

For Immediate Release

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Twelve teams to compete in the third round of the 2013 Alabama Launchpad Start-Up Competition

Birmingham, Ala., Dec. 19 --The Economic Development Partnership of Alabama Foundation today announces that 12 teams have been selected to compete in the Third Round of the Alabama Launchpad Start-Up Competition.

Nineteen startups met the Dec. 1 deadline to compete in this latest round of “Proof of Commercial Relevance” competition.

Judges selected the 12 Tuesday after reviewing submitted applications

The teams are in the “pre-seed” phase and are competing for a share of up to \$100,000 in award money. The competition is geared to promote, reward and increase the pipeline of high-growth, innovative ventures that have the potential to create and keep jobs in Alabama. The teams will make their first pitch presentations on Jan. 24 at Evonik Industries, 750 Lakeshore Parkway, Birmingham. The event begins at 9 a.m.

This is the first time since Alabama Launchpad started that there are three back-to-back competitions for the “pre-seed” round.

Angela Wier, a vice president with the Economic Development Partnership of Alabama, said startups need support year-round.

“Entrepreneurship is not a seasonal activity,” Wier said. “Entrepreneurs can form a company any day of the year. That’s why it is important for Alabama Launchpad to be ready to coach, mentor and invest throughout the year. We are proud to offer our proof of concept round three times a year now. Alabama Launchpad is ready to support entrepreneurs in any season.”

Greg Sheek, Launchpad Programs director, said Alabama Launchpad has been impressed continuously by the diversity and sophistication of entrepreneurs applying to compete in each round of competition.

“Our Round 3 competitors are just as impressive, and we look forward to watching and helping them launch their enterprises,” Sheek said.

Startups selected to proceed are:

- **3DaVinc:** 3DaVinci, based in Huntsville, is an easy to learn, intuitive to use, stand-alone computer program that allows people to build a 3D model and send it to the 3D printer in their home.
- **Bidsters, LLC:** Bidsters, based in Tuscaloosa with a University of Alabama affiliation, is an online interactive database for personnel to efficiently connect, communicate and collaborate on project bids.
- **Child Safety Pass:** Child Safety Pass, based in Tuscaloosa with a University of Alabama affiliation, is a software system to manage student transportation safety
- **Complexity Engine:** Complexity Engine, based in Madison with a University of Alabama in Huntsville affiliation, turns the Internet into a textbook by identifying signal, eliminating noise and adjusting volume to levels that are "just right."
- **Expectation Manager:** Expectation Manager, based in Birmingham, is a platform which aligns a company's sales activities and performance with its customer's results, building better relationships and creating better results.
- **Healthfundit:** Healthfundit, based in Birmingham, allows people to directly donate to medical research and follow its impact while offering institutions a service that increases funding and facilitates efficient commercialization of biotech.
- **Paperless PCS, LLC:** Paperless PCS, based in Vestavia Hills, is a web platform that streamlines the often painful process of collecting Medicare required billing documents for ambulance companies by incorporating e-sign and document management technology.
- **Powerhouse:** Powerhouse, based in Tuscaloosa with a University of Alabama affiliation, exists to foster the development of the core-shell magnet that replaces the volatile rare earth magnet market essential to

the electric vehicle's success by providing a product with both a superior price point and numerous physical attributes.

- **Suture Health, Inc:** Suture Health, based in Birmingham, enables doctors to eSign through its Suture Sign platform all orders in one place, reducing agency cost and speeding cash flow.
- **Synergia:** Synergia, based in Huntsville, is the one hour small business phone system.
- **Thermoelectric Generation for Aviation Applications:** Thermoelectric Generation for Aviation Applications, based in Birmingham, provides solid state solutions for aviation applications.
- **Trout Fitness:** Trout Fitness, based in Auburn, is billed as the first company in the last 50 years to completely revolutionize conventional athletic training using redesigned resistance sleds.

The Alabama Launchpad Competition, started as a pilot project in 2006, is financed by business, the state of Alabama and seven universities. Since its inception, 27 companies have been funded, splitting more than \$1.3 million.

Judges for this second round competition are once again comprised of entrepreneurs, investors and corporate stakeholders:

- **Andrew Ellis** - Controller, Command Alkon
- **Jason Fewell** – Vice President, Preclinical Research and Development, EGEN, Inc.
- **Michael Perez** – Senior Vice President of Administration & Co-Founder, Malcovery Security
- **Bobby Bragg** - Director, Jamison Money Farmer
- **Lisa Riley** - Delta Manager, Accion Alabama

Alabama Launchpad is aligned with the state's larger economic development plan, Accelerate Alabama that focuses on recruitment, retention and renewal. For more information, please visit www.alabamalaunchpad.com.

About the Economic Development Partnership of Alabama: Now in its 22nd year, the non-profit Partnership represents the private sector's contribution to economic development in Alabama. Fully funded by 80 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. www.edpa.org

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