



Accelerating entrepreneurial success.

FOR IMMEDIATE RELEASE
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LAUNCH NY FUNDS ANOTHER 7 STARTUP COMPANIES ON THE HEELS OF RECEIVING CAPITAL AWARDS FROM THE US TREASURY AND VIADUCT

Upstate New York, October 4, 2017 – Launch New York (Launch NY), Upstate New York’s first and only venture development organization (VDO) focused on transforming the economy of the 27 westernmost counties of New York State, today announced that they have invested in seven additional promising startups bringing its portfolio to 17 companies and \$667,500 in funding since March 2016. The Launch NY Seed Fund, a nonprofit fund fueled by grants and donations, has continued to grow since its inception and most recently increased its funding capacity through over \$300,000 in awards from the [US Treasury Department](#) and [Viaduct](#).

The Launch NY Seed Fund was created to provide funding to startup companies at the riskiest phase of development to survive and thrive through what is known as the “valley of death,” when lack of seed capital can cause good business concepts to die-on-the-vine or leave the region to create growing businesses and jobs. Launch NY has become one of Upstate New York’s most active seed-stage investors and a “go-to” resource for identifying promising startups to venture capital firms looking to invest.

“We kicked-off the Launch NY Seed Fund in 2016 to fill a critical gap that historically has held back our most promising entrepreneurs. I congratulate the Launch NY team in meeting the market demand by growing the most active source of seed capital in the region in seemingly record time,” said Marnie LaVigne, President and CEO of Launch NY. “Our donors who really care about transforming our economy are making this all possible.”

“It’s so gratifying being the first source of capital for startup companies giving them an early foothold on success that anchors them to grow and prosper in our region,” said Lindsay Karas Stencil, COO and Fund Manager, Launch NY. “The quality of Upstate New York companies applying for and receiving our investments has been truly impressive, and we’re already seeing tremendous progress among them when it comes to achieving milestones and attracting follow-on and co-investment.”

Launch NY’s complete list of new investments includes:

- **3AM Innovations LLC**, Buffalo, NY - \$25,000 investment
Created a patent-pending technology to allow first responders to actively track and locate their members inside a burning building for increased safety. The technology provides a greater view of the fire ground, allowing for better life-or-death decision-making.

- **Farther Farms (Natural Cuts Inc.)**, Ithaca, NY - \$25,000 investment
Working to transform food processing with an innovative technology developed in Cornell's Food Science department. Their patented technology can extend the shelf life of fresh produce by months without using preservatives, chemicals, freezing, or refrigeration.
- **Heliohex LLC**, Syracuse, NY - \$17,500 investment
Improving farmer's profits with a patent-pending IoT LED lighting system designed specifically for plant growth of all varieties of plants with controllable color channels at wavelengths specific to plant photoreceptors.
- **MySpecial Days, LLC**, Rochester, NY - \$25,000 investment
Built a fully automated solution for businesses to create lasting loyalty by connecting with customers during important personal milestones, holidays, and celebrations to offer memorable promotions and customized special-occasion offers.
- **Off Duty Blue Inc.**, Syracuse, NY – \$25,000 investment
Bringing a special event management and scheduling platform created for state, county, and local law enforcement organizations to market. Off Duty Blue's scheduling and management platform simplifies the entire process of matching off-duty police officers with special events or security and traffic detail opportunities.
- **Patient Pattern, Inc.**, Buffalo, NY - \$50,000 investment
Developed a clinical software solution based on a predictive health risk algorithm that enables clinicians to better treat the 53 million high-risk elderly patients known to be frail.
- **Tuzag, Inc.**, Syracuse, NY – \$50,000 investment
Created a proprietary solution that helps health plans and employers increase engagement using a chat-driven application that builds relationships with individuals, keeping them motivated and guiding them to the support they need for improved health.

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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 seed capital access and high-quality mentoring support through eighteen experienced local entrepreneurs-in-residence and a national mentor network of 2000 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 2,280 jobs since starting operations in 2012. For more information, see www.launchny.org.