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**Media Contact:**

Nicole Davidow

Live Wire Media Relations, LLC

(703) 519-1600 Ext. 102

ndavidow@livewiredc.com

## **Two Winners Emerge from Ballston BID LaunchPad Challenge**

*In a surprising turn of events, BuilDatAnalytics and CarSquare.com both leave with cash reward, office space and furniture, and legal assistance*

Arlington, VA (December 11, 2013) – The Ballston Business Improvement District (BID) hosted the final event of its LaunchPad Challenge on Dec. 4. Nearly 300 attendees watched as four finalists pitched their innovative business ideas to Ted Leonsis, Aneesh Chopra, Mark Gruhin and Congressman Connolly.

The judges deliberated, and in an exciting turn of events, two winners were each selected to win the \$15,000 cash award, office space and furniture in Ballston, and legal assistance from Saul Ewing LLP. The judges were impressed by both challengers, and Ted Leonsis announced that each would take home an awards prize package – and he funded the additional \$15,000 cash award personally.

For the past 10 months, contestants have been networking, collaborating and adjusting their business plans for the chance to be considered the next biggest idea in Ballston. The challenge has provided a platform for innovation, creativity and mentorship for all 14 contestants.

“We are thrilled with the results of the competition – both winners have worked so hard and have such brilliant concepts, and I am so happy we have had the opportunity to help them foster their ideas. The Ballston BID is dedicated to our home-grown entrepreneurs, and we consider it an honor to have worked with them,” said Tina Leone, CEO of the Ballston BID.

The two winners, Tiffany Hosey Brown of BuilDatAnalytics and Khurram Shakir and his team from CarSquare, faced a number of questions, critique and scrutiny from the four judges. The dedication, creativity and drive of the two winners earned them the confidence of the four judges, and a chance to make their ideas a reality in the Ballston community.

### **About the Ballston Business Improvement District**

The Ballston Business Improvement District (BID) is a 25-block neighbourhood of commercial and residential properties. With more than 8.3 million square feet of office space, one-million square feet of retail space and 8,000 residential units, Ballston offers a range of market-rate options. The BID works to make Ballston a premier business, cultural and entertaining destination. Ballston’s blend of urban sophistication and neighbourhood charm is unique to the region, boasting top universities, Fortune 500 companies, the Washington Capitals office and practice facility and many research organizations surrounded by upscale hotels, retail, green space and restaurants – all easily accessible by metro and major thoroughfares. For more information about the Ballston BID, visit [www.ballstonbid.com](http://www.ballstonbid.com).