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## Asili Labs Wins Grand Prize at ‘Will This Float?’ Competition

*The Company Lab honors four emerging companies at eighth annual pitch event*

CHATTANOOGA, Tenn. (October 16, 2017) – The Company Lab (CO.LAB) announced three emerging companies as the winners of its eighth annual ‘Will This Float?’ business pitch competition yesterday evening. Asili Labs took the first place prize for their product Tryall, winning \$1,000 in cash, an Interactive Pass to SXSW, 20 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.

Please Assist Me, led by Stephanie Cummings, and SWAYY led by Seth Hill, both emerged as the second place winners, each earning \$500 in cash and the same business service, co-working and CO.LAB prize packages as Asili Labs. Asili Labs also received \$250 and a Double Color Cloud Hammock for winning the People’s Choice Award.

‘Will This Float? 2017’ took place from 6—9 p.m. at River Place. Over 150 people attended the event, which featured business pitches from seven aspiring entrepreneurs from across southeast Tennessee. A panel of five judges selected the winners, assessing candidates according to their pitches and a set of [five FLOAT criteria](#).

### About the 2017 Winners

#### **Asili Labs – First Place & People’s Choice**

Tryall is a web and mobile platform that allows users to test subscription-based products without the typical stresses of free trials. The platform helps users find and easily manage free trial subscriptions, receive personalized recommendations for other free trials, and track expiration dates to avoid incurring charges for products and services the user does not want to purchase. // Presenter: Jason Oteng-Nyame, Asili Labs

*1<sup>st</sup> Place Prizes awarded:* \$1,000 cash, Interactive Pass to SXSW, 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

*People’s Choice Prizes awarded:* \$250 and a Double Color Cloud Hammock

#### **Please Assist Me – Second Place**

Please Assist Me is a tech-based platform that allows customers to outsource their weekly household chores to a team of trusted professionals. The service offers a comprehensive solution to people with busy lifestyles, managing everything from their groceries, laundry, dry cleaning, mail, housecleaning and more at an affordable price. // Presenter: Stephanie Cummings

*Prizes awarded:* \$500 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

#### **SWAYY – Second Place**

SWAYY is a design and manufacturing company that produces fully-insulated hammocks. The company aims to minimize the gear used in overnight camping while also providing comfort for a variety of seasons. // Presenter: Seth Hill

*Prizes awarded:* \$500 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

## About the 2017 Finalists

**Flaming Monkey Flying Circus** is a Chattanooga-based artist collective that creates interactive art installations and breaks from the traditional artist compensation model. The group will develop large-scale exhibitions in tourist-heavy areas and elsewhere, paying artists a percentage of ticket sales and then exporting their creations and concepts to other cities. // Presenters: Raquel Mullins and Kevin Bate

**Infinite Closet** is an on-demand, micro-storage service that gives urban residents access to their personal belongings without having to maintain physical possession of them. For a low monthly price, customers receive durable, plastic storage containers, unlimited pickup and delivery service, and storage space in a secure, climate-controlled environment. // Presenter: Kevin Cherrick

**InfinityCo. LLC** is the creator of Interactive Intellectual Room Assistance (IIRA), a guest-room software for the hospitality industry that allows customers to use their phones to control their room's environment. Guests at hotels and other participating sites can use the platform to adjust the lighting and temperature of their rooms, unlock doors and more. // Presenter: JaQuar McMickle

**The House** is a 'what's going on tonight' app for restaurants and bars. The platform showcases daily happenings and exclusive offers at all the best spots in town for happy hours, specials, events, live music and more. // Presenter: Matt Patterson

**Woorly** is a social CRM mobile app that connects the smallest of businesses with their existing customers while helping them find new ones. The platform also enables customers to quickly find exceptional service providers and rewards them for sharing their experiences. // Presenter: Aaron Welch

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## 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 67 entrepreneurs who have raised nearly \$42 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, Chattanooga Sports Leagues, 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.

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