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MOBICON GIVES INNOVATIVE ENTREPRENEURS THE STAGE NOV. 17-18

MINNEAPOLIS, MN. Nov. 11, 2015—All mobile apps start small, even those with big potential to transform how we treat and manage complex health conditions like post-traumatic stress disorder.

MobDemo is the fastest look at how entrepreneurs are innovating nationally. The competition held as part of the annual MobCon technology conference gives five mobile innovators the opportunity to compete for the audience's favor and the development dollars that can help them realize their concepts.

Earlier this year applicants submitted their app ideas. Five finalists were chosen from the competitive pool to present next Tuesday, November 17. Attendees will cast their votes using the MobCon conference app. The winner will be announced November 18 at MobCon (mobcon.com/us).

The entrepreneur with the highest number of popular votes will take home a grand prize of \$5,000 along with \$20,000 in free mobile development from MentorMate and \$3,000 in free legal services from Gray Plant Mooty. The second and third place winners will be awarded development and legal services.

The finalists are:

Amber Gunn Thomas, Founder at The Patchery

App Concept: Kids and parents can design children's fashion via mobile and submit their creations to be custom-made and delivered to their home.

Doug DeBold, Co-founder at Perk Health

App Concept: Perk Health has reimagined wellness by making healthy habits a virtual sport. The app will encourage personal well-being and provide intelligent coaching coupled with teams and competitions.

Aneela Idnani, Co-founder of Kid Around Town

App Concept: With Kid Around Town, kids choose where they want to go & curate memories from their point of view.

Robert Flessner, CEO at Vugo

App Concept: Use TripIntent technology to place highly targeted advertising in rideshare vehicles.

Tyler Skluzacek, Founder/Developer at MyBivy

App Concept: MyBivy helps PTSD victims sleep at night through intensive body tracking and terror-disrupting responses.

About MobCon The Minneapolis-based tech event offers a deep dive into the trends and technologies revolutionizing engagement in today's business landscape. The two-day conference brings together as many as 500 mobile strategists, C-suite executives, Fortune 500 companies, business professionals and entrepreneurs. Programming features 6 national keynotes, networking opportunities and 30+ educational sessions in four tracks. With the start-up market ever critical to continued industry growth, MobDemo gives selected entrants the stage to pitch their ideas before an audience of strategists and mobile innovators. Five contestants will vie for more than \$50,000 in cash, development prizes and legal services credits. (<http://www.mobcon.com>)