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**GLENDALE TECH WEEK PITCHFEST FINALISTS ANNOUNCED**

**Glendale, CA** – Eight finalists have been announced to participate in Pitchfest, Glendale Tech Week’s popular Shark Tank-style event. The start-ups, which were selected from a pool of nearly 50 applicants, will present their ideas and products in front of a live audience and a panel of judges made up of entrepreneurs, attorneys, angel investors, Venture Capital (VC) funders, and Glendale Mayor Ara Najarian on Thursday, September 19 from 12 pm to 5 pm at CBRE, 234 S. Brand Blvd. Participants will compete for a \$43,000 prize package.

The first portion of the event from 12pm-2 pm will feature James Citron, CEO of Pledgeling. James will share “lessons from the trenches” gleaned from his experience with building, growing, and selling companies; and provide advice on how companies can drive social impact. Lunch will be provided by Tarme.

The keynote will be followed by Pitchfest from 2pm to 5pm.

“Pitchfest has been an exciting way to identify regional and local entrepreneurial companies that have the potential to be high-growth businesses,” Mayor Ara Najarian said. “These are businesses that will hopefully one day be top job creators, revenue generators, and problem solvers within the City of Glendale”.

**Participating founders and companies include:**

- Alexis Schomer, Expy Health
- Benjamin Trammell, Tooth Fairy Stem Cell
- Khalil Jammal, CareWell
- Ara Keshishian, Pinpointeyes
- Hovanes Margarian, AppearMe
- Luis Oda, TAGALONG
- Benjamin Benichou, Creative Bot, Inc.
- Albert Stepanyan, Scylla

**The companies are competing for a \$43,000 prize package, comprised of a suite of essential professional services for young startups, including:**

- Access to leadership expertise, strategic guidance, and assistance with valuation provided by partners at [Black Diamond Ventures](#) valued at \$2,500,
- 3 months of complimentary office space for a small team at [Industrious Glendale](#) valued at \$6,100,
- Setup of 3 digital media channels for marketing, competitive analysis of digital marketing strategy, and running and optimizing a digital marketing campaign for 3 months with \$500 of media spend per month from [Pastilla](#) valued at \$5,250,

- \$5,000 in business law consulting and services including incorporation services, drafting of Equity Incentive Plan, and 3 months of *Limitless Legal (basic plan)* legal consulting and services from [Legallab](#),
- \$5,000 in business evaluation and strategy services, and legal counsel on contracts and third party agreements from [Bruno Group, Inc.](#),
- \$5,000 in consulting and legal services in the area of intellectual property (IP) law, including procurement of IP rights, licensing, and enforcement of those rights from [Phil IP Law Group](#),
- Advisory board services for strategic planning and investment structuring from Oceanview Capital Partners, Inc. valued at \$5,000,
- \$5,000 in video production, printing, and copying services provided by the City of Glendale's Media Graphics,
- 6 months of bookkeeping services from [Anchor Bookkeeping](#) valued at \$1,200,
- 1 month of free co-working space with childcare (8 day plan: 8 days in the month with 4 hours of childcare each day) offered by [FGUMC Workspace and Playschool](#) valued at \$400,
- A guest presenting spot at Glendale Tech on Tap meetup,
- A guest spot in the Glendale Tech on Tap podcast,
- A congratulatory ad in a business and technology publication paid for by the City of Glendale, and
- 30 minutes of pre-attendance to Meet the Funders VC networking event.

"Pitchfest offers participating startups a great opportunity to showcase their business ideas to investors and audiences, and teaches future entrepreneurs what it takes to prepare an impactful pitch deck and ask for funding," said Pitchfest Committee Chair Ara Aslanian, Co-Founder and President of Glendale-based Inverselogic.

Other members of the Pitchfest Committee include Ana Quintana of Black Diamond Ventures, Armen Vartanian of Oceanview Capital Partners, Inc., Ani Torosyan of DishDivvy, Alex Bruno of Bruno Group Inc., and Stepan Khzrtian of Legallab.

Pitchfest is one of many events lined up for the City of Glendale's Fourth Annual Glendale Tech Week, an effort initiated by the Glendale City Council as a way to diversify the local office market and support the ecosystem of innovation in Glendale. See the full calendar of events at [www.glendaletechweek.com](http://www.glendaletechweek.com).

A special thank you to Glendale Tech Week's Title Sponsor Phonexa, Platinum sponsors Dot818, Greater Downtown Glendale Association, Arts and Culture Commission and Glendale Arts, as well as Gold Sponsors Beyond Limits, Glendale Water and Power, Service Titan, Age of Learning, Applied Earth Sciences, Professional Development Center and mobileforming.

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Glendale, known as the "Jewel City," is one of the largest cities in Los Angeles County. With a population of over 200,000, Glendale is a thriving cosmopolitan city that is rich in history, culturally diverse, and offers limitless opportunities. It is the home to a vibrant business community, with major companies in healthcare, technology, entertainment, manufacturing, retail, and banking.