

## **PRESS RELEASE**

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FOR IMMEDIATE RELEASE

### **"STARTUP WEEKEND" WILL CHALLENGE LONDONERS TO CREATE A BUSINESS IN 3 DAYS.**

- New business being created in 3 days
- Anyone is welcome to participate
- All participants share in the business equity
- Focus on creating a dynamic and unique business
- Maximising use of technology to create the event and company
- Over 8 successful businesses previously created world-wide
- Excellent opportunities for sponsorship and press involvement

The Startup Weekend is a revolutionary event that invites people from all walks of life to work together from Friday the 30th of November 2007 until Sunday the 2nd of December 2007 to create and share in a new business created by the attendees. Past international weekends have succeeded in creating many new and unique businesses. The London Startup Weekend is currently in the promotion and planning stages. Registrations are open to all interested parties at the web site <http://london.startupweekend.com/> with equity in the business dispersed across the participants.

Startup Weekend was created by Andrew Hyde in his home town of Boulder, Colorado, USA and the result of the first weekend was an online service called 'Vosnap' (<http://www.vosnap.com>), an online tool for gathering the opinions of others using multiple technologies. Andrew has participated in each startup since then and is expected to attend the London Startup Weekend, which starts on Friday 30th November 2007. Andrew is looking forward to the London event to "see what the rising tech community in London can complete in a weekend".

The direction of each Startup Weekend is determined by the attendees, their backgrounds and their input. "Every location has their own style of the community," said Hyde. All participants who attend the weekend are rewarded with a stake in the new company.

To date, there have been 8 startup weekends worldwide, each successfully created a new businesses. Details of all the businesses are available at <http://startupweekend.com/eight-startups-created-a-recap/>

The London weekend is currently undergoing heavy planning in the lead up to the event. Enticing sponsors, promoting the event and increasing registrations are the primary focus for the volunteer organisers. Simon Aronowitz, one of the organisers, has said "We are expecting the event to be seen as an exciting opportunity for sponsors and supporters as this is the first event of its kind in the UK. The track record for the startup weekends demonstrates that they generate large amounts of

interest during and after the event."

Throughout the event there will be a constant stream of data to the internet through the official web site, attendee blogs, web sites, photo and video sharing web sites. Due to the open and voluntary basis, there is no limit to the amount or type of information that will be published.

The loose structure of the weekend and the limited time provides a unique challenge to all attendees. Past startup weekends have attracted people with diverse backgrounds who have banded together to network, learn from peers in the industry, and build a business in under 72 hours.

Ian Broom is viewing the startup weekends as "a fascinating social experiment without any limits. The current press is buzzing with new businesses delivering amazing new services to consumers, often from ideas generated in university dorm rooms. Imagine the potential when people with a range of skills and backgrounds are thrown together with the intention of creating a business!".

New participants for the London Startup Weekend are encouraged to sign up on its website, where updates about the upcoming event are also posted. The website can be found at <http://london.startupweekend.com>

Interested members of the press are invited to attend the weekend for in-depth reporting.

For further information contact:

Name: Simon Aronowitz  
Tel: 020 8150 6101  
email: [startupweekend@supportlounge.com](mailto:startupweekend@supportlounge.com)

Name :Ian Broom  
Tel: 07979 871 416  
email: [ibroom@gmail.com](mailto:ibroom@gmail.com)

Web site: <http://london.startupweekend.com>