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## CO.LAB and Mozilla Announce Seven Finalists for 48Hour Launch Competition

CHATTANOOGA, Tenn. (September 1, 2016) – The Company Lab (CO.LAB) and Mozilla have selected seven teams to compete for prizes in this year's 48Hour Launch: Internet of Things business hackathon. Projects range from drone-enabled utility repairs to Wi-Fi connected plush toys that allow kids to send and receive voice messages.

[48Hour Launch](#) is a weekend-long business competition that challenges teams of entrepreneurs and specialists to spend 48 hours transforming a startup concept into a viable business model or prototype. Participants will compete for prizes including two free trips to [MozFest](#) in London, cash, packages of free business services, an automatic spot in CO.LAB's GIGTANK accelerator and free office space at Society of Work. In addition to co-hosting the event, Mozilla will also provide devices that support IoT development to 48Hour Launch participants.

“We’re very excited to bring our interests and expertise together with the community to create products that will impact both education and our city,” said Katie Hendrix, portfolio manager at Mozilla. “This year’s finalists submitted an array of amazing, viable ideas. We’re looking forward to bringing our finalists together with the community to learn about the Internet of Things and how these technologies will become integral to the way we live and do business in the future.”

CO.LAB and Mozilla are now seeking community support to help participants move their projects forward.

“Now that we’ve selected our finalists, we’re asking the public to come learn about their projects at Kickoff Night and join a team for the weekend,” said Mike Bradshaw, executive director of CO.LAB. “Public collaboration is critical to the 48Hour Launch experience, and we need volunteers with all manner of skillsets to pitch in and join the process.”

48Hour Launch: IoT Edition will begin Sept. 9 with public pitches, where the selected teams will present their ideas to the public and request help from locals with the skills required to move their projects ahead. Members of the public will have the opportunity to work with teams that evening and for the remainder of the weekend. Public pitches and project development will take place on the fifth floor of the Edney Innovation Center from Friday, Sept. 9 through the afternoon of Sunday, Sept. 11. The experience will culminate with a Demo Night at 6 p.m. on Sept. 11 at the Church on Main, where participants will debut their work and a panel of judges will announce the winners. [Click here to register.](#)

Established in 2009, 48Hour Launch has evolved into one of the area’s leading events for new startup collaboration. Over the last several years, the program has engaged approximately 150 annual participants, activated a total of 65 projects that have raised a combined \$4.3 million in capital, and connected teams with free local business services valued at more than \$60,000. A number of major entrepreneurial successes have grown out of 48Hour Launch, including Quickcue – a guest management platform that sold for \$11.5 million in 2013 – as well as Society of Work, The UNFoundation and Chatype.

### About the 2016 Finalists

**Aerial Maintenance** is an autonomous drone service that streamlines repairs for utility companies, thus cutting costs by requiring smaller maintenance crews and performing more preventive repairs.

**Chatties** is a line of Wi-Fi enabled smart plush toys that allows kids to send and receive voice messages from friends and family members. Built on a verticalized hardware and software platform, Chatties is part of a new generation of social toys that are changing the way children connect through learning-based play.

**Digital Windows** is a platform for live streaming real-world activity that students wouldn't normally be able to access. Through partnerships with a variety of organizations, students will have the opportunity to explore the worlds of medical research, policing, travel and more.

**Inclusive Makerspace** is a space that provides engaging activities for students of all abilities to explore and create. Developed in partnership with the Red Bank Elementary School Library, this program utilizes the web to help students with disabilities access the resources and tools necessary to explore their own creativity in an inclusive setting.

**Schoolife** is a desk module built for the classroom that allows students to engage in digital learning experiences. This touch-screen system is designed to mimic a physical desk while providing students with access to files such as textbooks and assignments. In addition, the system enables students to engage in real-time communication with teachers during lessons and has the ability to connect with supporting devices like smart phones.

**Stage Genies** is a multimedia system designed to sense and respond to dancers and other performers' movements. This project engages 12- to 17-year-old student programmers in writing software for both the camera, which senses motion, and the responses that follow, which could include music, lighting effects and projection.

**ViatoR** utilizes virtual reality to submerge users in interactive language learning experiences. While immersive experiences are typically key to learning a foreign language, not everyone has the ability to study abroad. With ViatoR, students get the opportunity to immerse themselves in foreign language environments that are critical to improving fluency.

## About the Prizes

### First Place

- \$1,200 cash
- 10 hours of free legal services
- 10 hours of free accounting services
- Two free sessions of business insurance consultation
- Three-month membership at Society of Work
- Automatic spot in GIGTANK 365 Accelerator

### Second Place

- \$800 cash
- 10 hours of free legal services
- 10 hours of free accounting services
- Two free sessions of business insurance consultation
- Three-month membership at Society of Work
- Automatic spot in GIGTANK 365 Accelerator

Mozilla will select two individuals to receive free trips to Mozfest in London this October. Prize sponsors include Chambliss Startup Group, Miller & Martin and J. Smith Lanier.

## About The Company Lab

[The Company Lab](#) (CO.LAB) is a nonprofit organization that supports entrepreneurial growth in southeast Tennessee. Established as the region's front door for entrepreneurs, CO.LAB works to increase the viability of startups and strengthen the ecosystem of support behind them. In doing so, the organization helps entrepreneurs refine their business models, test their ideas with customers, pursue capital and partnerships, and connect with a community of mentors, peers and business experts. Additionally, CO.LAB works to create environments that inspire entrepreneurial activity, open doors within the business community and promote job creation. The companies CO.LAB supports range from street-corner mom and pop shops to tech startups scaling into major markets. To learn more, visit [colab.co](http://colab.co).

## About Mozilla

The nonprofit Mozilla Foundation believes the internet must always remain a global public resource that is open and accessible to all. Our work is guided by the [Mozilla Manifesto](#). The direct work of the Mozilla Foundation focuses on making the health of the internet a mainstream issue. We do this by connecting open internet leaders with each other and by mobilizing grassroots activities around the world.

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