

**For Immediate Release**

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**Alabama Launchpad to host panel on how to grow and fund a successful startup**

Birmingham, AL, Nov. 1 --- Alabama Launchpad, the state’s largest seed fund for early-stage companies, will host a panel discussion during the Nov. 15 Startup Competition Finale on how to start and grow a company in Alabama.

A panel of seasoned entrepreneurs will explore what makes startups successful and share their experiences on how to fund a company in Alabama. The Finale event will be held at Iron City Birmingham, 513 22<sup>nd</sup> Street, South, beginning at 4 p.m. with networking.

The panel discussion begins at 5:15 p.m.; Will Wright, a Birmingham entrepreneur, will moderate. Panelists are:

- Michael Connolly, CEO of Atlas Digital Partners <http://atlasdigitalpartners.com/our-team/>
- Miller Girvin, CEO of the Alabama Capital Network <http://alabamacapitalnetwork.com/>
- Bebe Goodrich, who founded, ran and sold Icebox Coffee <https://www.linkedin.com/in/bebe-goodrich-ab19b943/>

“Alabama Launchpad events are always a great opportunity to network and great to share entrepreneurial ideas and strategies to help early-stage companies start, stay and grow in Alabama,” said Economic Development Partnership of Alabama President Steve Spencer. “While exciting, startups are also challenging. We have invited some of Alabama’s top entrepreneurs to talk in an intimate and personal setting about the startup journey.”

After the panel discussion, six startups will take the stage and pitch before judges and the audience from 6 to 7 p.m. Three seed stage startups are competing for a prize of up to \$150,000:

- Farm Bowl & Juice Co., based in Birmingham, aims to introduce a fun and convenient way to consume plant-based nutrition.

- Influencer (INFLCR), based in Birmingham, equips innovative college athletic programs with critical social media tools to empower their student-athletes to be brand ambassadors on social media.
- Sycamore Physician Contracting, based in Florence, is an online portal that matches physicians and facilities based on proposals physicians submit.

Three startups are competing in the concept stage category for a shot at a prize of up to \$50,000:

- Axle Advertisements, based in Birmingham, allows carriers to earn money by advertising on the exterior of their trailers.
- Cycle Rate Performance, based in Huntsville, offers software solutions aimed at streamlining the material flow towards construction projects.
- Edify Online Corp., based in Birmingham, is an exchange of independent teaching talents from universities and communities that work together to achieve important milestones for higher education students.

The two startup winners will be announced at 7:15 p.m. The “imerge” After Party begins at 7:30 p.m. with food and live entertainment.

Tickets are \$10 for students, \$20 for others. For more details and ticket information, please visit Alabama Launchpad’s [Eventbrite page](#).

Since Alabama Launchpad’s 2006 inception, \$4 million has been invested in companies that have created more than 500 jobs and raised \$50 million in capital. Alabama Launchpad is the most active early stage investor in Alabama, according to PitchBook, which tracks the public and private equity markets.

***About the Economic Development Partnership of Alabama:*** Now in its 26th year, the non-profit Partnership represents the private sector’s contribution to economic development in Alabama. EDPA is supported by more than 60 partners from across the state and works to attract, retain and grow jobs in Alabama, while also helping high growth companies start, stay and grow in Alabama and recognizing entrepreneurship statewide through its Alabama Launchpad program.

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