

For Immediate Release

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Alabama Launchpad to hold Dec. 10 Startup Competition Finale in Huntsville

Birmingham, AL, Dec.7, --- Alabama Launchpad, a program of the Economic Development Partnership of Alabama, will hold its Startup Competition Finale on Thursday, Dec. 10, in Huntsville.

The competition will be held at Design Lab at Lincoln Mill on 1300 Meridian St. Five teams are vying for the chance to win up to \$250,000 in funding for their startups.

The pitch event gets underway at 4:05 p.m. Networking, which includes free food and free drinks, will begin after the last team presents.

Alabama Launchpad also will announce the winner of its video voting contest, the People's Choice Award, in which a team will win an additional \$1,000.

"This is a great opportunity for people to come out in a fun environment and support aspiring entrepreneurs who are working to create future jobs for the state of Alabama," said Launchpad Programs Director Greg Sheek. "Huntsville has a vibrant entrepreneurial ecosystem."

For the past several years, the finales have been held in Birmingham, often coinciding with the annual Alabama Entrepreneurship and Innovation Conference in the summer.

The Huntsville move is a strategic one, all part of efforts to boost the participation of startups from across the state in Launchpad programs, according to Sheek.

The hope is that by having the Alabama Launchpad competition at the Design Lab at Lincoln Mills, this could be a springboard to draw more applicants to Launchpad for future competition rounds, he said.

In Alabama Launchpad's earlier years when there was one cycle of competition, the finale was rotated alphabetically to each city that had a participating university in partnership with Alabama Launchpad.

The startups to pitch Dec. 10 are:

- **LiTeWater**, based in Tuscaloosa, filters and eliminates harmful bacteria and viruses from tap water through a breakthrough ultraviolet water treatment technology.
- **MechOptix, Inc.**, based in Huntsville, has developed Stoptix, an automatic brake lamp that protects your vehicle from rear-end collisions.
- **PartCycle Technologies, LLC**, based in Florence, is an e-commerce marketplace for the auto parts industry that connects people who need auto parts with those who have them for sale, using a trustworthy, simple platform.
- **ACE Creative Engagement, LLC**, based in Huntsville, is a consumer grade tool to address the pains of live video broadcasting.
- **Vital Metrix, Inc.**, based in Huntsville, provides data to a patient's cardiologist while the patient is home and allows for the better treatment of congestive heart failure and quality of life.

About the Economic Development Partnership of Alabama: Now in its 25th year, the non-profit Partnership represents the private sector's contribution to economic development in Alabama. Fully funded by more than 70 leading companies invested in the state's long-term economic success, EDPA provides leadership and services that recruit new businesses to the state, retain existing businesses and renew Alabama's economy by encouraging innovation both within existing industries and through the commercialization of new technologies.

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About Alabama Launchpad: Alabama Launchpad helps high growth companies start, stay and grow in Alabama while supporting, advocating and recognizing entrepreneurship statewide.

www.alabamalaunchpad.com