

For Immediate Release

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EDPA announces new competitors aiming for a share of up to \$250,000 in Alabama Launchpad Startup prize money; Startups will make first pitches on Oct. 2

Birmingham, Ala., Aug. 28 --The Economic Development Partnership of Alabama today announces that 10 teams will compete in the next round of the Alabama Launchpad Startup Competition in hopes of winning a share of up to \$250,000 in funding to turn their ideas into future jobs.

The startups were selected Wednesday by judges who reviewed applications submitted by 18 teams. The pre-seed phase competition is geared to promote, reward and increase the pipeline of high-growth, innovative ventures that have the potential to diversify Alabama's economy.

Alabama Launchpad ended another cycle of competition Thursday night, awarding four teams a share of \$240,000.

Greg Sheek, Alabama Launchpad programs director, said, the competitions are important to help the state's aspiring entrepreneurs gain access to funding, mentors and also to hone their ability to pitch their products or services before investors.

"With the competitions, we hope to accelerate the creation of new high growth jobs for Alabama," Sheek said.

Competitors selected to proceed are:

- **The Ark Labs**, based in Florence, has developed a smart device, The Ark, which is a monitoring solution with a control mechanism that is empowered by artificial intelligence software to eliminate inefficiency and major damage caused by water leaks in homes.
- **BDI Laboratories**, based in Huntsville, has developed the MediaBit device that monitors TV viewing habits, making it possible to limit how much TV a family watches.
- **ESI Roundtable**, based in Birmingham, provides practical, community-based eDiscovery continuing legal education (CLE).
- **LiTeWater**, based in Tuscaloosa, filters and eliminates harmful bacteria and viruses from tap water through a breakthrough ultraviolet water treatment technology.
- **MechOptix, Inc.**, based in Madison, has developed Stoptix, an automatic brake lamp that protects your vehicle from rear-end collisions.
- **PartCycle Technologies, LLC**, based in Florence, is an e-commerce marketplace for the auto parts industry that connects people who need auto parts with those who have them for sale, using a trustworthy, simple platform.

- **Space Resources Extraction Tech**, based in Huntsville, has developed technology that can extract water from planetary soils very efficiently with low mass transported to the space body and will provide microwave water technology for water prospecting and mining demonstrations on the moon and Mars.
- **Vital Metrix, Inc.**, based in Huntsville, provides data to a patient's cardiologist while the patient is home and allows for the better treatment of congestive heart failure and quality of life.
- **ACE Creative Engagement, LLC**, based in Huntsville, is a consumer grade tool to address the pains of live video broadcasting.
- **Bright Willow, LLC**, based in Mobile, revolutionizes bedsore prevention by identifying areas at risk sooner than ever before.

The teams will pitch their businesses before the five-judge panel on Oct. 2 at 9 a.m. The event will be held at Evonik Industries, 750 Lakeshore Parkway, Birmingham.

Alabama Launchpad Competition, started as a pilot project in 2006, is financed by business, the state of Alabama and seven universities.

Judges for this competition round are entrepreneurs, investors and corporate stakeholders:

- **Mickey Millsap**, Executive Director, Youth Entrepreneur Labs
- **David Kassouf**, Director, Kassouf & Company
- **Figen Petka**, Investment Strategist, ADTRAN, Inc.
- **Jason Thomas**, General Counsel, Total EHR
- **Dennis Hinton**, Director, BonaVenture Capital

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.

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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