

**For Immediate Release**

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## **Six companies named finalists in Alabama Launchpad**

Birmingham, AL, Oct. 22 -- Six companies are advancing as finalists in the Alabama Launchpad Startup Competition. The Economic Development Partnership of Alabama, which sponsors Launchpad, announced the six early-stage companies that will make their final pitches at the Alabama Launchpad Startup Competition in Fort Payne, Alabama on Nov 14.

The startups are competing along two tracks: concept stage for entrepreneurs launching businesses and seed stage for businesses accelerating growth.

A judging panel comprised of five individuals representing investors, entrepreneurs, and corporate stakeholders from across the state selected six early-stage startups to compete in the Alabama Launchpad Startup Competition Finale.

The six finalists will make their pitches before the judges at the competition finale on Nov. 14 at 4 p.m. at the DeKalb Theatre in Fort Payne, Alabama. The judges will select a concept startup winner to win a \$50,000 cash prize and a seed winner to receive a \$100,000 cash prize.

Funding from Alabama Launchpad helps high-growth, innovative startups launch or scale their businesses. While the prize money is a benefit to competing, all competitors benefit from the access to mentors, valuable feedback to grow their businesses and connectivity to the growing network of Alabama Launchpad alumni.

The finalists for the concept stage are:

- AerBetic (Birmingham): has developed a non-invasive, wearable alert sensor for managing diabetes.
- Jeri (Alexander City): is a care planning software for family caregivers.
- LEVELD (Mobile): is an app-based marketplace providing individuals access to tools and equipment rentals via peer to peer transactions.

The seed stage finalists are:

- CigarClub (Mobile): is a tailored monthly subscription service of premium cigars.
- Domestique (Birmingham): is a coffee roasting and beverage company providing high quality, ready-to-drink products.
- TriAltus Bioscience (Birmingham): offers services for life scientists who work with genetically engineered proteins.

Judges for this competition round are:

- David Gibson, Bell Media (formerly of Zeekee), Birmingham
- Spencer Lacey, Jemison Investment Company, Birmingham
- Emilie Dover, Rocket City Digital, Huntsville
- James Barnett, People's Bank, Birmingham
- Mart Marasco, BFC Global Services, Birmingham

Angela Wier, Vice President of the Economic Development Partnership of Alabama said, "In keeping with EDPA's commitment to bring innovation to all parts of Alabama, we are very happy to partner with DeKalb County Economic Development Authority (DCEDA) to bring the fourth quarter Alabama Launchpad pitch competition to this region of the state. Often, we see entrepreneurs from an area apply to the competition after attending the finale in their region. We look forward to networking with entrepreneurs in northeast Alabama. Innovation can thrive in every corner of Alabama and EDPA is committed to outreach and celebration of innovation."

The finale starts at 4 p.m. on Nov. 14 and is open to the public. Admission is \$10 for startups and students, \$20 for investors and the public. There will be food, networking, and entertainment.

Since inception in 2006, Alabama Launchpad has invested over \$4.2 million in companies that have created more than 500 jobs and raised over \$70 million in follow-on capital and revenue. 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 (EDPA):** Now in its 28th 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:** Alabama Launchpad, a program of the Economic Development Partnership of Alabama (EDPA), helps high-growth companies Start, Stay and Grow in Alabama. Started in 2006, Alabama Launchpad is the state's largest virtual accelerator and early seed investor and drives innovation and job growth through startup competitions and ongoing mentoring for launching and growing businesses in Alabama.  
[www.alabamalaunchpad.com](http://www.alabamalaunchpad.com)

**For tickets to the finale:** <https://www.eventbrite.com/e/alabama-launchpad-startup-competition-finale-cycle-4-tickets-51595563720>

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