



NEWS RELEASE



FOR IMMEDIATE RELEASE

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Take your #LaunchHour with Launch NY and Startup Grind Buffalo

“So you think you have That Next Big Idea” set for Wednesday, February 18.

Upstate New York – February 2, 2015 – Launch NY and Startup Grind Buffalo are joining together to host a TweetChat monthly series on Entrepreneurship.

Tweet Chats are real-time online discussions moderated by experts that allow anyone with a Twitter account to be involved. Twitter users from across Upstate NY, and anywhere for that matter, will participate by following the hashtag #LaunchHour. TweetChats follow a question & answer format and offer participants an opportunity to ask questions and capture new information.

The first #LaunchHour TweetChat is scheduled for Wednesday, February 18 from Noon to 1:00pm. *“So you think you have That Next Big Idea?”* will discuss the steps individuals can follow to start their own business. With a sometimes confusing myriad of resources and support options available, prospective new businesses can easily get lost. This TweetChat will outline the kinds of planning and support services new businesses can access and help differentiate between the many public and private organizations that can help. But its best value will be to allow prospective business owners to become directly engaged with experts that can help. A different topic will be discussed each month.

A hashtag categorizes and groups tweets, and searching for a specific hashtag will direct users to all of the tweets that include it. Participants can follow the hashtag through Twitter or through sites like TweetChat, TweetDeck and others.

Organizers expect that the #LaunchHour TweetChats will provide one more avenue for entrepreneurs to explore as they pursue the steps need to make their big idea a reality

(more)

About Launch New York

The mission of Launch New York, Inc. (Launch NY) is to identify, support and invest in high-growth, high-impact companies and catalyze the entrepreneurial culture in the 27 counties comprising Upstate New York through regional collaboration with ecosystem partners and through direct contact with individual entrepreneurial start-ups.

Launch NY is a 501(c)(3) non-profit venture development organization that was formed through a private-public collaboration between stakeholders and regional economic development leaders in Upstate New York to create successful, sustainable strategies that would foster entrepreneurial success across the entire 27-county area by leveraging existing assets and filling the gaps with new resources. Launch NY uses nationally-recognized best practices to provide business mentoring and investment capital access in order to create venture capital-ready (deal-ready) companies which have the promise to create significant economic wealth and jobs for our region. Start-up businesses seeking assistance and those who want to learn more can visit www.launchny.org.

Launch NY is headquartered in Buffalo and has regional offices in Ithaca, Rochester and Syracuse.

About Startup Grind Buffalo

Startup Grind is a global startup community designed to educate, inspire, and connect entrepreneurs. Powered by Google for Entrepreneurs, it hosts monthly events featuring successful local founders, innovators, educators and investors who share personal stories and lessons learned on the road to building great companies. Startup Grind Buffalo was created to engage, energize and further cultivate a collaborative community of entrepreneurs by offering the real life stories and experiences of the people behind Buffalo's renaissance: the entrepreneurs and leaders once again writing the pages of history.

For more information visit startupgrind.com/buffalo/

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