

For Immediate Release

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Four Alabama startup teams win funding at Alabama Launchpad Competition Finale

Birmingham, Ala., August 28 — Four startup teams won a share of up to \$240,000 in funding Thursday night through Alabama Launchpad, a program of the Economic Development Partnership of Alabama designed to give entrepreneurs access to capital to help launch their businesses.

A five-judge panel selected the teams after a well-attended live pitch event Thursday night at WorkPlay Theatre in Birmingham. The four winners were among six finalists that made 8-minute pitches to the panel of investors, entrepreneurs and industry experts. The judges also determined the amount of funding given to each startup team. The winners and the amounts awarded by the judges are:

- **editBIO, LLC (\$25,000)**: editBio, based in Hoover, aims to create an efficient, web-based marketplace to connect global biological and medical scientists with freelance editors to communicate clearly their science through English publications.
- **IllumiCare, Inc. (\$100,000)**: IllumiCare, based in Birmingham, is a non-intrusive ribbon of information that hovers over a hospital's electronic medical record, showing physicians real-time, patient-specific costs and risks associated with tests and medications when they are about to order the next test or medication.
- **Open Frame LLC (\$75,000)**: Open Frame LLC, based in Mobile, has created NitroPCR, a mobile electronic patient charts for Emergency Medical Services.

- **SimplyProse (\$40,000):**SimplyProse, based in Opelika with an Auburn University affiliation, is a collaborative writing platform that affords all writers a space to create, critique and market their work for profit or personal enjoyment.

The winning teams will be recognized on Sept. 2 along with the 2015 Alabama Innovation Award Winners at the 5th Annual Alabama Innovation and Entrepreneurship Conference at the Birmingham-Jefferson Convention Complex in Birmingham. Joining EDPA in recognizing the winners this year will be Alabama Gov. Robert Bentley; Alabama Power Co. CEO and EDPA Board Chairman Mark Crosswhite, and Tom Stanton, CEO of ADTRAN in Huntsville and chairman of the Alabama Innovation Awards judging committee.

“We congratulate the winners,” said Greg Sheek, Alabama Launchpad programs director. “Alabama Launchpad is committed to helping entrepreneurs succeed, so the companies can create jobs and grow Alabama’s economy.”

The judges also provided feedback to all teams. Judges for this second round competition are entrepreneurs, investors, tech luminaries and corporate stakeholders:

- **Bob Crutchfield**-General Partner with Harbert Venture Partners (HVP), an institutional venture capital firm located in Birmingham and Richmond, Va.
- **Antonio Montoya**-Founder of the Huntsville-based Rocket Hatch, formed to promote and support entrepreneurship in the region. Montoya also is co-founder and advisor to early-stage companies and consults at www.antoniomontoya.com.
- **Dean Parker**-Founder and CEO of the Mobile-based Callis Communications, the leading provider of cloud-based Unified Communication as a Service (UTAS) solution for Tier 2 markets throughout the Southeast.
- **Dr. Ashok K. Singhal**-Principal Founder and Chairman of the Huntsville-based CFDR.
- **Jason Thomas**-Executive Vice President and General Counsel of the Atlanta-based Total EHR and the Company’s technology partner, Total Dental.

About the Economic Development Partnership of Alabama: Now in its 25th year, the non-profit Partnership represents the private sector’s contribution to economic development in Alabama. Fully funded by more than 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

About Alabama Launchpad: Alabama Launchpad helps high growth companies start, stay and grow in Alabama while supporting, advocating and recognizing entrepreneurship statewide. www.alabamalaunchpad.com