



FOR IMMEDIATE RELEASE: December 9, 2016
Media Contact // [Tia Capps](#), 423.618.5073

Music Therapy Gateway Wins Grand Prize at ‘Will This Float?’ Competition

The Company Lab honors three emerging companies at seventh annual pitch event

CHATTANOOGA, Tenn. (December 9, 2016) – The Company Lab (CO.LAB) announced three emerging companies as the winners of its seventh annual ‘Will This Float?’ business pitch competition yesterday evening. Music Therapy Gateway in Communications, Inc. took the first place prize, winning \$3,000 in cash, as well as 30 hours of free business services, a spot in a CO.LAB program and three months of access to co-working space at Society of Work.

Allstar Technologies, led by Dan Basler, took the second place prize, earning \$1,000 in cash and the same prize package as Music Therapy Gateway in Communications. Arrival Events received \$500 for winning the People’s Choice Award.

‘Will This Float? 2016’ took place from 6—9 p.m. at the Chattanooga Zoo. Approximately 200 people attended the event, which featured business pitches from seven aspiring entrepreneurs from across southeast Tennessee. A panel of three judges selected the winners, assessing candidates according to their pitches and a set of [five FLOAT criteria](#).

About the 2016 Winners

Music Therapy Gateway in Communications, Inc. – First Place

Music Therapy Gateway in Communications, Inc. is a software platform that allows users to engage in music therapy without having a music therapist present. Due to the limited number of certified music therapists available to the local populace, this platform will make the benefits of music therapy accessible to a much larger number of people affected with speech, motor and cognition issues. // Presenter: Martha Summa-Chadwick

Prizes awarded: \$3,000 cash, 10 hours of legal consultation, 10 hours of accounting consultation, three months of co-working space from Society of Work and a spot in a CO.LAB program

Allstar Technologies – Second Place

Allstar Technologies is an athletic training system that utilizes LED lights on a track to provide a customizable pace for runners. The system enables athletes to engage in multiple training modes that allow them to improve their pace-per-mile and compete against previous run times. // Presenter: Dan Basler

Prizes awarded: \$1,000 cash, 10 hours of legal consultation, 10 hours of accounting consultation, three months of co-working space from Society of Work and a spot in a CO.LAB program

Arrival Events – People’s Choice Award

Arrival Events is an end-of-life celebration planning service that works with families to create meaningful memorials designed specifically for their loved ones. As a growing portion of the population moves toward alternative burial methods, Arrival Events will offer flexible services that enable families to plan creative, celebratory memorial experiences in non-traditional venues and formats. // Presenter: Tara Viland

Prize awarded: \$500 cash

About the 2016 Finalists

4U2 is a child-centered vending machine that offers items such as coloring books and puzzles that kids can complete in doctors' offices and other types of waiting areas. // Presenter: Desia Yamese

Bash is a specialized consumer experience that delivers pre-filled themed piñatas for all of life's most memorable events. Bash Piñatas are themed for everyday experiences such as breakups, friendship reminders and more. The contents of each piñata vary depending on theme of the event, such as spa face masks for breakups or glow sticks and candy for celebrations. // Presenter: Christine DiPietro

EZ RYDR is an app-based service that allows college students to order rides on demand. The company will work with universities to offer the service via a subscription that enables students or parents to pay an upfront fee at the beginning of every semester in exchange for unlimited rides available 24/7. By hiring part-time employees to administer the service, EZ RYDR will be able to subject drivers to stricter background checks and thereby offer safer riding experiences. // Presenter: Robby Robinson

Lucent Gifts is a locally curated gift box for women who are going through a medical treatment or recovery related to breast cancer. This beautifully branded gift box will contain items specifically selected to comfort women after surgery, during treatment and throughout recovery. // Presenter: Missy Luce

...

About 'Will This Float?'

Established in 2010, Will This Float? is an annual business pitch competition that celebrates the spirit of entrepreneurship in southeast Tennessee. Over the last six years, the event has showcased approximately 60 entrepreneurs who have raised nearly \$38 million in combined capital. The event attracts an average of 250 attendees annually, making it one of the most prominent 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 the competition.

About The Company Lab (CO.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. Visit <http://colab.co/> to learn more.

###