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FOR IMMEDIATE RELEASE
June 3, 2011

*****MEDIA RELEASE*****

Bull City Startup Stampede Concludes, Lands New Entrepreneurs in Durham

DURHAM, NC—The Bull City Startup Stampede, a 60 day initiative of the Greater Durham Chamber of Commerce in partnership with Downtown Durham, Inc, celebrated the conclusion of the program on Thursday, June 2 with a “Round-Up” Party in downtown Durham. The Stampede brought 15 startups companies to downtown Durham giving them time to focus on launching their business while covering a significant number of basic startup expenses—from space to furniture to wi-fi. The Stampede also provided the startups access to other successful entrepreneurs and legal, accounting, and marketing experts.

At the “Round-up Party” on Thursday night, the Chamber and DDI unveiled the results of the Stampede and showcased the successes the participating companies had during the 60 days. The Chamber and DDI spent roughly \$8,000 to launch the Stampede while leveraging over \$45,000 in in-kind support from private sector partners such as Time Warner Cable Business Class, Self-Help Credit Union, and Edge Office Furniture. The City of Durham contributed free parking passes to the Stampede companies as well.

“This was truly a community effort,” said Adam Klein, Director of Strategic Initiatives for the Greater Durham Chamber of Commerce. “Over 50 organizations and individuals passed through the Stampede during the 60 days to donate their time and expertise to these companies.”

Two area law firms, Morris Manning and Martin LLP and Hutchison Law Group each provided a startup law package valued at \$3,000 to two Stampede companies. On Thursday night, Morris Manning and Martin announced Appuware as the winner of its startup package and Hutchison Law selected Bound Custom Journals.

“We’re honored to be selected,” said Joel Sadler, Co-Founder of Bound Custom Journals. “The financial benefit is obvious but having the guidance of the lawyers at a firm like Hutchison is priceless.”

With the 60 days concluding on May 31, many of the Stampede companies have decided to stay in Durham. All told, of the 15 participants, four startups not previously located in Durham are planning to stay in Durham, five startups that were already in Durham will continue to work from Durham, and the remaining six not previously in Durham will return to their homes in the Triangle. Three companies, Appuware, JobKatch, and LearnVC, have already signed leases at the American Underground.



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Another five startups, AcuMedSoft, Bound Custom Journals, Clinical Ambassador, Haiti Hub, and Little Green Software, are heading to Bull City Forward in downtown Durham.

The Chamber is covering the cost of the companies moving to Bull City Forward in order to give each of them a longer runway to get their product and idea off the ground. Those five companies will remain at Bull City Forward through the summer. The final company staying in Durham, Fitsistant, will work out of space at Venture Dojo based downtown.

“The Stampede was really about building awareness among Triangle startups as to what a great place Durham is to launch a company and the quality of the startup community here,” said Klein. “We fully expected that we might attract one or two startups to stay in Durham after the Stampede, but are thrilled to have four new companies choose Durham to continue growing here.”

Given the success of this Startup Stampede, the Chamber and DDI announced at the “Round-Up” that they are beginning work on Startup Stampede 2.0 to launch in the fall. The initial plan is to utilize the same 60 day timeline and begin in mid-September and conclude before Thanksgiving. Selected startups would receive free space in downtown Durham and a chance to be exposed to the startup community and area resources.

More details will follow in the upcoming months. For more information, check the Stampede’s website, www.startupstampede.com or follow the Stampede on Twitter @StartupStampede.

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About the Greater Durham Chamber of Commerce:

The Greater Durham Chamber of Commerce is Durham County’s leading business organization, serving more than 1,000 business, government agency and non-profit member firms. Through its community collaboration, programs and activities, the Chamber strives to help create and sustain a healthy economic climate ensuring that Durham is a great place to live, work and play. The Chamber also serves as the economic development entity for Durham County. In the last decade, the Chamber’s economic development efforts have assisted numerous companies with relocation of operations or expansion of current operations in Durham, resulting in more than \$3.3 billion of investment in Durham and thousands of jobs.