



The Biz Foundry
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FOR IMMEDIATE RELEASE

BIZ FOUNDRY TO HOST 48 HOUR LAUNCH NEXT MONTH

The Biz Foundry will host the Upper Cumberland's first 48 Hour Launch on November 22-24, 2013. 48 Hour Launch is a weekend-long business startup summit, designed to inspire entrepreneurial action at the local level. 48 Hour Launch is an intensive period of planning, incubation, and launching. The program is a collaborative project, so it brings entrepreneurs, writers, designers, developers, programmers, and marketing specialists together.

"Relationships and connectivity are integral in the ecosystems of startups, and 48 Hour Launch provides space and time for an environment of entrepreneurship to take root" said Jeff Brown, Director of The Biz Foundry. 48 Hour Launch starts with idea generation, so participants are encouraged to submit startup ideas at www.thebizfoundry.org.

The weekend-long event will begin on November 22 at 5:30 p.m. Entrepreneurs will first pitch their ideas, and then teams will be formed around those ideas. The next two days will be an intense work session to bring about a viable business model. On Sunday, each team makes a final presentation to the public and judges in order to determine the winning project.

The Biz Foundry is Launch Tennessee's regional business accelerator. The non-profit organization strives to increase the viability of startups in the region by connecting them with the resources they need. More information on The Biz Foundry and 48 Hour Launch can be found at www.thebizfoundry.org.

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If you would like additional information, please feel free to contact Sammy Lowdermilk at 931-224-7770.