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Media Contact: Shakir Johnson

757-597-2840 ext409; johnsonsd@nnva.gov

Start Peninsula's Second Wave of 2024 Finalists Sets the Stage for Entrepreneurial Brilliance

In a remarkable showcase of entrepreneurial spirit, Start Peninsula 2024 unveiled its second set of finalists on May 16th, following a highly competitive and inspiring online Micro Pitch competition. This year's spotlight shines on **Growables, LOCKGREEN, and VIX, which are** three ventures that promise to redefine their respective industries with groundbreaking solutions and services.

- **Growables** makes growing houseplants simple and fun. Growables provides everything you need to grow a plant such as soil, fertilizer, and step by step instructions. Gone are the days of having a yellow and withering houseplant.
- **LOCKGREEN** stash boxes give cannabis consumers peace of mind as they safely store and travel with cannabis. They are smell-proof and have a built-in combination lock that provides the protection needed to keep kids, pets, and other unwanted guests out, while also helping to prevent open container law violations when traveling in a car with cannabis.
- **VIX** is an AI Personal Trainer. To start, VIX is an app that uses your phone's camera to track and improve your form. For beginners who aren't familiar with fitness, our application not only creates a personalized workout routine but also provides real-time form feedback using our precise pose detection. By gamifying fitness through competition, rewards, and personal KPIs, we aim to motivate and maintain accountability for our users.

These trailblazers are not just competing for the limelight; they are vying for a chance to win \$5,000 to fuel their business growth, along with free access to invaluable local resources. The journey toward innovation continues at the Championship Pitch event on November 6th, where dreams and ideas will collide in the pursuit of entrepreneurial excellence.

Start Peninsula is not just an event; it's a testament to the vibrant startup ecosystem thriving in Hampton Roads. With the next Micro Pitch competition slated for September 11th, and following the last pitch in October, the platform remains open for early-stage businesses ready to make their mark.

Esteemed judges included Chris Davidson of Orca Strategies, Himalaya Rao-Potlapall of BFM Fund, and Kierra Underwood of 757 Collab. They lent their expertise, underscoring the Start Peninsula's collaborative spirit.

Hosted by Newport News in partnership with the Cities of Hampton, Williamsburg, Poquoson, and the counties of James City and York, Start Peninsula has been a cornerstone of innovation and entrepreneurship in the region since its inception in 2012. For more information, visit the Start Peninsula website and explore the FAQs to see how this platform is sculpting the future of business in Hampton Roads.



As Start Peninsula gears up for its next phases, the Hampton Roads community watches eagerly, ready to support and celebrate the next generation of innovators who are set to leave an indelible mark on the world.

For more information about Start Peninsula or to apply to pitch, please visit its [website](#), or the [FAQ page](#).

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