



Technology Association of Georgia
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FOR IMMEDIATE RELEASE

2032 TAG Business Launch Competition Announces Finalists

ATLANTA (April 22, 2013) – The Technology Association of Georgia (TAG) are today announcing the finalists for the 2013 TAG Business Launch. The judges for the semifinal round have selected three companies to compete for \$50,000 in cash and over \$400,000 in services. The finalists for this year’s competition are:

- **Rigor** leverages web performance management software to help ecommerce companies sell more on the web while maintaining lower operational costs. The platform helps ecommerce companies do so by addressing the following areas: 1) Improving website performance – Sites that leverage Rigor to optimize page speed have higher search result rankings, conversion rates, user engagement and sales. 2) Reducing downtime - Companies that use Rigor are alerted immediately when and why problems occur, so they can fix issues before they affect the business. Rigor is currently providing the platform complete Software-as-a-Service (SaaS) offering coupled with technology enabled ancillary professional services
- **Sideqik** is the 1st Together Marketing platform. We connect marketing partners and make marketing partnerships more effective. Kurt Uhlir helped create the spatial and mobile industry at Navteq and stayed on for three years after the \$8.1B sale to Nokia. Kurt then joined Jeremy Haile, and the team at Vitruve (which was acquired by Oracle in 2012), solving huge problems for social marketers. Jeremy and Kurt left that opportunity when they realized the difficulty businesses were having trying to work together as marketing partners. All marketers know that marketing partnerships are an effective way to get new leads, drive revenue, and build brand awareness. These partnerships are very effective but can also be challenging to setup, run and measure. Enter Sideqik. Sideqik does the hard work, so marketers can be the superhero of their company. Sideqik has helped businesses with audiences ranging from 5,000 to 750,000 on social and email.
- **Techturized** is a hair care technology company creating innovative solutions to solve the hair needs of women of color. Our platform provides personalized recommendations based on hair type and lifestyle. We capture the essence of a woman’s emotion-driven hair evolution, catering to her need to look and feel her best.

“TAG has consistently been impressed with the quality of the companies that apply for the Business Launch Competition, and this year was no exception,” stated Melanie Brandt, TAG’s COO. “We are very pleased with the judges’ selections and are looking forward to another great finals event on May 9th.”

TAG Business Launch supports Georgia’s burgeoning start-up community by helping local entrepreneurs launch their businesses. Since it was founded in 2006, it has become one of largest competitions of its kind in the United States, providing \$500,000 in cash and over \$1,000,000 in donated services, and has

helped more than 200 young entrepreneurs connect with successful entrepreneurs and investors in mentoring relationships.

Additionally this year, we are included a panel of previous winners, moderated by serial entrepreneur and investor David Cummings, to the event. Previous winners include Acculynk, Accelereyes, CollectorDASH, who will take part in the discussion.

Over two days, 10 semifinalists presented their 15-minute business pitch to a fresh panel of judges, followed by a 15-minute Q&A session.

The Finalists will be judged by an all-star panel of venture capitalists and investors including **Jonathan Ebinger**, BlueRun Ventures; **John Glushik**, Intersouth Partners; **Ashish Mistry**, BLH Venture Partners; **Robert Frohwein**, Kabbage; **Wayne Hunter**, Harbert; and **Steve Fredrick**, Grotech.

The Business Launch Competition culminates on May 9, 2013, with a Finals Competition at the Technology Square Research Building from 8:00 a.m. – noon. Attendance is open to the public for a nominal entry fee which includes breakfast, lunch, and beverages throughout the event.

For more information, visit <http://www.tagonline.org/businesslaunch.php>.

About The Technology Association of Georgia (TAG)

The Technology Association of Georgia (TAG) is the leading technology industry association in the state, serving more than 19,000 members and hosting over 200 events each year. TAG serves as an umbrella organization for 32 industry societies, each of which provides rich content for TAG constituents. TAG's mission is to educate, promote, influence and unite Georgia's technology community to foster an innovative and connected marketplace that stimulates and enhances a tech-based economy. The association provides members with access to networking and educational programs; recognizes and promotes Georgia's technology leaders and companies; and advocates for legislative action that enhances the state's economic climate for technology. Additionally, the TAG Education Collaborative (TAG's charitable arm) focuses on helping science, technology, engineering and math (STEM) education initiatives thrive.

For more information visit the TAG website at www.tagonline.org or TAG's community website at www.TAGthink.com. To learn about the TAG-Ed Collaborative visit <http://www.tagedonline.org/>.

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