



FOR IMMEDIATE RELEASE

Winning Startups Announced at Bloomington Demo Day

Bloomington, Indiana (December 4, 2015) – Bloomington’s B-Start program announced its Demo Day winners yesterday after nine participating teams submitted business plans and delivered a 5-minute pitch on their startup projects. Hosted at Indiana University’s Cyberinfrastructure Building, the room was filled with aspiring entrepreneurs, interested investors, community leaders, families and friends who watched B-start participants pitch their idea on the 24-tile 50 million-pixel IQ-wall.

The winning teams announced were:

- 1st Place: Critique – a peer feedback and review tool for educators and the learning industry.
- 2nd Place: TrickLab – online martial arts tricking instructional platform and marketplace.
- 3rd Place: Beatmatch – a marketplace for instrumentals serving producers and recording artists.

All graduating B-Start participants received a \$500 stipend, and first, second and third place winners received \$2,500, \$1,500 and \$500 respectively to continue to develop their businesses.

A panel of judges included Anthony Armstrong, IU Research & Technology Corporation; Dan Owen, Elevate Ventures; and Troy Phelps, Indiana Small Business Development Center. Dr. Gary Anderson, retired Founder and Managing General Partner at TL Ventures (Wayne, PA), delivered the keynote address for the event. Graduation stipends and pitch prizes were made possible through financial support from Cook Group, The Gayle and Bill Cook Center for Entrepreneurship at Ivy Tech Community College-Bloomington, and Innovate Indiana.

Demo Day serves as the conclusion of the inaugural session of B-Start. Next semester, graduating startups will continue to participate in group workshops and networking opportunities to ramp up their business potential. The next B-Start session will begin Fall 2016.

About B-Start

B-Start is a pre-accelerator program of the Bloomington Economic Development Corporation (BEDC) designed for Indiana University and Ivy Tech student technology startups. B-Start participants are at the earliest stage of their business development and are coached through a rigorous comprehensive process of cohort activities and individualized mentorship over the course of the program to build a foundation for accelerating the growth of their startups. For more information, visit www.b-start.org.

About the BEDC

The BEDC is a not-for-profit organization dedicated to the retention, development and attraction of quality jobs in Monroe County. The BEDC is led by a partnership of private industry leaders, the City of Bloomington, Monroe County, Indiana University and Ivy Tech Community College–Bloomington. For more information, visit www.comparebloomington.us.

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