



36|86 Southern Series Wraps: 12 Winning Startups Heading to the Center of Entrepreneurship and Southern Culture in Nashville, June 8-10

Nashville, Tenn., April 17, 2015 - [Launch Tennessee](#) (LaunchTN) announces today the 12 selected startup companies from the 36|86 Southern Series events in Arlington, VA, Atlanta, GA and Columbia, SC.

The 12 Southern Series winners will advance to LaunchTN's inaugural [36|86 conference](#) in June as one of the 36 companies that will be featured and have the opportunity to win cash prizes, including \$36,000 to the winner. The remaining 24 companies will be selected once applications close on April 19th. Eligible startups can apply [here](#).

The selected companies are:

Arlington, VA

[Airside Mobile](#) is changing how travelers travel by using mobile technology and expert process design to eliminate lines during day-of-travel. Airside Mobile Passport is the only app authorized by U.S. Customs and Border Protection that enables travelers to bypass long Customs lines. (Arlington, VA)

[Babyscripts](#) is reimagining how pregnancies are monitored by introducing the internet of things to prenatal care. Through both a mobile app and the delivery of two connected devices, Babyscripts is delivered to pregnant mothers by their OBGYNs and used to improve patient engagement and satisfaction, while directly increasing provider ROI. (Washington, D.C.)

[EQUITYEATS](#) is the first equity crowdfunding platform dedicated exclusively to restaurants, bars and coffee shops. EquityEats fundamentally transforms restaurant economics by providing each entrepreneur capital they need and hundreds of passionate "investomers" (investors + customers). (Washington, D.C.)

[**Virgil Security, Inc.**](#), provides software developers with password-free authentication, strong encryption, and verification of data, devices and identities that is quickly and easily integrated into their products – often in just hours – with no prior cryptographic knowledge or training required. (Manassas, VA)

Columbia, SC

[**aPersona**](#) transparently protects public-facing web services for pennies per user. (Raleigh, NC)

[**Echovate**](#) helps companies' replicate top performing employees through next generation data-science, redefining candidate screening & selection. (Charleston, SC)

[**FotoSwipe**](#) allows users to instantly share photos and videos across multiple smart devices (iPhone, Android, iPad, tablets, etc.) with the swipe of a finger. (Raleigh, NC)

[**Good Done Great**](#) customizes employee engagement and corporate philanthropy platforms for global brands, delivering targeted and measurable impact. More than 1.2 million employees currently use GDG's innovative tools to align their time and treasure with personal charitable goals and over 60,000 non-profits benefit from their broad philanthropic reach. (Charleston, SC)

Atlanta, GA

[**Florence Healthcare**](#) is changing the way new drugs are brought to market by accelerating clinical drug trials with a new type automation software. (Atlanta, GA)

[**PartPic**](#) has developed an enterprise solution that revolutionizes the part identification and purchase process by allowing consumers to take a picture of the part, upload to PartPic's database and within seconds receive the correct part as well and help to facilitate the purchase. (Atlanta, GA)

[**Rivalry**](#) is a team accountability software enables sales coaching within sales organizations across the world. From Fortune 10 companies to early-stage startups, Rivalry's software helps sales reps perform the right behaviors of the sales process to help them close more deals, maintain positive morale and retain training. (Atlanta, GA)

[**RootsRated**](#) is a media platform that connects users with the best outdoor experiences, hand-picked by local outdoor retailers and their networks of local experts. They harness

the collective expertise of high-level active outdoor enthusiasts and then share it through exclusive stories and destination reviews—curated city by city—about the best trails, runs, routes and more. (Chattanooga, TN)

The mission of The Southern Series was to provide an opportunity for regional startup celebration and to identify the very best entrepreneurs located throughout the Southeast.

“The 12 chosen startup companies are fantastic representatives of the Southeast region,” says LaunchTN CEO Charlie Brock. “The top 36 companies will have the opportunity to network and hear from some of the nation’s leading entrepreneurs, investors and media representatives.

The regional partners for each city were:

- Arlington, VA - Disruption Corp
- Atlanta, GA - Atlanta Tech Village
- Columbia, SC - ConvergeSE & The Iron Yard

The Southern Series was sponsored by The Blackstone Charitable Foundation (Presenting Sponsor) as well as Square 1 Bank, Cherry Bekaert, Four Bridges Capital Advisors and Baker Donelson.

The 12 selected companies have collectively raised over \$5.5 MM and includes a previous 1776 DC Challenge Cup Winner (Babyscripts) and a SXSW Accelerator 2015 Enterprise and Smart Data Technologies Winner plus Tech Crunch Disrupt SF 2014 Battlefield participant (Partpic) and graduates of [Startup Health](#), [Georgia Tech Flashpoint](#), [GroundWork Labs](#), [Charleston Digital Corridor](#), NYC Seedstart and [MACH37](#) accelerator programs.

About 36|86 - A LaunchTN production, 36|86 gathers startup businesses, business leaders, media and strategic investors for a celebration of entrepreneurship and southern culture. 36|86 is a platform connecting the “doers,” the “makers,” and the “innovators” in the southeast, around the country, and across the globe.

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