

FOR IMMEDIATE RELEASE

Outdoor Exchange Over-Achieves on Crowdfunding Goal

TechLaunch Startup Approaches Demo Day with High Hopes

Montclair, New Jersey, June 30, 2014: With Demo Day fast approaching on July 14, one LaunchPad 3 company has already gotten a shot in the arm from a definite success in crowdfunding. [Outdoor Exchange](#), (OX) a site that solves the problem of expensive outdoor gear for the average consumer, launched the campaign on April 27th on the popular crowdfunding website, [Indiegogo](#) with the goal of reaching \$25,000. When the clock ran out on June 26th, they had reached \$25,959, almost a thousand dollars *over-goal*.



This is an indicator not only of the viability of crowdfunding as a means of bootstrapping for new startups but also of the unique value proposition which OX represents to today's active, outdoor-minded customer. Indeed, the average amount donated via the Indiegogo campaign ranged between \$50 and \$100, with tons of support as expressed in the campaign's Comments section. Perhaps none more enthusiastic than a donator "across the pond", who wrote, "Excited for the OX becoming international...can't wait to get my first item here in bloody England!"

Outdoor Exchange CEO, Dariusz Jamiolkowski, said, "We would like to thank everyone who contributed and joined the OX community! We were thrilled to see that our campaign resonated with so many people and we look forward to serving our customers for years to come."

TechLaunch Founder, Mario Casabona commented, "When we were reviewing applicants for this 2014 LaunchPad 3 cohort, we all shared an immediate take-away about Outdoor Exchange: great idea, great team, great timing. It's always good to know that your first impressions weren't wrong. I have high expectations for OX's future!"

About TechLaunch:

Formed in collaboration with the NJ Economic Development Authority (EDA) (njeda.com), TechLaunch, an investor led Technology Accelerator, was created in 2012 to drive the commercialization of emerging technology created by aspiring entrepreneurs. Since then it has launched 19 technology focused companies. TechLaunch provides a select group of emerging technology ventures with seed-stage funding, access to over 125 qualified mentors, business training, co-working space, key business services and exposure to qualified investors, through a proven 16-week business boot camp (LaunchPad) program. The program culminates in the July 14th Demo Day with Investor pitches and demonstrations of the developed products. To learn more please visit [TechLaunch](http://TechLaunch.com). Any media inquiries should be directed to Norma@TechLaunch.com.



About Outdoor Exchange:

The Outdoor Exchange (OX) is building the world's largest community marketplace for the listing, discovery, and booking of outdoor gear. We are building that community by selling memberships for an affordable annual fee for access to high quality outdoor gear, and will be taking care of the supply side ourselves. We are also teaming with independent gear rental shops in strategic locations and with particular gear specialties to expand our reach, while simultaneously giving them an e-commerce platform for their goods. We will ultimately open that same platform to our highest rated users, to allow them to rent from others as well as list their own sets of outdoor gear, which typically go unused for the majority of the year, even when in season.

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