



## FOR IMMEDIATE RELEASE

# TechLaunch Announces Open Applications

## New Jersey's Premier Tech Accelerator Gears up for 2015 Cohorts

**Montclair, New Jersey, January 5, 2015:** Applications are open for tech entrepreneurs interested in joining [TechLaunch](#), NJ's investor led technology accelerator, housed off-campus at Montclair State University. This will be TechLaunch's 4<sup>th</sup> program, beginning its 16-week program in May and ending with Demo Day on September 17, 2015.

Please click here to [APPLY](#) or here for [FAQ](#) or here for [TESTIMONIALS](#) from past teams. Applications and program acceptance will be *on-boarded* on a first-come rolling basis. Once accepted you can start working immediately with Mentors, Investors and the TechLaunch staff. If you have a team or know a team that is up to the challenge and has a spectacular technology please do not hesitate to direct them over to the [APPLY](#) page.

The selection process will narrow the entrants down to 6-8 teams who will be invited to participate in the 2015 Technology and Business Bootcamp program. Some of the highlights of the 16 weeks include:

- Abridged Lean Startup program
- Workshops to build and perfect your business model
- Legal and accounting speaker sessions to help you navigate the startup pitfalls
- Mentorship and one-on-one coaching to optimize your business
- Access to investors, angel networks and greater than 130 mentors with business and tech experience
- Weekly pitch practice sessions with mentors and investors
- Convenient co-working space for high tech companies
- Aligning yourself with TechLaunch which, in less than three years, has launched 26 Companies founded by over 65 entrepreneurs who have raised over \$5 Million in follow-on funding.

TechLaunch Founder, Mario Casabona commented, "We are looking for the brightest and most hardworking teams that are willing and able to build a successful venture. You provide that drive and we'll work hard with you to build the success, in part through establishing lifelong business/investor relationships. If you think your technology has what it takes to be successful and you've got your team in place, we want to know about you."

Applications will be judged on the following criteria: a solid team (non-negotiable minimum of 2 co-founders) with some industry and startup experience, some traction (revenue preferred but not necessary), an awesome market potential (greater than a TAM of \$2 Billion), a MVP (either hardware or software) demo, and a dedication to participate in the 16-week business and technology Bootcamp. The industry focus for this next cohort includes:

- machine to machine (M2M)
- internet of things (IoT)
- HealthIt
- MedTech
- Enterprise SW
- Telecom
- SW controlled networks (SCN)
- WebTech

Special consideration will be given to Companies that can show “exit” potential in the 3-5 year time frame. TechLaunch will maintain a small equity position, “next round” purchase preferences in the venture, and will provide access to \$50,000 of follow-on matching funds.

**About TechLaunch:**

[TechLaunch](#), formed in collaboration with the [NJ Economic Development Authority \(EDA\)](#), [Jumpstart NJ Angel Network](#), and [Casabona Ventures](#), is an investor led Technology Accelerator created in 2012 to drive the commercialization of emerging technology. Since then it has launched 26 technology focused companies. TechLaunch provides a select group of technology ventures with business training, access to over 130 business and tech mentors, co-working space, key business services, exposure to qualified investors and access to funding, through a proven 16-week business Bootcamp program. The program culminates in Demo Day with Investor pitches and demonstrations of the developed products. To learn more please visit [TechLaunch](#). Any media inquiries should be directed to [Norma@TechLaunch.com](mailto:Norma@TechLaunch.com).

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