



Azure Collection Yachts

MEDIA FACT SHEET · MIAMI, FLORIDA

Founder: Joana Carolina

Joana Carolina moved to Miami at 19 with \$700, her puppy, and her two-year-old son. After years running operations inside lean start-ups, and after starting from zero a second time, she founded Azure Collection Yachts to protect clients from charter scams and plan their special occasions on the water.

QUICK FACTS

WHAT IT IS	Private yacht charter booking and concierge service
SERVICE AREA	Miami, Miami Beach, Fort Lauderdale
FLEET	More than 90 private yachts, 30 to 130 feet, with captain and crew
OCCASIONS	Birthdays, proposals, bachelorettes, corporate events, sunset cruises, sandbar days
HOW IT WORKS	One written quote; charters run by independent, licensed and insured operators
COMPANY	Azure Collection Yachts, LLC, a Florida limited liability company
PARENT COMPANY	John-X Holdings, LLC (Wyoming)
WEBSITE	azurecollectionyachts.com · Press page: azurecollectionyachts.com/press

STORY IDEAS

- **Started from zero, twice:** a 19-year-old single mom arrives in Miami with \$700 and builds a luxury concierge business of her own.
- **How not to get scammed booking a yacht:** red flags and safe-booking tips for Miami's charter market.
- **Celebrations on the water:** proposals, birthdays, and sunset cruises on Biscayne Bay.
- **Building a business with no capital:** lessons from years inside lean start-ups.

PRESS CONTACT

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