

43NORTH

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BUFFALO'S STARTUP COMMUNITY KICKS OFF INAUGURAL 43NORTH WEEK

Week-long entrepreneurial showcase to feature 43North competition finalist pitches and awarding of \$5 million in prizes, as well as series of startup events and activities, including the Bright Buffalo Semifinalists Meet-Up, Buffalo Startup Weekend, Startup Scramble and a crowdfunding forum

BUFFALO, NEW YORK — Today, members of Buffalo's startup community officially kicked off 43North Week, a showcase of entrepreneurial events and activities from October 24 through October 30, 2014, in Buffalo, New York. The week-long event lineup leads up to the finals of 43North – the world's largest (\$5 million) business idea competition.

"43North Week is filled with events that will showcase Buffalo's creative, ambitious and hard-working entrepreneurs. It ultimately crescendos to a day that will be nothing short of historic for Buffalo, as we present \$5 million in prizes to teams from around the world during the 43North Finals Awards Ceremony on October 30," said 43North Executive Director Andrew Pulkrabek.

43North received 6,932 applications from 96 countries and all 50 states from February 5 through May 31. From a pool of 2,603 qualified submissions, 113 semifinalists were selected to advance to the second round through a formal, month-long review period conducted by 274 experienced judges from an array of professional sectors. A complete listing of the eleven finalists advancing to the third and final round of the competition can be found here.

On Thursday, October 30th, 2014, 43North's 11 finalists will pitch their business ideas in front of a live audience and to a panel of prestigious star judges including Kim Pegula, David Hohn, Esther Dyson, Darrin Redus, Bijan Sabet, Ken Lerer and Randall Lane at Shea's Performing Arts Center located at 646 Main Street, Buffalo, New York. 43North's Finals Awards Ceremony will run from 5:30 p.m. to 7 p.m. Registration is free and open to the public here.

"Through Governor Cuomo's Buffalo Billion initiative, the New York Power Authority was able to provide \$5.4 million to help establish the world's largest business idea competitive through 43 North. Today, I am excited to help kick off the inaugural 43North Week, which is seven days of events celebrating innovation and entrepreneurship in Western New York, culminating in the exciting finals of the 43North competition on October 30 at Shea's Performing Arts Center," said New York Power Authority Chairman and Erie County resident John R. Koelmel.

43North Week festivities begin on October 24th, 2014, with Buffalo Startup Weekend hosted at d|g (Design Innovation Garage), an innovation hotspot and startup incubator located on the Buffalo Niagara Medical Campus at 640 Ellicott Street in Buffalo, New York. The event welcomes anyone to pitch their startup idea and receive feedback from peers. Teams will form around leading ideas (determined by popular vote) and then a 54-hour frenzy ensues of business model creation, coding, designing, and market validation. Buffalo Startup Weekend concludes with presentations in

front of local entrepreneurial leaders to garner additional opportunities for critical feedback, giving attendees an excellent opportunity to found a company, learn new skills, and network with like-minded individuals.

On October 25th, 2014, Whitespace Code and Design Camp will hold a full-day session helping beginners learn coding basics through HTML and CSS programming. The unique curriculum is designed to marry a full day of programming fundamentals with a one-hour seminar on design principles. Taught by a new Buffalo-based education startup, Whitespace, the camp is organized around the belief that technology and design must be taught simultaneously to achieve balance and harmony in software development.

Buffalo Startup Scramble will be held on Tuesday, October 28th, 2014, and presents an opportunity for entrepreneurs to network, celebrate and learn from local startups. The event will take place at various establishments on Allen Street in Buffalo, New York, from 6:00 p.m. through 9:00 p.m. that evening.

On October 29th, 2014, from 1:00 p.m. until 2:30 p.m., The Wild West of Equity Based Crowdfunding forum will take place at the New York State Center of Excellence in Bioinformatics & Life Sciences building located at 700 Ellicott Street in Buffalo, New York. Presented by the Western New York Venture Association, this forum will feature presenter Alexander McClean of Harter, Secrest & Emery, LLP and local startup leaders and funders discussing the growing popularity of this funding model for startups, as well as its benefits and pitfalls.

Activities on October 29th will also include the Bright Buffalo Niagara Semifinalists Meet-Up, which is an opportunity for any of the 43North competition's 113 semifinalist companies to mingle with venture capitalists and angel investors and learn more about local resources that promote investment, business partnering, and other startup services. The event will be held at the University at Buffalo Clinical Translational Research Center, located at 875 Ellicott Street in Buffalo, New York. Note: the Bright Buffalo Niagara Semifinalists Meet-Up is not open to the general public.

About 43North

Governor Andrew M. Cuomo's Buffalo Billion initiative is the primary funding source for 43North, with support from the New York Power Authority (NYPA) and Launch NY. Additional support comes from National Grid, Orange Capital, Buffalo Niagara Enterprise, Buffalo Office Interiors, Perfect Sense, Larkin Square, Superior Group, Rich Products Corporation, M&T Bank, Delaware North Companies, SoftBank Capital, Buffalo Niagara Partnership, Bright Buffalo Niagara, Phillips Lytle LLP and others. See a complete list at www.43north.org/43north-sponsors.

A total of 6,932 business ideas were initially submitted for the 43North competition's first round, which took place February 5 through May 31. From a pool of 2,603 qualified submissions, 113 semifinalists were selected to advance to the second round through a formal, month-long review period conducted by more than 269 judges from an array of professional sectors. Eleven finalists will advance to the third and final round of the competition and will vie for a series of cash prizes, including a top award of \$1 million, six \$500,000 awards and four \$250,000 awards. All winners will be required to locate their companies in Buffalo, New York, for one year under the terms of the competition.

To learn more, visit www.43north.org.

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