Startup Incubator Growth Right on Track

I'm happy to report we are seeing significant growth in **Prototype Prime**, the city's new startup incubator. It's been only six months since the incubator officially opened its doors and it has already made considerable progress in attracting new members.

Prototype Prime opened on Oct. 26, 2016 with two entrepreneurial teams who signed up to take advantage of the incubator's support system that includes Georgia Tech's **Advanced Technology Development Center** (ATDC), considered one of the world's top startup incubators. Today there are eight teams that number 20 entrepreneurs working on their software and technology ideas.

It's headed by Sanjay Parekh, a successful entrepreneur who has launched several now thriving businesses. He's been a real resource and mentor to the teams already in place. Our partnership with ATDC has also proved to be a tremendous asset as we continue promoting Prototype Prime. Our ATDC partners tell us our steady growth is right on track for a suburban-based location.

Prototype Prime provides not only a physical office and design lab, but also educational series and other services to support startups. The startups have access to mentors, venture capitalists, and service providers to help them launch.

Each month Prototype Prime and ATDC offer lunch and learns and circle discussions on topics such as customer discovery, marketing, funding and manufacturing.

Five of the current teams have applied and received Peachtree Corners Business Licenses; three more are in the early stages of development. Listed are the five established teams:

Fanboard: **Morgan Drake, CEO and Freelance Developers Collin Watts and Vladimir Cezar**

By using augmented reality and facial recognition, Fanboard provides sports fans with new interactive multimedia and digital games. Fanboard provides lenses that can trace a ball or puck or even interact with the field. Fanboard also provides capturing games where fans can scour through the venue in search of digital bats or Coke bottles for which they can earn rewards.

Fetch: Chris Glace – CTO, Adam Steinberg – CEO

Fetch is creating the future of truck rental. With Fetch, you can rent a truck by the hour or day that includes free miles, gas and insurance. Skip the lines and use the Fetch app to instantly check-in and unlock your truck. Fetch offers a number of pick-up locations around Peachtree Corners and metro Atlanta.

Insiten: Adam Trien, CEO, Gentry Ganote, CFO, Adam Ziegele, Software Engineer, Juan Cortes, Software Engineer, Eli Allstrom-Luttrell, Software Engineer, John Coppola, Software Engineer

Insiten is a software company focused on the creation of business applications. It leverages modern, cutting edge development techniques to build software that is intuitive, impactful and elegant. The company's first project is to develop a Merger & Acquisition platform for big-four accounting firms.

[Shipwright Studios](#): **David Dearing, Engineer/Founder, Jim Weinhart, Engineer/Founder, Joe Russo, Designer/Founder**
Shipwright Studios offers contract software development services, with decades of experience developing video game products. Frontend to backend on mobile, console, and PC, their developers have done it all.

[Trellis](#): Liz Buchen, CEO, Adam Snow, CTO, Casey Horton, Customer Success Manager Trellis helps growers maximize crop yields and reduce input costs by using their wireless soil moisture sensors and online intelligence platform. An easy-to-use and affordable solution, Trellis' sensors and cellular base stations collect valuable data that growers and consultants can access to make smarter irrigation decisions.

The 12,500 square feet incubator also offers event space that is available for rent. The space accommodates about 125. Several local non-profits, civic organizations, and the Chamber of Commerce have held meetings there and the feedback is very positive. For more information, please contact **[Zoe Fox, Prototype Prime's operations manager](#)**.

Our next steps are to continue expanding the number of startup teams by using several avenues.

- o Outreach to colleges and high schools for internships,
- o 3D printer and design lab demonstrations,
- o Special programs for those who might be interested in becoming an entrepreneur

Soon we will be recruiting mentors to work with startup teams to share their knowledge and experience or teach classes. We will be reaching out to the business community for tailored programs to partner on projects in our 3D lab or for offsite R&D.

Having a startup incubator is a significant asset in the continued economic development of our city. Once they are successfully launched, startups often settle in the community in which they incubate bringing additional employment opportunities and business income for the city. In addition, business statistics indicate that most new companies have a high failure rate, but those that startup in a best practice incubator like Prototype Prime have the best chance at success.

Watch for more news as Prototype Prime grows and if you have a chance, stop by on April 12th for Food Truck Wednesday, meet Sanjay and Zoe and get a tour of the facilities.

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