

# Boulder Innovation Center

*Boulder's Entrepreneurial Hub*

## FOR IMMEDIATE RELEASE

**CONTACT:** Eric Gricus  
Program Manager  
Boulder Innovation Center  
Office: 303.444.2111 x2  
Mobile: 720.289.7886  
Fax: 303.444.3111

### **Boulder Innovation Center Adds JJ's Sweets to Client List**

BOULDER, CO. (July 7, 2011) – Boulder-based JJ's Sweets has joined the Boulder Innovation Center's distinguished Natural & Organic Program.

JJ's Sweets, the makers of Cocomels, "the original coconut milk caramels," is a candy company dedicated to new ideas in the world of treats. It draws from classic handmade candy techniques but is also influenced by the desire to see candy evolve into tasty indulgences that inspire the spirit, support our bodies, and are sustainable for the environment. With products that are "absolutely astoundingly good," (VegNews) free of corn syrup and gluten, vegan and made with natural and organic ingredients, JJ's Sweets has bridged the gap between indulgence and responsibility and hopes to lead the way forward in innovative confections. For more information, please go to [www.cocomel.com](http://www.cocomel.com).

"Bill Capsalis, Boulder Innovation Center Natural & Organic Program Manager, helped us identify the key challenges the company was facing and recruited an exceptional team of Advisors to help us form a strategy to capitalize on the opportunities in front of us" said JJ Rademaekers Founder & CEO of JJ's Sweets.

Tim Bour, Executive Director Boulder Innovation Center commented "It's great to be able to help young companies succeed by surrounding them with experienced Advisors. It improves the company's chances of success and the engagements provide a way for Advisors to give back to the community that has given to them."

The Boulder Innovation Center's Boulder Area Business Program is designed to help new and early stage companies overcome the roadblocks and obstacles encountered while growing a business. Each Client is paired with a Boulder Innovation Center Program Manager who works with the Client to identify the key challenges they are facing and create a solid plan to overcome these issues while achieving their personal and professional goals. The Boulder Innovation Center then provides volunteer teams of experienced Advisors to guide the clients towards success. In addition to working with Clients in the Natural & Organic sector, the Boulder Innovation Center serves clients working in Software, Renewable Energy/CleanTech, BioScience, Nanotechnology, Optical and Engineered products. If you are interested in becoming a client or Advising for the Boulder Innovation Center, please visit [www.boulderinnovationcenter.com](http://www.boulderinnovationcenter.com).

Boulder Innovation Center  
1155 Canyon Blvd, Suite 400 Street Boulder, CO 80302  
Phone: 303.444.2111 Fax: 303.444.3111  
Eric@BoulderInnovationCenter.com



**About the Boulder Innovation Center**

The Boulder Innovation Center is one of America's premier entrepreneurial support organizations. With its highly specialized team of mentors and advisors, the Boulder Innovation Center defines a new model for business incubation across key industry sectors holding the most promise for the community, global economies and the environment. Located in one of the most dynamic entrepreneurial ecosystems for early-stage companies – Boulder, the Colorado School of Mines and the University of Colorado – the Boulder Innovation Center blends the resources of business and academia to optimize opportunities for the technologies and companies of the future. For more information, please visit:

[www.boulderinnovationcenter.com](http://www.boulderinnovationcenter.com).