



Startup Weekend is Jazz for brilliant tech minds. A crazy idea that works.

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## WHAT IS SW?

The Weekend recruits a highly motivated group of marketers, programmers, creative individuals, and business entrepreneurs to create a business in a weekend. The founders decide what to make as a team, and earn an equal share of stock in the developed business. Attendees are responsible for bringing the desire and passion to the project and walk out of the room with a brand new business, in a short 54 hours. Sound intense? It is.

## HISTORY

Founded in 2007 by Andrew Hyde, the weekend is a concept of a conference focusing on learning by creating. It is known for its quick decisions, 'out of the box' thinking, unique facilitation technique and letting the founders show what they can do. The program has already met with success in Boulder, Colorado, and is expanding to 12 other cities. These cities include Toronto, New York, Hamburg, Houston, West Lafayette, Boston, DC, Atlanta, Austin, Portland, San Francisco and Seattle with more to come.

## STATISTICS

First weekend: Boulder

StartupWeekend.com

**18170** unique hits

**1100** viewers on live streaming video

**293** comments

VoSnap.com

**1845** Email Signups for Product Launch Alert

**50** pages indexed by Google Friday at 9pm

**55,000** pages indexed by Sunday at 11pm

## QUOTES

"I'm fascinated to see what seventy people are able to put together over one long weekend"

-Michael Arrington of techcrunch.com

"This is one of the craziest ideas I have come across, and I am liking every aspect of it."

-Will Kern of 15meanings.com