

## Referral Key Chosen for MIT's Entrepreneur Showcase

Referral Key is proud to have participated in the 10<sup>th</sup> annual MIT Venture Capital Conference and in the Entrepreneur Showcase Event at the MIT Museum on November 29<sup>th</sup> and 30<sup>th</sup>.

Referral Key was one of 30 companies selected from an entry field of almost 100 applicants to the Entrepreneur Showcase, and was one of the only startups chosen to represent the business networking category.

The event, organized by the MIT Sloan School of Management and supported by the MIT Entrepreneurship Center with several VC firms, corporations and media outlets serving as corporate sponsors, drew a heavy crowd of venture capital firms, private equity partners, Sloan students, fellow entrepreneurs and press.

The atmosphere was upbeat, and the overall opinion that the current environment for technology based startups generally positive, consistent with the conference theme of "Enabling the Entrepreneur." "This is much different than the last time," one attendee was overheard saying, referring to the last internet bubble boom that did not end well for many venture backed startups in the late nineties. According to the MIT student organizers of the two day event, "More than ever, with the plethora of capital available for new businesses and technologies, VCs, angels and mentors are looking for new ways to enable startups."



*Referral Key team members Tracy Brady, Lewis Weinstein and Mike Martinez strike a pose at the MIT Entrepreneur Showcase on November 29th*

Referral Key was front and center in a heavily trafficked area of the Showcase event, and our live video tour and product demonstration served attendees well.

“It was a very competitive field, and we are extremely excited to have been chosen to participate,” said Lewis Weinstein, founder and CEO of Referral Key. “We were able to showcase the product to a wide and influential audience, as well as accomplish some great networking.”

Frank Moss, Director of the MIT Media Lab and an experienced technology industry executive and serial entrepreneur, was on hand for the lunch panel, and *Boston Globe* “Innovation Economy” columnist Scott Kirsner moderated both the “Media, Technology and the Consumer” panel as well as the closing chat with Head of Special Initiatives at Google, Chris Sacca, whose resistance to PR protocol was refreshing and sometimes surprising.

Referral Key made enough of an impact with the “Sloanies” to be invited to participate in the prestigious MIT Lab series, so watch for an upcoming speaking engagement featuring our CEO Lewis Weinstein.

For more on the conference, please visit: <http://www.mitvconference.com/>.