



Judy Putnam, Communications Director
770-609-8821 (Direct), jputnam@peachtreecornersga.gov
www.peachtreecornersga.gov
www.facebook.com/peachtreecornersga
www.twitter.com/PtreeCorners

FOR IMMEDIATE RELEASE

New, Emerging Tech Businesses Get Tax Break From City

PEACHTREE CORNERS, GA, March 27, 2017 – For budding entrepreneurs who have ideas for technology-based businesses, establishing their business in Peachtree Corners may be one of their first best decisions they make in launching their new venture.

Last summer the city council passed an ordinance waiving the occupational tax fees (business licenses as they are better known), for new and emerging technology businesses. The new law provides a three-year waiver of all occupational tax fees for those who are enrolled in an incubator program in the city. The waiver does not apply if a business generates \$1 million in revenue within its first three years in operation.

“We thought this would be one way that the city could show its support for these ambitious men and women who are willing to take on the challenge of pursuing their dreams,” said Mayor Mike Mason.

Prototype Prime, a startup incubator in Peachtree Corners, opened its doors last fall and already has a number of teams of entrepreneurs who have enrolled in the program and taking advantage of the city’s tax break offer.

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. Selfie lenses that incorporate the team and their sponsors, and 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.

Insitin: 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.

Bringing an innovation to market can be a daunting process that requires business guidance, funding and maintaining a competitive edge. That's where an incubator can step in by providing a vast array of services such as sharing office space, guidance in preparing a business plan, a support network of peers, industry coaching and mentoring.

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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 banks 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

Located in Peachtree Corners, the incubator focuses on early stage software and hardware technology startups and offers 12,500 square feet of collaborative workspaces, a podcast room, event space, and design & development lab. Funded by the City of Peachtree Corners and in partnership with [Georgia Institute of Technology's ATDC](#), Prototype Prime's mission is to provide teams with the support they need to initially launch.