

For Immediate Release

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## **EDPA announces new competitors aiming for a share of up to \$300,000 in Alabama Launchpad Start-Up prize money**

Birmingham, Ala., June 19 --The Economic Development Partnership of Alabama Foundation today announces that 10 teams will compete in the latest round of the Alabama Launchpad Start-Up Competition in hopes of winning a share of up to \$300,000 in funding.

A five-judge panel selected the startups this week after reviewing all submitted applications.

The teams are in the “pre-seed” phase and are competing for a share of up to \$300,000 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.

Ernie Cowart, EDPA’s director of business information, said the competition is important to help the state’s aspiring entrepreneurs gain access to funding and mentors to take their ideas and concepts to actual high paying jobs for Alabama residents.

“We couldn’t be more excited about the caliber of the teams and brands selected to advance to our next round of competition,” Cowart said. “The startups represent the future growth and innovation of Alabama’s economy, and they have the potential to be the next big success in the startup world. We look forward to the upcoming stages of this Alabama Launchpad Start-Up Competition cycle.”

Competitors selected to proceed are:

- **2B-Electronic:** 2B-Electronic, inexpensive, real-time measurement of muscle activity to aid in reaching health goals. Team leader: Brandt David Hendricks, based in Tuscaloosa and has a University of Alabama affiliation.
- **Blondin Bioscience, LLC:** Blondin Bioscience LLC, tools for diagnosing cancer patients. Team leader: Brad Spencer, based in Birmingham and affiliated with a UAB affiliation.
- **Cheeriodicals:** Cheeriodicals, personalized gift boxes, containing magazines and other items. Team leader: Mary Martha Parish, based in Birmingham.
- **Expectation Manager:** Expectation Manager, a platform which align companies’ sales activities and performance directly with customer’s results. Team leader: Brad Mintun, based in Birmingham.
- **Healthfundit:** Healthfundit, crowd engagement platform for medical research and biotechnology. Team leader: Larry Lawal, based in Birmingham.

- **hoo-sed.com:** hoo-sed.com, ad-supported website and apps to display text summaries of news. Team leader: Daniel Newton Woo, based in Huntsville and affiliated with the University of Alabama in Huntsville.
- **QuickTrick:** QuickTrick, portable and compact alignment measurement systems. Team leader: Tess Winningham, based in Birmingham.
- **Smart Party:** Smart Party, tools for nonprofit organizations to increase event revenue and expand donor base. Team leader: Brooke T. Battle based in Birmingham.
- **SpectraCyte:** SpectraCyte, high-speed, low-cost spectral imaging solutions for research microscopy and clinical endoscopy. Team leader, Silas Leavesley, based in Mobile and affiliated with the University of South Alabama.
- **The Clemons Coding Co.,** The Clemons Coding Co., standalone computer program - 3DaVinci-that allows an average person to build a 3D model and send it to a 3D printer. Team leader: William Clemons, based in Huntsville.

The teams will pitch their businesses before the five-judge panel on July 18 at 9 a.m. The event will be held at Evonik Industries, 750 Lakeshore Parkway, Birmingham.

Alabama Launchpad Competition, started as a pilot project in 2006, is financed by business, the state of Alabama and seven universities. Since its inception, more than 30 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:

- **Josh Girvin , vice president of product management, Atlas RFID**
- **Gary York, chairman, Emergency CallWorx**
- **Stephen Kersey, director of business development, Wells Fargo**
- **Gary Tauss, principal at Accelebrate**
- **Andrew Penman, vice president of drug development, Southern Research Institute**

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](http://www.alabamalaunchpad.com).

***About the Economic Development Partnership of Alabama:*** Now in its 23rd year, the non-profit Partnership represents the private sector's contribution to economic development in Alabama. Fully funded by 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. [www.edpa.org](http://www.edpa.org)