



For Immediate Release

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Six startups advance to Alabama Launchpad Finale on Aug. 27 to be held at WorkPlay Theatre in Birmingham

Birmingham, Ala., June 25 -- Alabama Launchpad, a program of the Economic Development Partnership of Alabama, announces today that six teams are one step closer to winning a share of up to \$250,000 that could help them to take their startups to the next level.

Ten teams competed Friday at Evonik Industries in the first pitch event for the Alabama Startup Cycle B Competition. Six startup teams are advancing to the Competition Finale on Aug. 27 at WorkPlay Theater, 500 23rd Street, Birmingham.

The finalists are:

- **editBIO, LLC** : 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.
- **euHydrate LLC**: euHydrate, based in Huntsville with a University of Alabama in Huntsville affiliation, manages personalized optimum hydration for health, wellness and medical applications.
- **IllumiCare, Inc.**: 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**: Open Frame LLC, based in Mobile, has created NitroPCR, a mobile electronic patient charts for Emergency Medical Services.
- **SimplyProse**: 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.

- **Tennibot:** Tennibot, based in Auburn with an Auburn University affiliation, is a robotic tennis ball collector that allows the player to focus on having fun and hitting balls, not collecting them.

“We grow more impressed every competition with the caliber of startups and level of participation from the entrepreneurial community in Alabama,” said Greg Sheek, Alabama Launchpad programs director. “We congratulate the finalists and wish them much success at the finale in August. Starting a company is a difficult task; entrepreneurs need a variety of elements to be successful including mentorship, encouragement, funding and a network of contacts. Alabama Launchpad is pleased to help give early stage startups momentum to create new jobs and important innovation for the state of Alabama.”

The teams were selected after all 10 startups made 8-minute pitches before judges, who 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.
- **Mickey Millsap** – Co-founder of UShip in Austin and now leads K-12 Lean Labs, a Birmingham-based K-12 education incubator focused on identifying, developing and launching innovation that positively impacts Alabama students.
- **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[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[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[alabamalaunchpad.com]