



Innovation hub in Nocatee signs partnership with Flagler Health+

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By Timothy Gibbons

An innovation hub being built by a local entrepreneur in Nocatee has partnered with Flagler Health+ to provide health and wellness services.

Known as “the link,” the hub is a \$6.5 million project led by Raghu Misra, who cofounded and sold to GE the company ShipXpress and more recently founded behavioral science company Wired2Perform.

The link is a 22,500-square-foot office building in Nocatee Town Center along Nocatee Village Drive, adjacent to Flagler Health+ Village. The center, which will serve as a multi-use innovation incubator and community center, is slated to open in July.

“When I learned of Flagler’s vision to advance the physical, social and economic health of northeast Florida communities, right away I saw synergy with the link, where we are creating a space to learn, play, think and do,” Misra said in a statement. “Flagler’s emphasis on digital innovation to transform healthcare experiences and engage with patients 365-days-a-year also made for a perfect fit.”

As part of the agreement, Flagler Health+ and the link will co-create wellness programming and other services, such as drop-in child care and health coaching.

Misra created the link as a way for Nocatee residents to be able to work with or benefit from innovation without leaving the neighborhood.

While he began planning the project pre-Covid, the pandemic showed the need for such an operation, he said at the facility's ground breaking, with the demand for a place that provides work, learn and play space for people of all ages is more than he anticipated.

"What's happening, I think, is there's going to be a structural shift in how the workforce is going to go to work," said Misra. "In my view, the workplace needs to be as close to home as possible."

The facility includes an activity center will house studios for a variety of activities, including yoga and martial arts – anything that fits under the umbrella "Learn, Make, Play, Do." It will also include a co-work space will serve startups and remote workers and an accelerator that Misra hopes will work with about a dozen companies a year.

St. Johns County has given the project about \$183,960 in incentives.