



FOR IMMEDIATE RELEASE

## Rocket Hatch and Southern/alpha Announce Startups to Compete on “Will This Fly?” Pitch Competition

HUNTSVILLE, Ala. November 18th, 2014 – Rocket Hatch announced the startups that will participate on its first “[Will This Fly?](#)” startup pitch competition. Produced in conjunction with Southern/alpha, “Will This Fly?” will allow innovators and entrepreneurs to come to Huntsville and pitch their ideas in front of investors, mentors, and potential partners.

The following startups will pitch to a [panel of eight judges](#) representing well established startup accelerator programs and investment groups from the Southeast. These startups were selected from a group of over twenty submittals from North Alabama, Tennessee and Georgia.

- [Weld3D](#) a pioneer in additive manufacturing with an innovative 3D metal printing process that makes this technology accessible and affordable.
- [Mechoptix](#) a motorcycle and automotive technology company introducing their Stoptix automatic brake lamp.
- **FusionMED** a medical device company specializing in the development and manufacturing of non-intrusive mechanical devices.
- [Thread](#) creates intentional and contextual connections between persons, places and things to maximize meaningful interactions based upon intent and proximity.
- **Skyblast Freight** an eBay storefront offering regularly scheduled orbital launch services for cubesats.
- [MedExcess](#) is an online brokerage for the medical field to manage their overhead in real time.
- **NetRep** a startup focusing on creating trust for online and offline transactions by leveraging your online reputation and connections, while keeping your information private and secure.

“The quality of the submittals was impressive”, Kelley Boothe, Southern/alpha founder and CEO said. “It is great to see so many quality startups emerging in the Southeast and coming together for ‘Will This Fly?’. We can’t wait to see them on stage.”

In addition to the startups presenting, “Will This Fly?” will have a “Startup Village” where runner-ups will be showcased. Startup Village participants are:

- Conspire Technology
- Surface Integrity
- Vital Metrix
- Space Resources Extraction Technology



- City Data Company
- Scorebird, LLC
- To Infinity
- What's Hubbin'

“Will This Fly?” will be held on November 20th, 2014 at the Design Lab, located in the historic Lincoln Mill at 1300 Meridian Street, Huntsville, AL 35801. More than just a pitch competition, the event is a full day experience that includes additional activities for VIP ticket-holders including a tour of the city and speed dating. The main portion of the event will start at 4:30pm with general registration and networking, and the pitches will start at 5:30pm. Registration for VIP ticket-holders will start at 9:30am.

Tickets are available for purchase at <http://www.willthisflyhsv.com/#tickets> and more information about the event can be found online at [www.willthisflyhsv.com](http://www.willthisflyhsv.com).

### About Rocket Hatch

Rocket Hatch is an open community of creators and entrepreneurs with the mission of supporting the startup movement in the Huntsville Metro and surrounding areas. 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](http://rockethatch.org)

### About Southern/alpha

Southern/alpha is the only all digital news media publication covering startups in the South. Southern/alpha serves as a platform for founders, developers and investors to discuss startup and entrepreneurial topics ranging from talent, to raising capital, to building product and achieving profitability. The mission of Southern/alpha is to connect our regional topics with the national and international conversation focused on disruption, scalability and tech-driven ideas that produce progress to build a better future. [www.southernalpha.com](http://www.southernalpha.com)

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### Media Contact

Ana Aristizabal  
press@rockethatch.com  
256-527-1509

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