



Accelerating entrepreneurial success.

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Dr. Marnie LaVigne, President & CEO

(716) 881-7576

mlavigne@launchny.org

Viaduct Contributes \$150,000 to Launch NY to Bolster Startup Capital in Upstate New York

Buffalo, NY, September 5, 2017 – Launch New York (Launch NY) announced today that it received a \$150,000 contribution from Viaduct to bolster their successful track record for identifying and investing in high-growth, high-impact companies throughout Upstate New York. Viaduct is proud to be providing support over the next three years for Launch NY’s seed fund, which invests in promising entrepreneurs that both exhibit potential to transform our regional economy and bring life-enhancing products and services to the market.

“When we look at the rapid emergence of high-potential companies throughout Upstate New York, we recognize the huge responsibility for building a strong ecosystem that provides the support needed to turn ideas into viable business enterprises,” said Johan Klarin, Managing Director for Viaduct. “Our contribution aims to help Launch NY become an even stronger force in providing the region’s best startups with vital seed capital,” adds Viaduct’s founder, Scott Stenlik.

Launch NY is the only Venture Development Organization (VDO) in Upstate New York to provide pro-bono, tailored business support—as well as access to seed funding—to entrepreneurs. Since introducing their seed fund in March 2016, they have played an important role in the entrepreneurial ecosystem, providing risk capital to develop new products and enter new markets. Launch NY is now one of Upstate New York’s most active seed-stage investors and—for other funders—it is quickly becoming the go-to resource for finding promising startups.

“Since we formed Launch NY in 2012, we have been hard at work on our goal to offer ‘proof-of-concept’ capital, together with pro-bono mentoring, to fill the gap in funding that has held our region back from growing new businesses that will positively impact our economy,” said Marnie LaVigne, PhD, President and CEO of Launch NY. “Viaduct has stepped up to be among our major private sector funders for our nonprofit seed fund, showing their commitment to growing businesses that create jobs and economic vitality in our community.”

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About Launch New York:

The mission of Launch New York, Inc. (Launch NY) is to identify, support, and invest in high-growth, high-impact companies and catalyze the entrepreneurial culture in the 27 counties comprising the western half of Upstate NY. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development through best practices, proven activities of experienced business mentoring, and seed capital investing in order to create investment-ready companies which have the promise to create significant economic impact and jobs for our region.

Launch NY uniquely fills the gap in connecting all of Upstate's entrepreneurship education and programs to a pathway to success via unique proof-of-concept capital and high-quality mentoring support through eighteen experienced local entrepreneurs-in-residence and a national mentor network of 2,000 industry, business, and investment experts. Launch NY was formed as a result of collaboration between private and public stakeholders in Upstate New York to create successful, sustainable strategies that would foster a robust self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has regional co-location with partner organizations in Binghamton, Ithaca, Rochester and Syracuse. It has served over 700 companies comprising more than 1,960 jobs since starting operations in 2012. For more information, see www.launchny.org.

About Viaduct:

Viaduct provides entrepreneurs with access to a group of world-class experts in executive and technical talent sourcing, business development, and marketing/brand-building. The company focuses on supporting emerging companies in the Buffalo Niagara region, as well as the rest of Upstate New York. Viaduct is a subsidiary of Williamsville-based Superior Group, a premier provider of workforce and outsourcing solutions around the globe. Superior Group supports Viaduct's important mission to provide specialized services for startup companies, helping them get the right talent and resources needed to scale and succeed.

Viaduct strives to vet talent and resources to fit startup needs and cultures, working to build bridges that foster connections within the region's entrepreneurial ecosystem. They provide the support necessary to ensure that organizations, entrepreneurs, and job seekers can build leading products, brands, and companies. Working with leaders and entrepreneurs in the area, the company creates new paths for emerging businesses. To learn more about Viaduct, visit www.viaduct.com.