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Media Contact // [Tia Capps](#), 423.618.5073

Applications Open for Sixth Annual Will This Float Competition

Business pitch competition to highlight startups focused on music and entertainment

CHATTANOOGA, Tenn. (November 12, 2015) – The Company Lab (CO.LAB) is currently seeking applications for its sixth annual Will This Float? competition, which showcases up-and-coming startup ideas in southeast Tennessee. Prospective participants must submit their business concepts by Dec. 1 to enter into consideration.

The competition will take place Dec. 10 from 6—10 p.m. at Revelry Room. Tickets cost \$7 in advance or \$10 at the door. [Click here](#) to register for a free media pass.

The 2015 edition of Will This Float? will incorporate a special emphasis on startups that focus on music and entertainment. Applications involving streaming, 3D projection, augmented reality and other technologies that enhance the entertainment experience or could potentially utilize ultra high-speed networks will receive careful consideration from the Will This Float? selection committee. However, this event is not limited to music/entertainment or tech-driven businesses. Entrepreneurs working in all industries and focus areas are encouraged to apply. Submissions will be narrowed to a maximum of eight finalists that best meet a set of [five assessment criteria](#).

“This year’s ‘Will This Float?’ takes CO.LAB back to its roots,” said Mike Bradshaw, executive director of CO.LAB. “We originally launched out of CreateHere, a project that recognized the profound connection among the arts, innovation and entrepreneurship. It’s also fascinating that the arts have been historical drivers of technological progress, and that pattern continues today at an accelerated pace. Right now, a reinvigorated entertainment industry is developing in Chattanooga. ‘Will This Float?’ provides a showcase for the artists, performers and entrepreneurs whose creations have played an enormous role in our city’s renaissance.”

Established in 2010, Will This Float? is an annual business pitch competition that celebrates the spirit of entrepreneurship in southeast Tennessee. Participants each get three minutes to pitch their startup idea before a panel of judges and an audience of local startup leaders, general attendees and potential mentors and business partners. Once all the presentations are complete, the audience votes on the best idea while the judges deliberate backstage. At the end of the evening, CO.LAB will award winners across three categories – Best Overall, Best Music/Entertainment Idea and Best General Business Idea. The top honoree will receive a cash prize, and all three winners will receive a package of free business services to continue developing their ideas.

Over the last five years, Will This Float? has showcased approximately 47 entrepreneurs who have raised nearly \$6 million in combined capital. The event attracts an average of 400 attendees annually, making it one of the largest business pitch competitions in the region. A number of notable entrepreneurial successes have grown out of Will This Float?, including SupplyHog, NODE (Variable, Inc.), RootsRated, Granola and Innovasan. [Click here](#) to learn more about Will This Float? or to submit an application. To register as a general attendee, [click here](#).

About The Company Lab (CO.LAB)

The Company Lab (CO.LAB) is a nonprofit startup accelerator that supports entrepreneurial growth in southeast Tennessee. Visit <http://colab.co> to learn more.

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