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Press Release:
PitchDIA 2019 First Round Competitors Announced

FOR IMMEDIATE RELEASE

August 26, 2019

Dalton, GA – Eight businesses have been selected from a pool of over 25 applicants to move to the first round in the Dalton Innovation Accelerator’s second annual PitchDIA competition. Each of the selected applicants will be participating in the PitchDIA event, either on-stage in the pitch competition, or as a featured off-stage exhibitor showcasing their startup. The following are the first-round competitors for PitchDIA:

- ***Critterbox*** created an IoT-enabled device to enable automated live bait feeding marketed toward reptile owners that comes with a mobile app allowing owners to feed their pets from anywhere.
- ***Sweat Pack*** created a mobile app and fitness technology company that allows users to join a group or start a team to motivate each other to meet up for group workouts and sports leagues.
- ***Elite Lineman Training*** aims to train people in our community for entry level line work positions in the electrical lineman industry.
- ***Musicbük*** is building a hyper local mobile app that uses artificial intelligence to facilitate the connection between qualified music instructors and prospective students.
- ***Blackwell Pastures*** produces pastured livestock and poultry as well as vegetables for our community and the surrounding areas to connect the community directly to their local farmer.
- ***Scrap Sports*** is a sports scrapbooking media platform that allows parents to easily create, store and share their kids’ sports content.

- **Rugxite** is a product used to sanitize and deodorize rugs, specially designed to keep bathroom rugs feeling clean while killing mold and bacteria and avoiding frequent rug washes.
- **Baby on Board** is a mobile app designed to ensure caregivers never forget a child in the backseat of a car using specialized technology that alerts the caregiver to car seat activity from anywhere.

About PitchDIA

PitchDIA is a “Shark Tank” style pitch competition in which entrepreneurs present business models to a panel of judges. The panel is composed of community leaders and organizers who choose a winner based on uniqueness of idea, financial viability, economic benefit to the larger regional area and opportunity for success. The winner of the 2018 PitchDIA competition, Le Glue, went on to compete on ABC’s SharkTank and was featured agreeing to terms with one of the sharks in the series’ season premiere.

This year’s competition also features a K12 component, in which students of Dalton Public Schools will showcase and pitch businesses which they have worked on and competed with in school and district wide competitions leading up to PitchDIA.

The pitch will be held at Stage 123 on West Gordon Street. Prizes for the winner include a cash award of \$5,000, office space in the accelerator rent free for the first six months, a quick start website package and more. Sponsors of the PitchDIA event include InventureIT, Dalton State College, Barrett Properties, Believe Greater Dalton, the Minor Firm and others.

About DIA

The Accelerator was formed in 2017, founded by Inventure IT and Barrett Properties in partnership with Believe Greater Dalton, with the initial goal of establishing an annual startup competition called PitchDIA, but has since evolved into the region's premier startup incubator and business accelerator located in the historic Landmark Building in historic downtown Dalton.

On the web: www.daltoninnovationaccelerator.com and www.pitchdia.com

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