

# PRESS RELEASE



## Over 125 New Tech Jobs Announced by Five New Startups

RENO, Nevada (Jun. 5, 2018) – This morning the Economic Development Authority of Western Nevada (EDAWN), along with Governor Brian Sandoval, announced five new startups that will contribute over 125 new tech jobs, with an average wage of over \$40 an hour.

The five companies are as follows:

**Breadware**—The company relocated their headquarters from Santa Barbara and has hired 21 employees with plans to hire 10 more in the next year. The company also announced the closing of two million dollars in funding from local seed funds. Breadware is the complete product development solution for businesses launching IoT Initiatives. Their expertise spans electronic development, mechanical/industrial design and secure cloud integrations. On their first trip to Reno, Daniel Price, CEO of Breadware was immediately struck by the entrepreneurial spirit. “We were welcomed with open arms, additional doors were opened, and this resonated strongly with me. There’s no doubt Reno has a great welcoming committee, but the genuine factor can’t be underestimated.”

**The Sufferfest**—Operating internationally in Singapore and Australia and opening up their first US location in Reno, the company is hiring 5 new positions. The Sufferfest provides the time-crunched endurance athlete with all of the tools to get faster, stronger and to achieve athletic goals. The company has grown into a full-fledged, app-based training system complete with a huge collection of structured workouts, integrated training plans, a yoga for cyclists programme and a revolutionary mental training programme.

**Talage**—The company is the first-of-its-kind marketplace for small business insurance. With an online user experience and direct technological integrations with A.M. Best A Rated insurance company partners, Talage reduces the time and expense traditionally associated with buying commercial property and casualty insurance. After working with small businesses at local insurance agencies based here in Reno, Co-Founder Adam Kiefer found a better way for smaller businesses to get the same price and service advantages larger businesses enjoy. Talage now has plans to triple the size of their team in the next year, hiring more than 10 new positions.

**MyVR**—The company is a cloud-based, multi-channel management platform for vacation rental businesses. As the alternative accommodations market has grown rapidly, so has MyVR. MyVR’s growth trajectory has allowed the San Francisco-based company to make the strategic decision to establish a second site in Reno, with the goal of creating sales, customer support and customer success Centers of Excellence (COEs). The team is hiring 30 new positions in the next year, and announced the closing of their 6.1 million Series A round.

**Bombora**—The company is the leading provider of Intent data for B2B marketers. Bombora's data aligns marketing and sales teams, enabling them to base their actions on the knowledge of what companies are

in market for which products. Bombora's Company Surge™ data reports on changes in consumption on specific product related topics from within businesses, indicating when business buyers are in active research mode prior to purchase. The company expanded from New York City and was immediately drawn to the great lifestyle the area provides. "If Reno wasn't advantageous to my family, and if I weren't able to indulge my passion for the great outdoors, the conversation would have stopped there," said Rob Armstrong, CTO of Bombora. "Yes, the numbers make the case and tell the story but, beyond a fiscal discussion, Reno has become the home I was hoping to find."

"Many of us have been to or heard about announcements of the larger companies over the past several years but these smaller start-up companies are just as important to the long-term success and diversification of our economy" said Mike Kazmierski, CEO of EDAWN. "This event reinforces the message that Northern Nevada continues to be a great place for technology companies and start-ups and that we embrace and support them as they grow the jobs of the future in our region."

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**About EDAWN:**

The Economic Development Authority of Western Nevada is a private/public partnership established in 1983 committed to adding quality jobs to the region by recruiting new companies, supporting the success of existing companies, and assisting newly forming companies, to diversify the economy and have a positive impact on the quality of life in Greater Reno-Sparks.

**Media Contact:**

Katie Romanko, EDAWN  
Program Manager of Entrepreneurial Development  
[Romanko@edawn.org](mailto:Romanko@edawn.org)  
(775) 560-3414