

PRESS RELEASE

Applications Now Open for 2nd Annual “Will This Fly?”

HUNTSVILLE, Ala. March 18, 2016 – Rocket Hatch will host their second annual “Will This Fly?” startup pitch competition on May 7 at Campus 805. Applications are now open to innovators and entrepreneurs to present their startup ideas and compete for an opportunity to pitch them in front of investors, mentors, and potential partners. Applications can be found at www.willthisfly.org and are due April 16.

Participating entrepreneurs will showcase their startups to the attendees and seven lucky finalists will have the opportunity to pitch to a panel of judges led by representatives from national startup accelerator programs and angel investor groups.

“We are looking forward to another great cohort of applicants this year and can’t wait to see what local entrepreneurs come up with to pitch,” said Antonio Montoya, Rocket Hatch founder. “Our inaugural ‘Will This Fly?’ had a profound impact in our startup community. Program alumni went on to win other pitch competitions such as Alabama Launchpad and to participate in regional accelerator programs such as Jumpstart Foundry and JusticeXL in Tennessee and received follow-up funding.”

The “Will This Fly?” will be held on May 7 at Campus 805, 2620 Clinton Avenue. The event is part of the first-ever *Innovate Huntsville* week, May 1-7, a collaborative effort designed to contribute and strengthen Huntsville’s unique entrepreneurial ecosystem.

“*Innovate Huntsville* will shine a light on the resources available and inspire future entrepreneurs to establish their business in Huntsville” said Larry Lewis, CEO of BizTech and President of PROJECTXYZ. “‘Will This Fly’ is a great event to highlight local startups and to culminate the week.”

How to participate

Organizers have scheduled an informational session TODAY, Friday, March 18. We invite anyone interested in sponsoring or getting involved to join us at 4:00 p.m. at the Huntsville West coworking space located at 3001 9th Avenue SW in Huntsville. **Media are invited to attend.**

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

About Innovate Huntsville

Innovate Huntsville is a collaborative effort designed to educate, inspire, and engage entrepreneurs and strengthen the entrepreneurial ecosystem in Huntsville, Alabama. *Innovate Huntsville* 2016 is scheduled for May 1-7, and is a week of scheduled events, panels, and social activities including the region’s brightest entrepreneurs, investors, strategic advisors, and community supporters. For more information and a full schedule of activities: www.innovatehsv.com.

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