

For Immediate Release

Contact: Val Walton  
205.943.4715 | [vwalton@edpa.org](mailto:vwalton@edpa.org)

### 9 teams selected for Alabama Launchpad Startup Competition's first 2017 round

Birmingham, Ala., Jan. 17, -- Nine startups have been chosen to compete for funding to launch or scale their businesses in the first Alabama Launchpad Startup Competition round for 2017, Alabama Launchpad announced today.

The aspiring entrepreneurs were selected by a five-judge panel comprised of entrepreneurs, investors and corporate stakeholders. The teams will make live pitches at a free event before the judges on Feb. 24 at Evonik Auditorium, 750 Lakeshore Parkway, Birmingham, beginning at 9 a.m.

The startups to compete are:

- **AYAS Renewables, Inc.**, based in Tuscaloosa with an affiliation with the University of Alabama, is a waste bio-based glycerin that replaces expensive petroleum products.
- **CigarClub.com**, based in Mobile, is a tailored monthly subscription service of premium cigars.
- **ClinPrep, LLC**, based in Mobile, brings a digital solution to nursing schools across the country to make the clinical experience less cumbersome for both instructors and students.
- **Envision Genomics**, based in Huntsville, is an end-to-end genomic medicine enablement solution.
- **G Mommas Cookies**, based in Selma, are southern-style cookies baked with real ingredients.
- **Honey Do**, based in Seale, is a peer-to-peer app for projects.
- **Innovative Plasma Technologies**, based in Auburn, are technology-enabled baby products that eliminate plastic off-gassing.
- **Maho, LLC**, based in Tuscaloosa, offers monopoly-beating sunglasses and eyeglasses made in Alabama.
- **Wyndy**, based in Birmingham, is a mobile app connecting parents and college babysitters.

Judges will select startups from the first pitch to compete in the Alabama Launchpad Competition Finale on April 27 in Mobile. The teams selected are seeking a share of up to \$250,000 in prize money to advance their ventures. Funding awarded is based more on a promising startups' financial needs and the marketability of the venture, not competition against another team.

Alabama Launchpad, a program of the Economic Development Partnership of Alabama (EDPA), funds and mentors aspiring entrepreneurs across the state to foster job creation. Over the last decade, Launchpad has invested \$2.9 million in 61 companies; the startups have created 501 jobs and secured \$42 million in additional funding.

"Alabama Launchpad is increasing the state's supply of entrepreneurs, creating jobs and fueling a more diverse economy for Alabama's future," said Greg Sheek, Alabama Launchpad's program director.

Judges for the competition are:

**Chris Beaman**, founder and chairman, New Leaf Digital

**Josh Girvin**, chief executive officer, O3 Insight

**Gwen Fewell**, chief commercial officer and co-founder, transOMIC Technologies

**Nik Martin**, founder, Open Frame

**Boyd Stephens**, founder, Netelysis

**About EDPA:** Now in its 26th year, the non-profit Partnership represents the private sector's contribution to economic development in Alabama. Funded by more than 60 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 within existing industries and through the commercialization of new technologies.

[www.edpa.org](http://www.edpa.org)

**About Alabama Launchpad:** Since 2006, Alabama Launchpad, a program of EDPA, has helped high growth companies start, stay and grow in Alabama while supporting, advocating and recognizing entrepreneurship statewide. [www.alabamalaunchpad.com](http://www.alabamalaunchpad.com)

###