



WILFRID LAURIER UNIVERSITY WATERLOO | Brantford | Kitchener | Toronto

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Partnership announcement between the Waterloo Accelerator Centre and the Laurier LaunchPad

WATERLOO – The Waterloo Accelerator Centre and Wilfrid Laurier University are pleased to announce a new partnership involving the Laurier LaunchPad.

Laurier LaunchPad is a program that enables students from all faculties at Laurier to create strong, viable businesses for full-course credit. Once students have completed the course they are encouraged to continue building their ventures by staying in the program and utilizing the LaunchPad's resources and programming.

The partnership will integrate the LaunchPad program with the Accelerator Program, providing entrepreneurial-savvy students and alumni with access to the Accelerator Program, including the use of a Laurier LaunchPad office located at the Waterloo Accelerator Centre (AC). The AC has developed and proven the Accelerator Program over the last seven years, helping to nurture and grow more than 100 start-ups. Leveraging the Accelerator Program allows start-up businesses to move to market faster, create jobs and stimulate economic activity. The start-up companies benefit from coaching and mentoring, experienced staff, proven methodologies, education and training programs, connections to capital, established partnerships, R&D support and outreach, talent recruitment, technology transfer assistance, support services and commercialization expertise.

"The partnership with Laurier signifies much more than collaborative work space. It's the beginning of what promises to be a world-class collaboration to support the very best Laurier start-ups. High-potential Laurier start-ups will be provided with the tools and environment required to accelerate their path to becoming successful enterprises," said Tim Ellis, CEO of the Accelerator Centre.

The Accelerator Centre and Laurier LaunchPad are pleased to announce The Smile Epidemic as the first Laurier-sponsored client start-up to enter the program. This high-potential enterprise can leverage the comprehensive mentoring, educational, and networking-based program to accelerate its growth. The Smile Epidemic will also receive the use of the Laurier LaunchPad sponsored office space at the Accelerator Centre with all of the services it needs to bring in laptops, plug in, and get going!

"The Smile Epidemic is a very special company originating from solid academic research and with remarkable founders. We are very excited to have them represent the Laurier LaunchPad at the Accelerator Centre," said Steve Farlow, Executive Director of Laurier's Schlegel Centre for Entrepreneurship.

The Smile Epidemic promotes daily gratitude-sharing through visual representation online. Initiated as part of the Laurier Launchpad program, The Smile Epidemic received resources to start the development of its software-as-a-service workplace well-being program that will be launched at SXSW Interactive in Austin, Texas, on March 12, 2013. The Smile Epidemic is committed to the happiness of individuals and offers a free service to consumers. For more information about its 30Smiles@Work program or to learn more about The Smile Epidemic in general, email info@thesmileepidemic.com or visit www.thesmileepidemic.com.

For more information about the Laurier LaunchPad, please visit: <http://laurierentrepreneur.ca/academics/entrepreneurship-accelerator>. For more information about the Waterloo Accelerator Centre or The Accelerator Program, please visit: www.acceleratorcentre.com.

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