

## FOR IMMEDIATE RELEASE

**Contact:** Tylor Hindery, Co-Organizer  
Startup Weekend Springfield  
816-390-7496  
thindery@gmail.com



## STARTUP WEEKEND SPRINGFIELD HOSTS FOURTH ANNUAL EVENT, RECOGNIZES NEW BUSINESS IDEAS

Entrepreneurs share business ideas and form teams to prototype and validate ideas all in one weekend

**SPRINGFIELD, MISSOURI, February 11th 2019** -- Startup Weekend Springfield hosted their annual event this past weekend. Each attendee had just 60 seconds to pitch their startup idea to peers on Friday night. Event organizers helped attendees use an elimination process to narrow down 18 ideas and form teams to pursue the 5 remaining ideas over the 54 hours that followed.

The following 5 teams presented their progress to a panel of local judges on Sunday evening:

- **Soil** - Damian Palmer, Trev Ash, Michael Park  
Match small businesses directly to common business resources that match their specific needs and their budget, such as accountants, attorneys, marketing, and human resource consultants.
- **Farm Fresh Foods** - Jason Klein, Harrison Schott  
Making local farm fresh food more accessible and affordable to individual consumers through existing Farmer's Market distribution channels.
- **Next Round** - David Hamilton, Melisa Hamilton, Antony Reid  
Customers use a special coaster to light up their glass when they are ready for a drink refill at restaurants and bars
- **Tornado Tracker** - Eric Talbert, Jorge Reyes, Marcus Aton, Alex Aton  
Using machine learning to model thermal pockets and provide earlier Tornado Warnings
- **GeoFlock** - Amber Donaldson, Mark Raymond Jr, Lisa Spector  
Developing a better mobile app to replace the need for physical college campus billboards and increase student engagement in campus activities.

The annual startup event is organized and facilitated by a team of local volunteers who have extensive experience with small businesses and startups:

- Heath Rust
- Lance Coffman
- Emerald Hindery
- Tylor Hindery
- Chad Carleton (facilitator)

Startup Weekend Springfield supports teams as they validate and prototype their business idea by providing access to a variety of mentors throughout the weekend. Attendees gather for educational talks on Friday, Saturday, and Sunday that help guide them through the fast-paced process of building their startup in a single weekend.

Judges were asked to evaluate the teams based upon three main areas: Validation, Execution and Design, and Business Model. This year's judging panel included:

- Maranda Provance (Director of Engineering, Mostly Serious)
- Thomas Douglas (Owner, JMARK Business Solutions)
- Tyler Drenon (Director Mktg. & Business Development, Self Interactive; CEO, Tacit)

After deliberating for over an hour (one of the longest deliberations Springfield has had) the judges arrived at their first, second, and third place winners. **Farm Fresh Foods** took first, followed by **Tornado Tracker** in second, and **Soil** earning third place. **GeoFlock** received the "Crowd Favorite" award based on attendee votes.

*The event was hosted at the **efactory**, a one-stop shop with all the resources entrepreneurs need to start and grow businesses and home base for some of Springfield's most innovative companies. The efactory is a Missouri State University program.*

Startup Weekend Springfield is the place to look for a team, create a prototype of your idea, validate your business idea, and receive feedback from experienced entrepreneurs, all in one weekend. Startup Weekend Springfield was hosted February 8th-10th 2019 at the efactory in Springfield Missouri. Learn more at <https://bit.ly/swspringfield>

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If you would like more information about this topic, please call Tylor Hindery at 816-390-7496, or email [thindery@gmail.com](mailto:thindery@gmail.com).

