

FOR IMMEDIATE RELEASE

A PUERTO RICO STARTUP IS CHOSEN TO COMPETE FOR THE 9TH STARTUP OF THE YEAR® CHAMPIONSHIP TITLE AND UP TO \$50K IN POTENTIAL INVESTMENT

100 early-stage companies will head to the innovation epicenter of Tampa, FL to participate in Established annual Startup of the Year Summit

[San Juan, Puerto Rico] [Hallo](#) was announced today as one of the Top 100 startups to compete and participate in the 9th Annual [Startup of the Year Summit](#) from January 25 - 27, 2022 in the innovation hub of Tampa, FL. The three-day event is powered by [Established](#) with Host Partner, [Embarc Collective](#), and presented by title Sponsor, ReliaQuest.

[Startup of the Year](#) is a community, a resource, and competition curated specifically to elevate founders and their teams. This year - *for the first time in-person since 2019 (2020 Summit was virtual)* - rising startups, investors, corporate innovators, and entrepreneurial ecosystem builders will gather together in the same city to celebrate innovation and recognize the achievements of early-stage companies from across all verticals and around the world.

The startups that participate in this event, such as **Hallo**, have the opportunity to grow their business, expand their connections, and elevate their brand from a global stage. They join the ranks of well-known companies that have been a part of the Startup of the Year community over the past decade, such as Aperiomics, BenjiLock, Groupon, GrubHub, Maxwell Health, re:3D, ShearShare, and Uber.

"It was a shot in the dark. When we got the word that we made the cut, I thought.. 'we'd better represent'. A PuertoRico Startup in the Top100 for Startup of The Year Title shows Startups here perform at A+ level w/ less. Being able to do that on a global stage is Epic. @hallo_pr..."
tweeted Jan Reese Rondina, Founder & CEO, @yellowjacketceo

This year, the Top 100 will compete for up to \$50K in potential investment, the championship title, the People's Choice Award presented by ReliaQuest, and other prizes. Speakers include Jeff Vinik, Chairman and Governor, Tampa Bay Lightning; Erica Duignan Minnihan, Co-founder and General Partner, Reign Ventures, McKeever (Mac) Conwell, II, Founding and Managing

Partner, RareBreed Ventures; Jenn Lim, Co-founder and CEO, Delivering Happiness; Blake Hall, Founder and CEO, ID.me, and many more.

“Having hosted startup gatherings for over a decade, all over the country, Established has seen the increased need to create experiences that work harder for the attendees, creating opportunities to build relationships with growth and positive outcomes in mind. This is what Summit is about,” added Jen Consalvo, Co-CEO of Established. “We’re excited to have Tampa as this year’s backdrop.”

Prior to 2020’s virtual event, Startup of the Year brought startups and investors to Downtown Las Vegas, San Jose, San Francisco, Boston, and Memphis.

Get on the list for updates on live streaming and vote for the People’s Choice Awards (sponsored by ReliaQuest): <https://summit.startupofyear.com>

For more information contact operations@hallopr.com

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About Startup of the Year®

Powered by Established, the Startup of the Year program is a global competition, world-wide community, and resource to elevate startup founders. Since 2006, the Established team has discovered and supported the most promising and innovative startups from around the world via this annual competition, its Investment Community, Daily Dealflow™ newsletter, Startup of the Year Podcast, Activation Events, and more. For more about the Startup of the Year program, visit <https://www.startupofyear.com>.

About Established®

Established is a consultancy focused on helping organizations with their innovation, startup and communication strategies. Created by the talent responsible for building the Tech.Co brand (acquired in 2018), Established leverages decades of experience to help collaborators build their brand, engage audiences and accomplish their goals. For more about Established, visit <https://www.established.us>.

About Hallo

HALLO is a peer-to-peer marketplace that's democratizing how we access on-demand services and on-demand work by increasing Efficiency, Inclusivity, and Affordability. Inspired by the people in Puerto Rico with limitations that affect their ability to earn supplemental income in the Gig Economy, the Company's mission is to make an equal and sustainable system of offering and booking services that is accessible for all users. The app-based platform specially designed a service provider app to empower more to maximize their earning potential. Making it easy for them to manage and respond to bokings, while gamifying the way they work. HALLO provides the only digital "access-to-supplemental-earning" platform that provides a free way for providers to get background checked, verified, and trained, to get them and their best services ready for customer bookings in real-time. To learn more, visit hallopr.com.

