

SXSW ECO, Austin Technology Incubator, and Austin Energy Detail Startup Central 2013

New for 2013, SXSW Eco adds Startup Central, a robust startup-focused track for entrepreneurs, investors and strategic partners in greentech, social impact and clean web to the program

Austin, TX ([PRWEB](#)) September 20, 2013 -- September 20, 2013 – SXSW Eco (October 7-9), produced in conjunction with Austin Energy and the Austin Technology Incubator (ATI), today detailed the programming within Startup Central.

Startup Central is a robust track within SXSW Eco dedicated to entrepreneurship and investment in greentech, cleanweb and social impact, featuring an array of relevant panels, professional development opportunities and networking events. In addition to fostering networking between investors, entrepreneurs and strategic partners through receptions and special events, Startup Central offers events directly designed to make these connections:

The Startup Showcase | Tuesday, October 8 | 9:30 AM - 5:00 PM

The Startup Showcase is an investor pitch competition featuring 25 Finalist companies, selected from applications from around the world, competing before a live audience and top VC and Corporate investor Judges within 3 categories: Cleanweb, Greentech, Social Impact.

Finalists:

Cleanweb (6): Bandwagon, Fluitec Wind, Growing Energy Labs (GELI), Shoal Market, Used Cardboard Boxes, WaterSmart Software.

Social Impact (6): Beyonic, Librii, Portapure, Sseko, Team Rubicon, VOZ Apparel

Greentech (13): 1Energy Systems, AdBm, Blue River Technology, California Safe Soil (CSS), Microbiotecnologia Aplicada Dos Rios (MBTA2R), New Sky Energy, Rentricity, SecureWaters, SmarterShade, Sunamp Limited, Sylvatex, Zagster, GreenWizard

SXSW Eco Ignite presented by SURGE Accelerator | Monday, October 7, Noon - 2:00 PM

Startup representatives, investors and strategic partners can sign up for mini meetings curated by Houston's SURGE Accelerator.

Startup Springboard presented by J.M. Ornstein | Monday, October 7, 3:15 - 5:30 PM

Meet the newest impact startups at this intimate exhibition featuring 16 top early stage cleantech and social impact companies (under 100k in funding) from around the world.

16 Selected Companies: Ecoscape Solutions, Effortless Energy, Halfsies, The Hometown Revival, Mapdwell, Maya Bamboo, Meshify, Optimal Eco, Repetual, SegUrWay, Sembraire, Agrarian Freedom Project, Stony Creek Colors, SynShark.

Startup Central Breakout Sessions | Wednesday, October 9, 12:00 PM - 2:00 PM

Startup Central Breakout Sessions give startup representatives access to industry experts for direct advice on their careers and businesses. Attendees have the opportunity to join round tables of fellow attendees for coaching by industry experts in pitching, funding, marketing and more.



Registration for Startup Central Breakout Sessions and Ignite is now live! Space is limited for these events, so registration is recommended as soon as possible. To find out more, visit sxsweco.com or to the Startup Central page: sxsweco.com/startup-central

Produced in conjunction with Austin Technology Incubator (ATI) and Austin Energy, the Startup Showcase is a continuation of ATI's Clean Energy Venture Summit (CEVS) blended with the style of SXSW Interactive's Accelerator pitch competition. CEVS is known for helping launch fast growing cleantech companies such as Silver Spring Networks, a CA-based smart grid technology company that presented at the first CEVS; Ideal Power Converter with its power management applications; and Omni Water Solutions and its innovation around mobile water treatment. And IA Accelerator has featured companies that have gone on to raise over \$500M in funding, with former presenters including Siri, Nutshell Mail, Foodspotting and Localocracy.

The Startup Showcase at SXSW Eco brings the same enthusiasm and buzz generated by SXSW IA Accelerator to the companies formerly featured at CEVS. Year one already proved SXSW Eco's power to generate that success, with the winning company, PlanetReuse, going on to raise their Series A funding within a month of the conference.

"It's great to be a partner with SXSW Eco once again in the production of the Showcase," says Mitch Jacobson, Co-Director of the Austin Clean Energy Incubator. "And because of the positive reception and interest from last year, we have expanded the presenting companies from 15 to 25 and added two categories, cleanweb and social impact, to enable more exciting technologies to have exposure at this conference."

Press interested in attending all or part of SXSW Eco should contact: [laurabeckcahoon\(at\)gmail\(dot\)com](mailto:laurabeckcahoon(at)gmail(dot)com).

About SXSW Eco:

South by Southwest (SXSW) is world renowned for cutting edge cultural, music, interactive, and film conferences and festivals. For SXSW Eco, it employs this experience in creating dynamic forums for innovation and collaboration to likewise serve the sustainability community. SXSW Eco presents a diverse array of interrelated programming. With this diverse programming comes a unique set of participants with which to connect. The laid back atmosphere facilitates open discussion which has led to a number of unexpected collaborations and projects. For more information go to <http://sxsweco.com/>

About the Austin Technology Incubator (ATI):

The Austin Technology Incubator harnesses business, government and academic resources to provide strategic counsel, operational guidance and infrastructural support for its member companies to help them transition into successful, high-growth technology businesses. The Austin Technology Incubator, in the IC2 Institute at The University of Texas at Austin, has a 25-year history of successful new venture support with a focus on getting startups funded. ATI has helped more than 250 companies raise over \$1 billion of investor capital. More than 85% of ATI's 2012 graduating class received funding totaling more than \$200 million. ATI has a dual mission: promote economic development in Central Texas through entrepreneurial wealth and job creation, and provide a "teaching laboratory" in applied entrepreneurship for UT-Austin students and faculty.

About Austin Energy:

Austin Energy is the nation's 10th largest community-owned electric utility. Austin Energy powers the capital city of Texas through a diverse generation mix including nuclear, coal, natural gas and renewable energy sources. Located in Austin, TX, Austin Energy created the top performing renewable energy program in the nation and is committed to helping Austin become the Clean Energy Capital of the World. The company owns



the nation's first and largest green building program and is home to one of the nation's most comprehensive residential and commercial energy efficiency programs. For further information visit: AustinEnergy.com.



Contact Information

Robin Murphy

The Austin Technology Incubator

<http://ati.utexas.edu/>

+1 (512) 305-0024

Robin Murphy

Austin Technology Incubator

<http://ati.utexas.edu/>

512-305-0024 marketing

Online Web 2.0 Version

You can read the online version of this press release [here](#).