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FOR IMMEDIATE RELEASE

Community Invited to Incubator Kick-Off Event

Evening features panel of experts, Q&A, networking

PEACHTREE CORNERS, GA., May 12, 2015 -- The City of Peachtree Corners is partnering with Georgia Tech's [Enterprise Innovation Institute](#) to study the community's readiness for a business incubator.

To help launch the study the City has organized a community event, *An Evening of Entrepreneurship & Innovation* on Thursday, May 14, from 6 - 9 p.m. at the [Hilton Hotel](#) in Peachtree Corners. Entrepreneurs, investors, community leaders and academics are invited for an evening of conversation on how the community can cultivate an environment that allows entrepreneurs to grow and thrive.

"Small businesses are the backbone of the American economy but statistics show a high failure rate for startups," said Mayor Mike Mason. "The success rate is much greater if these entrepreneurs have a support system. And that's where an incubator steps in by offering a support system for entrepreneurial companies to help them survive and grow during the early start-up period."

The community benefits from business incubators as well. "Research has shown that for every \$1 of estimated public operating subsidy provided, the incubator generates approximately \$30 in local tax revenue alone," added the mayor.

The event begins with a networking reception at 6 p.m. followed by a presentation on the business incubation process as well as a Q & A with a panel of experts. The kick-off event is sponsored by [the City of Peachtree Corners](#), [Comcast](#), [Peachtree Corners Business Association](#) and [CH2M](#).

In the coming weeks, Georgia Tech's Enterprise Innovation Institute will begin working with community stakeholders and others to learn whether the community will support an incubator.

The agenda for the May 14 event:

6:00 - 6:45 pm	Appetizers/Cocktails & Networking
6:45 pm	Welcome remarks Mike Mason, Mayor of Peachtree Corners
6:50 - 7:20 pm	Incubation process Don Betts, Georgia Institute of Technology
7:20 - 8:05 pm	Entrepreneur Panel Karen Robinson Cope – Nanolumens David Huseonica – Cloud/AG Sanjay Pareky – Startup Riot John Swansey - TekWear
8:05 - 8:20 pm	Open Q & A with Panelists
8:20 - 9:00 pm	Networking

To register for *An Evening of Entrepreneurship & Innovation*, please click [here](#).

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[About the City of Peachtree Corners, GA](#)

Gwinnett County's newest and largest city, Peachtree Corners was founded July 1, 2012 and is located along the shores of the Chattahoochee River in the southwest corner of the county. This city is home to some 38,500 residents and over 2,300 businesses. City Hall is located at 147 Technology Parkway, Suite 200, Peachtree Corners, GA 30092.