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FOR IMMEDIATE RELEASE

Startups Signing Up to Join Prototype Prime

Two companies selected for city's new incubator

PEACHTREE CORNERS, GA, Dec. 19, 2016 – Interest in Prototype Prime, the new startup incubator located in the City of Peachtree Corners, has been high since it opened just six weeks ago.

Today, Prototype Prime announced the selection of two companies for the incubator created for early-stage entrepreneurs. Trellis, an agriculture technology startup that helps farmers grow more crops and use less water by using its wireless soil moisture sensors and online platform, and Fetch, which is working to eliminate the hassles of renting a truck through its smartphone app.

“We’re excited to welcome Trellis and Fetch,” said Sanjay Parekh, co-founder of Prototype Prime. “It’s hard to build a successful business, and it’s even harder if you’re not plugged into a community of people who can help in the process.”

In partnership with ATDC at Georgia Tech and supported by the City of Peachtree Corners, Prototype Prime provides not only a physical office and maker space, but also educational series and other services to support startups. The two startups will have access to mentors, venture capitalists, and service providers to help them launch.

“Prototype Prime is a perfect fit for us,” said Trellis co-founder Elizabeth Buchen. “As a hardware startup, we were really excited to find a space that has room for us to design and build our sensors. The resources and support we’ve already received from the Prototype Prime team is incredible.”

Prototype Prime’s facility is large enough to accommodate over 60 startups. The 12,500 square-foot area provides networking and event space, workshops, podcast room, and a design lab with 3D printers and electronics manufacturing capabilities. In addition, the law firm Troutman Sanders is providing flexible payment terms for any Prototype Prime startup utilizing their services.

“We saw a large percentage of our customers coming from the Peachtree Corners area, and Prototype Prime offered a no-brainer way for us to have a presence in the area,” said Adam Steinberg with Fetch.

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[About the City of Peachtree Corners](#)

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. The city is home to some 40,000 residents and over 2,500 businesses. City Hall is located at 147 Technology Parkway, Suite 200, Peachtree Corners, GA 30092

[About Prototype Prime](#)

Prototype Prime is a startup incubator headquartered in the Gwinnett County city of Peachtree Corners, Georgia. Its focus is on helping software and hardware startups succeed. Membership levels provide flexibility based on the startup's stage and needs. Prototype Prime operates a design & development lab that includes 3D printers and electronics manufacturing capabilities managed by industrial design and manufacturing focused mentors.