

Startup Weekend comes to Peel Region to Inspire Entrepreneurs and creates a platform for the successful launch of new Business ideas.

MISSISSAUGA, ON – September 12th 2012. RIC Centre is proud to host the Peel region’s first Startup Weekend on **October 19-21**. Startup Weekends bring together developers, designers, marketers and entrepreneurs to share ideas, form teams, build products and launch startups.

Over the course of a weekend, teams will take innovative business ideas from concept to launch! The event is set to take place at **Sheridan College’s brand new Hazel McCallion campus** in Square One, Mississauga.

On Friday night, attendees will pitch their ideas to the group in 60 seconds or less and select the members to form their teams. The rest of the weekend will be spent developing the most popular ideas – typically web and mobile applications – with the help of mentors and seasoned startup entrepreneurs.

Teams will present their ideas on Sunday in front of a panel of judges who will present the awards and the grand prize of \$1,000 cash to help the winning team build their startups after the weekend.

“We decided to bring Startup weekend to the Peel region because we have seen the great talent that youth in this community have to offer. This event is going to harness ideas and create startups which will be instrumental towards driving innovation and growth in Ontario, and Canada at large.” – Pam Banks, Executive Director – RIC Centre



“The great benefit of a Peel Startup Weekend is that it helps create a community of entrepreneurial practice,” says Dr. William Holmes, Dean of the Faculty of Business at Sheridan College, which is co-sponsoring the event with RIC. “Participating entrepreneurs can find creative ways to leverage their resources and provide mutual support in the commercialization of their ideas.”

Peel Startup Weekend tickets are \$99 (early bird rate of \$75 ends September 19). Take an additional discount and pay only \$49 if you are a student. This covers seven meals, access to exclusive resources from event sponsors, and unlimited coffee!

To be a ‘Weekend Warrior’ – visit riccentre.com/startupweekend today.

ABOUT STARTUP WEEKEND: Startup Weekend is a non-profit organization based out of Seattle and supported by the Kauffman Foundation, Startup Weekend has held over 325 events around the globe, inspiring nearly 30,000 entrepreneurs to take an idea from concept to launch.

ABOUT RIC CENTRE: A not-for-profit organization supporting the development of innovation and entrepreneurship in Mississauga, Brampton and Caledon. RIC Centre provides commercialization support to help new entrepreneurs and seasoned business people take technical innovations to market. Since 2008, RIC has worked with over 150 companies, and 46% of all successful clients at RIC have either received funding or been introduced to funding sources and investors.