



FOR IMMEDIATE RELEASE:

SoarTriangle Selects Six Companies for Mentorship in 2015-2016

Six female-led companies seeking investment will receive mentorship from industry leaders to actively close the proven funding gap.

June 4, 2015 - Durham, NC— SoarTriangle has accepted six female-led companies for the 2015-16 deep mentorship program that will begin September 2015. The companies selected are diverse in industry including two food-based companies, one specializing in organic baby food and another offering a cavity-prevention candy, three software companies focusing on task and life management and an IoT startup with a device to help prevent concussion in athletes.

SoarTriangle seeks to close the proven funding gap facing female entrepreneurs in the Triangle by providing structured mentorship tailored to individual company needs while also offering general best practices and awareness for fundraising. SoarTriangle also organizes informational panel events throughout the year to contribute to general public awareness of the issues facing female entrepreneurs.

The companies selected have a female entrepreneur in a top-level position and are preparing to become investor-ready within the next year. The six-month mentorship program consists of 12 half-day sessions as well as ad-hoc meetings with members of SoarTriangle's advisory board. Companies will work directly with SoarTriangle's principals to determine the steps necessary to achieve company-specific goals.

SoarTriangle principals include area startup leaders: John Austin, Lauren Whitehurst, and Vickie Gibbs, as well as Adam Klein—Chief Strategist for the American Underground, and Kimberly Jenkins—former Microsoft employee responsible for launching Microsoft's multi-billion dollar education division. The principal team is deeply committed to preparing and promoting investment-ready female companies in the Triangle.

"The Triangle entrepreneurship community has shown itself to be a leader in promoting gender diversity in business, and we believe our organization only bolsters what is already a strong effort to close the funding gap for female entrepreneurs here." – Lauren Whitehurst, Principal

About the Companies:

Akili Software, Inc. – Akili Software, Inc. is introducing Savii Care, a cloud based workflow management platform revolutionizing the way private duty home care, independent, and assisted living companies collaborate, communicate, and coordinate care. (www.akilisoftware.co)

Avelist - Avelist is an online platform that exists to help people navigate through new situations and life transitions. It's full of organized tips and recommendations on many

topics including career changes, relocation to a new city, buying a home, wedding planning, pregnancy, parenting, and more. (www.avelist.com)

Imvere, LLC - Founded by renowned soccer athlete Cindy Parlow Cone, ImVere LLC is creating an inner-ear device that accurately monitors head impact, heart rate variability, and respiratory rate in order to prevent concussion.

Sweetie Pie Organics - Sweetie Pie Organics is an organic children snacks company devoted to providing only the purest and the highest quality products. (www.sweetiepieorganics.com)

Task Torch – Task Torch is a task management and collaboration platform to help teams more effectively communicate and coordinate their work. (www.tasktorch.com)

Tom and Jenny's – Tom and Jenny's is a healthy candies company using natural ingredients that reduce cavity-causing bacteria, are lower glycemic index, and have fewer calories. (www.tomandjennys.com)

SoarTriangle (www.soartriangle.com) launched in 2014 as a part of Google's #40Forward initiative. This initiative provided a total of \$1M to partner organizations that plan and execute programs to increase the representation of women in their start-up communities. SoarTriangle mentored four companies during the initial 2014-15 session, which included 2015 Google Demo Day winner Mati Energy.

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