



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Brea Olson, @DENStartupWeek, 303.775.4712
bolson@downtowndenver.com

DENVER STARTUP WEEK SHOWCASES DENVER AS BEST PLACE IN U.S. TO START AND GROW A BUSINESS

Nearly 11,000 people registered to attend 235 programs at the fourth annual event

DENVER (Oct. 7, 2015) – Denver Startup Week, the largest free entrepreneurial event of its kind in North America, wrapped up on Oct. 2 following five days of events that showcased Downtown Denver’s thriving culture of innovation and entrepreneurship. 10,875 people registered to attend 235 programs aimed at helping people succeed in starting and growing a business in Denver.

Organized by the Denver Startup Week Organizing Committee and co-led by Tami Door, president and CEO of the Downtown Denver Partnership, Erik Mitisek, CEO of the Colorado Technology Association, and Ben Deda, executive vice president of marketing and business development at Galvanize, Denver Startup Week is focused on highlighting Denver as an entrepreneurial center on the local, regional and national stage, while enhancing community and providing resources for the startup community.

“There is no doubt that we make a big statement to the entire country during Denver Startup Week that Downtown Denver is an epicenter of innovation and entrepreneurship,” said Tami Door, president and CEO of the Downtown Denver Partnership and co-founder of Denver Startup Week. “The entrepreneurial ecosystem in our center city is strong year-round, and through our ongoing commitment to provide resources and opportunities for business builders, we know the best is yet to come.”

Highlights from the week include:

- Governor John Hickenlooper joined Denver Startup Week organizers and sponsors to celebrate surpassing 10,000 attendees with a “10K Toast” on Sept. 30. Governor Hickenlooper also spoke at the event’s kick-off breakfast reiterating his commitment to ensuring Colorado attracts and retains entrepreneurs.
- Ibotta, a Denver technology company that has reimagined the way consumers learn about and interact with their favorite brands, announced at the Denver Startup Week kick-off breakfast plans to triple its footprint in Downtown Denver and hire more than 200 people. The company also announced it recently closed on \$40 million of series C round funding.
- #DENStartupWeek trended nationally on Twitter on Sept. 28, and continued to trend locally throughout the week. Social media mentions reached an audience of more than 62 million people.

“We have clearly demonstrated on the local, regional and national level that Denver is the best place to start and grow a business,” said Erik Mitisek, CEO of the Colorado Technology Association and co-founder of Denver Startup Week. “The entire event is centered on welcoming people to our community, and continuing to drive the best in technology and innovation. The content and insight you find at Denver Startup Week meets or exceeds anything you will find anywhere in the country.”

Several startups were also rewarded for their innovative ideas, including:

MEDIA CONTACT:

Brea Olson - @DENStartupWeek, 303.775.4712, bolson@downtowndenver.com



- [Guerrilla Gravity](#), maker of custom mountain bikes in Denver, won the [Denver Office of Economic Development's Denver JumpStart BizPlan awards](#), taking home \$30,000 in addition to consulting resources.
- [Conspire](#), a company leveraging technology to recognize, solidify and leverage relationships, won the TechCrunch Pitch-Off competition giving them the opportunity to attend TechCrunch Disrupt in San Francisco.
- Eight finalists at the [Prime Health Digital Health](#) Challenge were given the opportunity to launch pilot programs by one or more local health organizations.

"*Entrepreneurialitis* was contagious throughout Downtown Denver during Denver Startup Week and we expect the momentum to continue to grow," said Ben Deda, executive vice president of marketing and business development at Galvanize and co-organizer of Denver Startup Week. "Each community-led event demonstrates a collective commitment to ensuring Denver is a national nexus for entrepreneurship."

New resources were also made available to Denver's entrepreneurs through Denver Startup Week, including:

- [The Commons on Champa](#), a public campus for entrepreneurship created by the Downtown Denver Partnership, Colorado Technology Association and the City and County of Denver, released the [Denver Entrepreneurial Resource Navigator](#) to provide a regional referral network linking entrepreneurs to resource partners who provide services to help businesses grow. The navigator was produced in partnership with JP Morgan Chase & Co and U.S. SourceLink.
- The Denver Office of Economic Development [released the fourth edition of the Denver Capital Matrix](#), a resource directory of funding sources for small businesses and entrepreneurs.

Basecamp *launched by Chase* returned as the hub and epicenter of Denver Startup Week. Basecamp, featured an exciting line-up of entrepreneurs and innovators through keynote speakers, panels and mentoring sessions throughout the week.

"Denver Startup Week has quickly become JPMorgan Chase's most compelling community event, because it celebrates what makes Denver such an amazing place to be," said Todd Munson, managing director and market manager for the Commercial Bank in Colorado for JPMorgan Chase. "It is truly a 'by the community, for the community' experience that connects everyone."

Denver Startup Week was made possible by Title Sponsors the Downtown Denver Partnership, Colorado Technology Association, Chase, Comcast and Ping Identity, in addition to more than 40 community sponsors and Denver entrepreneurs.

Dates for the fifth annual Denver Startup Week will be announced in November.

**Photos from Denver Startup Week are available upon request.*

About Denver Startup Week:

Denver Startup Week, founded in 2012, is a celebration of everything entrepreneurial in Denver. The weeklong event is intended to unite the entrepreneurial community in Denver and celebrate the great companies, innovation and ideas happening in the city and the people and inspiration behind them. The core programming is centered on the entrepreneurial community with an emphasis in technology, design, social entrepreneurship, manufacturing and business. Events throughout the week are organized by both the Denver Startup Week Organizing Committee and the community at-large and include sessions, presentations, panels, workshops, happy hours, social events, job fairs and more. Denver Startup Week

MEDIA CONTACT:

Brea Olson - @DENStartupWeek, 303.775.4712, bolson@downtowndenver.com



is sponsored by the Downtown Denver Partnership, Colorado Technology Association, Chase, Comcast, Ping Identity and more than 40 community sponsors and Denver entrepreneurs. For more information visit www.DenverStartupWeek.org.

###

MEDIA CONTACT:
Brea Olson - @DENStartupWeek, 303.775.4712, bolson@downtowndenver.com