

Boulder Innovation Center

Boulder's Entrepreneurial Hub

FOR IMMEDIATE RELEASE

CONTACT: Eric Gricus
Client Development
Boulder Innovation Center
Office: 303.444.2111
Mobile: 720.289.7886
Fax: 303.444.3111

Boulder Innovation Center Adds Simply Boulder to its Growing Natural & Organic Program

BOULDER, Co. (8-20-08) – The Boulder Innovation Center has added a new client to its growing Natural & Organic Business Program, Boulder-based Simply Boulder.

Simply Boulder was the brain child of founder and President Seth Mendelsohn. His goal is to produce the finest all-natural culinary sauces available. Their product formulas start with pure olive oil for its flavor profile and nutritional benefits, a superior choice to canola or soybean oil that is found in most other sauces. All of their culinary sauces are sweetened with agave nectar, gluten free, and made with pure olive oil. More information can be found at www.simplyboulder.com.

“Working with the Boulder Innovation center has been a terrific experience and they have exceeded my expectations,” said Mendelsohn. “I’m confident that my company will be a great success and the BIC is playing an important part of that.”

BIC Director, Tim Bour said, “We are thrilled at the growth and progress of our Natural & Organic Program. In the past five months we have added eight new clients to the program and continue to actively recruit more Boulder County companies in this burgeoning business sector.”

The BIC’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 BIC 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 BIC 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 BIC serves clients working in Software, Renewable Energy/Cleantech, Bioscience, Nanotechnology, Optical and Engineered products.

About the BIC

The Boulder Innovation Center is a 501 c (6) nonprofit focused on economic development through supporting entrepreneurship in the Boulder area. The center’s service model provides a “high-touch” approach to helping companies by matching each client with a team of seasoned serial entrepreneurs and business experts who serve as volunteer advisers. The BIC is supported by fees paid by its clients along with support from City of Boulder, University of Colorado, Boulder Economic Council, State of Colorado and donations from private sponsors. For more information please visit www.boulderinnovationcenter.com.

Boulder Innovation Center
1900 15th Street Boulder, CO 80302
Phone: 303.444.2111 Fax: 303.444.3111
info@BoulderInnovationCenter.com