

For Immediate Release

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Alabama Launchpad Startup Competition March 15 Finale heads to Prattville

Birmingham, AL, March 7 --- Six Alabama early-stage companies will head to Prattville on March 15 and compete for \$150,000 in the latest Startup Competition Finale for [Alabama Launchpad](#), a program of the [Economic Development Partnership of Alabama](#) and the state's most active early stage investor.

The startup teams are either in the concept stage for entrepreneurs launching businesses or in the seed stage, which is for businesses accelerating growth.

Competing in the concept stage are:

- CigarClub.com, based in Mobile, is a monthly cigar subscription club that hand picks cigars for customers based on taste preferences.
- Pelican Point Advisors, based in Mobile, is a business planning company for dentists.
- Pointz, based in Birmingham, is an app that gives local businesses a way to incentivize customers to shop at their businesses.

Competing in the seed stage category are:

- AIM 4 PIE (Academics in Motion 4 Physical Intensity Everyday), based in Arab, is a game kit for elementary physical education classes that allows PE teachers to mix academics with high energy through the use of individually lettered plastic balls.
- O3 Solution, based in Mountain Brook, is an agile project management tool for industrial construction.
- Quantalytix, based in Birmingham, is a software-as-a-service platform for the financial services industry.

Teams will get five minutes to pitch their businesses before a judging panel and an audience for top investments. Up for grabs is a \$50,000 cash prize for a concept winner, while the seed winner will receive a \$100,000 cash prize.

The finale will be held at Creekside in downtown Prattville, near 243 S. Court St. The event begins at 4 p.m. and is a continuation of imerge, the annual celebration of innovation in Alabama.

It is open to the public. Admission is \$10 to \$20. The finale will feature a panel discussion, food, networking opportunities and live music. For more information on the event or to buy tickets, click [here](#).

“Alabama Launchpad is pleased to once again have a startup competition finale in a new part of the state, this time Prattville,” said Greg Sheek, Launchpad programs director. “As the state’s most early stage investor dedicated to helping companies succeed in Alabama, we are excited for the six teams competing. We look forward to supporting them as they take the next step in their growth.”

Alabama Launchpad is in its 12th year of helping early-stage companies start, stay and grow in the state. It is a public-private partnership made possible through support from the state’s research universities, the Alabama Research Alliance and the Alabama Department of Commerce.

Since Alabama Launchpad’s inception, \$4 million has been invested in 70 companies that have created more than 500 jobs and raised \$50 million in capital.

Alabama Launchpad uses a volunteer judging panel comprised of five individuals, representing investors, entrepreneurs and corporate stakeholders from across the state. The judging panel remains the same through each phase of the competition.

Judges for this competition round are:

- Lisa Williams, president, Soldier 1 Corp., Huntsville
- Neill Wright, Liberty Bank executive vice president, Tuskegee, and executive director, the Bronze Valley Initiative
- Dan Ruth, attorney, Balch & Bingham, Birmingham
- Giles McDaniel, executive director, Shoals Entrepreneurial Center, Florence
- Haley Van Antwerp, executive director, Innovation PortAL, Mobile

About the Economic Development Partnership of Alabama (EDPA): Now in its 27th 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 encouraging innovation through its Alabama Launchpad program.

About Alabama Launchpad: Since 2006, Alabama Launchpad, a program of EDPA, has helped high growth companies start, stay and grow in Alabama while also supporting, advocating and recognizing entrepreneurship statewide. www.alabamalaunchpad.com