brands: Winn-Dixie, Harveys Supermarket
- Locations: ~130 grocery stores, 140 liquor stores (Florida & Southern Georgia focus)
- History: 100 years (Winn-Dixie founded 1925), rebranding to "The Winn-Dixie Company" in 2026
- CEO: Anthony Hucker
- Employees: Several thousand across retail, distribution, corporate
- Recent: Divesting stores outside Florida, focusing on home state

Current Operations & Challenges

- Store Operations: Grocery, pharmacy, liquor, online ordering (Amazon partnership for delivery)
- Competitive Pressure: Facing Publix (dominant in Florida), Walmart, Aldi, Kroger
- Modernization: Remodeling stores, expanding liquor portfolio, reviving Lip Lickin' Chicken
- Digital: Curbside pickup, third-party delivery, loyalty programs
- Supply Chain: Distribution centers, inventory management, fresh produce logistics

Pain Points & Opportunities

1. Customer Experience
 - In-store assistance (product location, pricing questions)
 - Pharmacy wait times and prescription inquiries
 - Online ordering issues and substitutions
 - Loyalty program enrollment and point redemption
 - Recipe ideas and meal planning
2. Store Operations
 - Labor shortages (cashiers, stockers, pharmacy techs)
 - Inventory management and shrinkage reduction
 - Employee training and onboarding
 - Loss prevention and security
 - Compliance (food safety, labor laws, pharmacy regulations)
3. Competitive Positioning
 - Price perception vs. Publix/Walmart
 - Private label brand awareness
 - Differentiating from Aldi and discount chains
 - Customer retention and loyalty
 - Community connection in neighborhoods
4. Expansion & Remodeling
 - Managing ~130 store renovations
 - Opening new locations (Hitchcock's acquisition)
 - Maintaining service during construction

- Training staff on new formats

Value Proposition

- In-Store AI Assistant: Tablets/kiosks where customers ask "Where are pickles?" and get aisle directions, or "What can I make with chicken?" and get recipes
- Pharmacy AI Agent: Answering prescription status, refill reminders, insurance questions (HIPAA-compliant)
- Employee Training Chatbot: AI providing instant answers to policy questions, procedure lookups, food safety protocols
- Inventory Optimization: AI predicting demand, reducing waste on fresh items, optimizing stock levels
- Reduce customer service labor costs 25% per store (\$2-3M chain-wide)
- Decrease pharmacy call volume 40% (improving tech efficiency)
- Accelerate new hire onboarding 50% (faster productivity)
- Improve gross margin 1-2% through better inventory (less shrinkage/waste)
- Increase customer satisfaction and repeat visits
- Better compete on service vs. Publix

Pitch

"Southeastern Grocers is a 100-year Florida icon reborn—you're doubling down on 130 stores with major remodels and the return of Lip Lickin' Chicken. But grocery is brutally competitive: Publix dominates on service, Aldi on price, and labor is expensive and scarce. We build AI agents that give regional chains an edge. Picture this: A shopper asks a kiosk 'Where's the barbecue sauce?' and gets instant directions plus a recipe suggestion. Your pharmacy handles 40% fewer routine calls because AI answers 'Is my prescription ready?' automatically. New cashiers get trained faster by an AI assistant that's always available for questions. And your buyers use AI to predict demand, ordering the right amount of strawberries so less spoils. With rebranding to The Winn-Dixie Company and Florida-first focus, AI helps you compete on service without Publix's labor costs. This augments your incredible store teams, letting them focus on the human touch while AI handles repetitive questions—that's how regional grocers win."