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Launch NY Unveils New Website with Powerful Resources for Entrepreneurs and Investors
Launch NY incorporates new tool kit and Invest Local financing programs through premiere of new website

Buffalo, N.Y., July 30, 2019 – Launch New York’s (Launch NY) new website creates a one stop shop for entrepreneurs, investors and supporters who believe in Launch NY’s mission of investing local by providing pro bono mentoring and access to risk capital for high-growth startups. As the first and only venture development organization to provide pro bono mentoring and capital access to high-growth startups across the 27 westernmost counties of the state, Launch NY designed its new digital presence for users who are serious about building startups and our entrepreneurial ecosystem. Startups, investors, and supporters alike will benefit from the region’s first integrated entrepreneur toolkit, resource directory, and Invest Local suite of financing programs.

Launch NY’s new website will take site visitors on a personalized journey, no matter where they are in the startup or investment process, while also providing a comprehensive directory of the full array of resources in the entire entrepreneurial ecosystem. As the most active seed fund in New York State based on the nonprofit Launch NY Seed Fund introduced in 2016, the site digitally premieres Launch NY’s new Invest Local financing programs, including addition of the Launch NY Seed Fund I Limited Partner, Investor Network, and Opportunity Zones initiative leveraging the new tax incentives from the 2017 Tax Cuts and Jobs Act. The goal of Launch NY’s new website is to connect entrepreneurs with both donors and return-oriented investors who support transformation of Upstate NY’s economy through high-growth startup businesses, which have been shown to be the greatest generator of new jobs in the country.

“Our new website appeals to what we’ve been hearing from founders, investors, and others in the entrepreneurial ecosystem about what is important to them. This was perfect timing to introduce a powerful digital presence including our new Invest Local programs given our tremendous growth—mentoring over 980 companies, building the most active seed fund in New York State now making 2-3 investments per month, and engaging over 130 co-investors who have told us they want to see even more of our deals.” said Marnie LaVigne, Ph.D., President and CEO of Launch NY.

A key new feature on the website is sign up access for Launch NY’s new digital, on demand Investor Network platform, which just wrapped up recruiting its first round of beta users. Through a few initial questions, potential accredited investors and new angels can begin the process of supporting select Launch NY portfolio companies based on their preferences in sector, stage and region, from the convenience of their laptop or smartphone. This newest offering from Launch NY is comparable to a digitally administered open angel group, but with Launch NY providing mentorship, due diligence, deal formation, and portfolio management on behalf of the investors. For accredited investors who are looking to invest local, they can begin their journey with Launch NY here: <https://launchny.org/investors/>.

For entrepreneurs, the new website provides an enhanced, tailored journey for founders to chart where they are and access specific tools, with numerous templates and internationally-recognized resources, such as the Business Model Canvas, a one-page business planning format.

It is designed to help startups understand how to get started, map their progress, prepare for future steps of their journey, and connect them to other partners and resources across Upstate New York. [Launch NY's Resource Network](#) is an online directory that provides a bird's eye view, as well as a chance to dive deeply through links to over 200 funding and development resource partners, sorted by region and type of support. [The Entrepreneur's Tool Kit](#), provides downloadable content to help founders to begin to scale and grow their business.

“Launch NY has opened our eyes to the thriving entrepreneurial culture across the 27 westernmost counties of the state,” said Eric Robinson, who was responsible for the new website's design. “We've found that startup business owners are an incredibly supportive group, readily offering advice and best practices. We're looking forward to contributing to the community.”

Launch NY collaborated with James A. Colombo III, owner of [Magic Pie Copywriting LLC](#), Eric Robinson, graphic designer and owner of [Thumbs Up Studio LLC](#), and Michael Smeal, owner of [Michael Smeal LLC](#) for the new website. The three entrepreneurs worked with Launch NY's leadership to update the organization's website with fresh copywriting, custom design work and modern-day web development. With new business opportunities brought forth by Launch NY, the firm is taking the entrepreneurial journey itself. Colombo, Robinson and Smeal are working together to form a single LLC through which they will offer competitively priced web services to emerging businesses in the region.

For more information about Launch NY, its programs and other entrepreneurial opportunities, visit www.launchny.org, and follow Launch NY on its [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

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About Launch New York:

The mission of Launch New York, Inc. (Launch NY), the only U.S. Treasury-designated Community Development Financial Institution (CDFI) directly providing venture funding to businesses in New York State, is to identify, support and invest in high-growth, high-impact companies that can transform the local economy, and catalyze the entrepreneurial culture in the 27 counties comprising the western half of Upstate New York. Launch NY is a 501(c)(3) non-profit venture development organization that promotes economic development through best practices, including business mentoring and access to seed capital in order to create investment-ready companies which have the promise to create significant economic impact and jobs for our region.

Launch NY uniquely fills the gap in connecting all of Upstate New York's entrepreneurship resources to a pathway to success via unique proof-of-concept capital and high-quality pro bono mentoring support through more than two dozen experienced local entrepreneurs-in-residence and its National Mentor Network of 2,000 industry, business, and investment experts. Launch NY was formed as a result of a collaboration between private and public stakeholders in Upstate New York to create long term strategies that foster a robust, self-sustaining entrepreneurial ecosystem built on regional collaboration. Launch NY is headquartered in Buffalo and has co-locations with partner organizations in Binghamton, Ithaca, Rochester, and Syracuse. It has served over 980 companies comprising more than 3,500 jobs, and attracting over \$459 million in co-investment and follow-on capital. Launch NY's 40 Portfolio Companies have created over 185 jobs with 35% of portfolio companies being women-led and 22% minority-led, attracting over \$22 million in co-investment and follow-on capital.