



FOR IMMEDIATE RELEASE

Rocket Hatch Mentors Startups in State Funding Competition

HUNTSVILLE, Ala. November 9th, 2015 – Three startups from Huntsville will be pitching for their chance to win a share of up to \$250,000 in funding from [Alabama Launchpad](#), a program of the Economic Development Partnership of Alabama. These budding Huntsville businesses have been preparing for this competition since August as part of a high-growth startup mentoring program organized by Rocket Hatch.

During this competition cycle, five Huntsville companies were initially selected out of a total of 10 for the pitch elimination round held in Birmingham on October 2nd. Three Huntsville startups were selected to advance to the next round. The last startup from Huntsville to receive an award in the Launchpad Startup competition was [Vastly](#) back in 2013.

“The support from the Rocket Hatch mentors has been tremendously beneficial.” said Alton Reich, CEO of Vital-Metrix. “There is a big difference between how an explanation of your business plan sounds to you, and to a group of other people. The feedback that I have gotten has really enabled me to focus the message.”

The Huntsville finalists mentored by Rocket Hatch are:

- **ACE Creative Engagement**, a cloud-based service that simplifies the complexity of live video broadcasting production and distribution. www.ace.news
- **MechOptix**, developer of Stoptix, an innovative brake lamp that turns on automatically on vehicle deceleration. www.mechoptix.com
- **Vital-Metrix**, an in-home, non-invasive solution to monitor congestive heart failure patients. www.vital-metrix.com

“The Huntsville business community has been very generous in helping start-ups and there is a strong entrepreneurial spirit here. Rocket Hatch developed a system where it was very efficient for the mentor and the startup to communicate throughout this competition cycle and it’s been very interesting to learn about the new business prospects,” said Peggy Sammon, CEO of Genecapture and Rocket Hatch mentor.

The mentorship program, started in the Fall by Rocket Hatch as an outshoot of the successful CO.STARTERS program, helps entrepreneurs by providing mentors and guidance around select startup competitions. Antonio Montoya, Rocket Hatch Executive Director said: “We will continue to work in conjunction with programs like Alabama Launchpad and regional startup accelerators to provide local entrepreneurs with the funding and exposure that are critically needed in the early stages of their startup life.”

The final pitch competition and award ceremony will be at **Design Lab** at the historic Lincoln Mill on **Dec 10th** from **4:00pm** to **8:00pm**, attendance is free.

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About Rocket Hatch

Rocket Hatch is a non-profit 501(c)3 organization focused on supporting the startup creation in the Huntsville Metro and surrounding areas through an open and inclusive community. Rocket Hatch is leveraging the best available entrepreneurial resources connecting the local startups, innovators and entrepreneurs with the global startup ecosystem. For more about Rocket Hatch visit rockethatch.org

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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

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