



FOR IMMEDIATE RELEASE

Contact: Coral Wells

Tel: 441-704-3677

Email: bermuda@startupweekend.org

Email: coral@wwslbda.com

Web: <http://www.up.co/communities/bermuda/startup-weekend/5529>

STARTUP WEEKEND COMES TO BERMUDA TO GET BERMUDIANS INSPIRED TO START-UP NEW BUSINESSES IN A WEEKEND

Hamilton, Bermuda – February 26th 2015. Bermuda’s first Startup Weekend is taking place on March 6th-8th at Mount St. Agnes Academy in Hamilton. Over the course of the weekend, teams will take innovative business ideas from concept to launch!

Startup Weekend is a globally recognized, non-profit, community-building event that is open to entrepreneurs of different backgrounds. Throughout the dynamic and high-energy weekend, participants form teams and develop their respective business idea into a solid business plan for a company or project. Then it is a technology-focused three-day frenzy of business model creation, coding, designing, and market validation.

Coaches, most of whom are local entrepreneurs in their own right, are available throughout the weekend to assist the participants as they test their ideas. Visiting Startup Weekend facilitator,

Ethan Bagley (Startup Weekend Virginia) will also be in attendance as a coach. Ethan facilitated the session that Startup Weekend Bermuda organizing entrepreneurs, Coral Wells and Nhuri Bashir, attended in Charlottesville, Virginia. Ethan stated, “I am so excited to be able to come to Bermuda to help launch the first ever Startup Weekend here. I know that those who participate will have a life-changing experience.”

The event culminates with presentations to an audience of judges and potential investors who will present prizes to first, second and third place teams. Prizes for the Bermuda winning teams have graciously been donated by local companies and entrepreneurs who support the local entrepreneurial ecosystem including: iClick, Dragonfly Ink Business Services, Deep Blue Communications, Amicus Law Chambers, Into Bermuda, W& W Solution and other service providers.

Both Deloitte and the Babson Alumni Club of Bermuda have supported the event in many ways, notably by providing scholarships for participants.

Brett Henshilwood, Director of Enterprise Risk Services at Deloitte Bermuda, commented: "At Deloitte, we are committed to our community and we are pleased to be a part of this event. We support innovation in the technology space and see this event as a great starting point for entrepreneurs to gain knowledge, ask questions, build their networks and talk to people who can share insights regarding developments in technology."

A representative of the Babson Alumni Club of Bermuda stated: "We are excited to be able to support an initiative where participants come together under the spirit of entrepreneurship. We are proud to be a part of this inaugural year and hope Bermuda becomes a top location for the Start-Up Weekend organization in the future, attracting participants locally and from the East Coast."

Get your Startup Weekend Bermuda tickets today! The fee covers great local food, access to exclusive resources from event sponsors, and free t-shirts!

To learn more and to register, visit www.inspireebusiness.bm.

ABOUT Startup Weekend: Startup Weekends are 54-hour events where developers, designers, marketers, product managers, and startup enthusiasts come together to share ideas, form teams, build products, and launch startups.

Whether entrepreneurs found companies, find a cofounder, meet someone new, or learn a skill far outside their usual 9-to-5, everyone is guaranteed to leave the event better-prepared to navigate the chaotic but fun world of startups. If you want to put yourself in the shoes of an entrepreneur, register now for the best weekend of your life!

There have been hundreds of Startup Weekends worldwide and about 36% of the teams go on to continue. Some successful startups that were created at Startup Weekend events include: Zaarly (www.zaarly.com), Launch Rock (www.launchrock.co), and Event Up (www.eventup.com).

ABOUT Inspire eBusiness: Inspire eBusiness was rebranded from eMonday in November 2013 with the objective of supporting and encouraging the development of local e-commerce with a focus on providing education about the process of starting an online business and setting up e-commerce on their websites. The initiative is sponsored by the Department of E-Commerce within the Ministry of Economic Development and is coordinated by the Bermuda Economic Development Corporation with support from other partners.

-End-