

Six entrepreneurs selected to compete in Alabama Launchpad Start-Up Competition Finale on Sept. 25 in Birmingham

Birmingham, Ala., July 18, -- The Economic Development Partnership of Alabama Foundation announces today that six teams were chosen to compete in the 2014 Alabama Launchpad Start-Up Competition Finale on Sept. 25.

The aspiring entrepreneurs were selected after pitching their businesses before a five-judge panel comprised of entrepreneurs, investors and corporate stakeholders during a pitch event at Evonik Corp., 750 Lakeshore Parkway. The six were among the 10 teams that made pitches to the judges.

Teams chosen today will now present at the competition's finale to be held on Sept. 25 at Birmingham's WorkPlay, which is part of the [Fourth Annual Alabama Launchpad Innovation and Entrepreneurship Conference](#).

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.

"Alabama Launchpad continues to attract talented entrepreneurs and promising businesses, and that was evident by all of the teams that made pitches today," said Greg Sheek, Alabama Launchpad programs director. "We congratulate the startups that will move forward in the process, and we look forward to the next phase of competition as we remain committed to spurring innovation and job creation for Alabama."

The Alabama Launchpad Start-Up finalists are:

- **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 Parisher, based in Birmingham.
- **Healthfundit:** Healthfundit, crowd engagement platform for medical research and biotechnology. Team leader: Larry Lawal, based in Birmingham.
- **Alignment Simple Solutions:** Alignment Simple Solutions manufactures QuickTrick products, portable and compact alignment measurement systems to increase automotive performance, highway safety, lengthen tire life, that can be used by anyone. Team leader: Tess Winningham, based in Birmingham.

- **Smart Party:** Smart Party, provides a software tool for nonprofit organizations and educational institutions that can be used to host a live, peer to peer fundraising game during a fundraising event. Team leader: Brooke T. Battle based in Birmingham.
- **SpectraCyte:** SpectraCyte, high-speed, low-cost spectral imaging solutions for research microscopy and clinical endoscopy, providing high sensitivity and specificity molecular detection for cellular imaging and cancer screening. Team leader, Silas Leavesley, based in Mobile and affiliated with the University of South Alabama.

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.

For more information, please visit 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