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FOR IMMEDIATE RELEASE

Contact: Kristin Kenney

949-294-6129; kkenney@calpoly.edu

Startup Weekend SLO Kicks Off Jan. 25 at Cal Poly

SAN LUIS OBISPO -- San Luis Obispo's second Startup Weekend, beginning Friday, Jan. 25 and lasting more than 54 hours, gives participants an opportunity to pitch, build, test and launch startup companies alongside seasoned mentors and entrepreneurs. The event begins at 6:30 p.m. with initial pitches and wraps up Sunday at 5 p.m. with final presentations and judging.

"Startup Weekend SLO is an incredible asset to our community," said Jonathan York, co-founder of the Cal Poly Center for Innovation & Entrepreneurship. "The event encourages collaboration across disciplines and gives participants the opportunity to build a real concept from the ground up alongside some of the area's brightest talent."

The weekend is a rare opportunity for community and student entrepreneurs to work side by side with each other and a bevy of seasoned mentors from technical, design and business backgrounds. By encouraging wild ideas and the creation of businesses and products, Startup Weekend SLO hopes to cultivate an open, entrepreneurial ecosystem in San Luis Obispo.

A limited number of tickets are available in three categories: design, technical and nontechnical. Tickets include breakfast, lunch and dinner throughout the weekend as well as supplies and resources. Student discounts are available. Spectator tickets are also available for Friday and Sunday night pitches.

These entrepreneurial events are part of a global initiative under the guidance of the international Startup Weekend organization headquartered in Seattle. Community organizers find venues, mentors and judges; sells tickets, and ensures the event runs smoothly.

Startup Weekend SLO is supported by the Cal Poly Center for Innovation & Entrepreneurship and sponsors iFixit, Softec, Experts Exchange and Guayaki.

Organizers of the event are optimistic the 2013 edition will exceed last year's success. As a first-time event, the 2012 event received overwhelmingly positive feedback from the community, participants and media and resulted in 12 startup companies. For location and parking information and to purchase tickets, go online to slo.startupweekend.org or follow @StartupWkndSLO on Twitter.

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