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BUSINESS CATAPULT SELECTS MINDWEST STRATEGIES TO LAUNCH ONLINE PLATFORM FOR INVESTORS AND ENTREPRENEURS

Platform now serving Angel Capital Summit, IEEE and investor groups

Washington, DC, October 9, 2009 – The Business Catapult has selected MINDWEST Strategies to launch its online platform connecting entrepreneurs and investors across the Washington, DC region and selected markets.

“MINDWEST offers the marketing and venture acumen to showcase our Web 2.0 system for building new businesses in an economy demanding innovation more than ever,” said Business Catapult CEO Dave O’Brien.

“We are excited to represent Business Catapult,” said MINDWEST founder John Hale. “Entrepreneurs can use this online platform to improve and showcase their business plans. Investors can evaluate proposed deals while finding like-minded investors. Service providers can participate to offer professional support.”

Investor groups, private equity firms, professional associations, businesses, entrepreneurs, and university entrepreneurship programs have adopted Business Catapult. The platform provides online “deal management” for the third annual Angel Capital Summit expecting more than 700 participants on November 17 in Denver, CO.

“Business Catapult also provides a powerful ‘idea home’ for internal use,” said Hale. “IEEE, the world’s largest technical society, and Kaiser Permanente Ventures have adopted Business Catapult to capture and cultivate innovation in their own ranks.”

MINDWEST Strategies (www.mindwest.net) is a Washington, DC consulting firm that integrates communication, management and informatics for venture growth. The firm deploys traditional and online media to: target markets, align strategies, communicate interests and deliver value in the Information Economy.

Business Catapult (www.businesscatapult.com) is a Boulder, CO-based company that “Builds Communities of Investors and Entrepreneurs.” The firm’s online Business Catapult incorporates exclusive business logic to help business creators, funders and advisors to strengthen business plans, win investment and bring innovations to market.

To nurture investments, cultivate entrepreneurship, offer advisory services, or leverage new profits, please contact MINDWEST Strategies: jhale@mindwest.net.

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