

Special Report: Sea Level Rise ⁴⁶ • Legal Elite ^{after 90}

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Biggest Companies in Florida

58

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Tim and Sara Hale (far end of table) launched CoastalCloud this year.

BUSINESS DEVELOPMENT

Cloud Coverage

An information technology company's plan to hire up to 100 within the next three years in Palm Coast at average salaries of \$46,500 a year has been a ray of sunshine for Flagler County, which has struggled with one of the state's highest jobless rates in recent years.

Veteran IT management specialists and entrepreneurs Tim and Sara Hale launched their CoastalCloud firm earlier this year.

Cloud computing companies charge customers for handling some or all of their digital data, which is dispersed among multiple secure computer-servers and protected with encryption. The Hales, who outlined their plans to the Flagler County Economic Development Council, say their firm will serve

small and medium-size businesses at first before expanding into the government sector.

CoastalCloud is leasing space locally for now, but the Hales expect to build a headquarters in Flagler within the next two years if the startup goes well, local economic development officials say. The company was approved for state and local incentives, to be paid out along with tax breaks over a period of years if it meets various hiring and payroll goals.

The company's goal is to hire up to 15 full-time-equivalent workers and generate revenue of \$2 million in its first year. By the end of the third year, the goal is to have 100 employees on board and gross \$14 million in revenue.



»» **Former Lt. Gov. Jennifer Carroll**, who resigned in March following an investigation into a gambling non-profit she did consulting work for, has landed a job with California-based Global Digital Solutions. The Jacksonville resident will be an adviser to the company while it is completing a merger with Illinois-based Airtronic USA. She will become president and COO after the merger.



Carroll



From left, Robert Marsh, chief technical officer; CEO Ted Willich; Matt Berseth, chief scientist

PROFILE

NLP Logix

On a whim, Matthew Berseth decided to enter an online contest to predict who among 10,000 patients would develop Type 2 diabetes. The contest was sponsored by Practice Fusion, a web-based electronic medical records company. Berseth's solution ended up being one of the top two out of 2,200 entrants and earned him \$7,500. His success steered his Jacksonville-based startup, NLP Logix, toward the data-prediction business. The six-employee company is "halfway to profitability," says CEO Ted Willich, one of three founders. It has a handful of clients in the construction and insurance industries.

BUSINESS BRIEFS

FLAGLER COUNTY — Gioia Sails is moving from St. Johns County to Flagler County. The New Jersey company manufactures canvas sailing products. It is bringing about 30 people to its new location and plans to hire 10 more.

GAINESVILLE — Mobiquity, a Boston-based mobile applications developer, is expanding into Gainesville, creating 260 jobs over the next three years. The company plans to open an office in Innovation Square. »» **Feathr**, a Gainesville tech startup with a digital business card mobile application, has received a \$150,000 investment to create an app for conferences. The