



FOR IMMEDIATE RELEASE

TechLaunch Reboots with BullPen, Based Around the Pitch Streamlined Accelerator Model Now Accepting Rolling Applications

Morristown, NJ, November 15, 2016: Eagerly anticipated by New Jersey's tech ecosystem, [TechLaunch](#) is emerging from hibernation with an exciting, streamlined model that takes the pressure off investors and entrepreneurs alike, focusing on improving the quality of deal flow while guiding companies toward investors and the due diligence process. The central program at the heart of the new TechLaunch is called **BullPen**, a monthly series of pitch events where three or four tech companies will present to an audience and a mixed panel of investors, at a university location in the New Jersey metropolitan area as well as NYC.

Beginning November 15, [applications](#) to TechLaunch will be accepted on a rolling basis with the first BullPen event slated for mid-January 2017. The industry focus of applicants to the new TechLaunch will be within the Internet of Things (IoT), although if a mobile app or e-commerce venture is sufficiently impressive, the accelerator will gladly accept it.

The conceptual shift away from the more traditional accelerator model was adopted in order to create a more dynamic system through which a higher quality deal flow is matched by an expedited investor due diligence process, according to TechLaunch founder, Mario Casabona. He added, "We are focusing on early stage companies that either already have a minimal viable product (MVP) or are in the process of creating one and are looking to grow or secure investors. It may be as simple as helping them perfect their pitch or perhaps assist in some core business strategy which may have eluded them until that point." Casabona also explained that, for any company who may need help to prepare for BullPen, TechLaunch will assign that company to one or more [mentors](#) - from a pool of 140 - to provide "flash mentoring" in preparation for the event. An additional and critical departure from the traditional accelerator model rests in the fact that at *no time before or after BullPen* is there any economic obligation from either TechLaunch or the participating companies.

Aside from the monthly BullPens, TechLaunch will be holding quarterly networking events, called **TechLaunch CONNECT**, for the entrepreneurs, mentors and investors to network and get to know the companies. And finally, there will be an annual event at which BullPen favorites will be invited to present their investor pitch to an audience of invited guests and Angel investors similar to a Demo Day.

About TechLaunch:

Formed in 2012 to drive the commercialization of emerging technology, TechLaunch was New Jersey's premier investor-led technology accelerator. Since then it has launched 26 tech focused companies onto the marketplace. Today, TechLaunch focuses on identifying and nurturing early stage ventures toward growth opportunities via mentoring, coaching, and providing access to resources and capital. Its core objective is to generate Quality Deal Flow for early stage investors and prepare entrepreneurs for the Due Diligence Process. To learn more please visit [TechLaunch](#). Any media inquiries should be directed to norma@techlaunch.com.

###