

# PRESS RELEASE

## GISCO ANNOUNCES 2017 WINNERS

*Second Annual Global Innovation Start-up Competition held at Global Forum 2017*

Winnipeg, Canada

On Tuesday, October 3, the Second Annual "Global Innovation Start-Up Competition" (GISCO) was held where inspirational business ideas were presented for products or services. Startups from Canada, the European Union, and the United States got a chance to meet and network with tech leaders, investors and CEO's at Global Forum 2017\*.

*"The Global Forum is a think-tank for exchange and networking among governments at national, regional & local levels, private & public organizations, research & development experts. The Global Forum is the ideal place to host a Global Innovation Startup Competition - GISCO. GISCO presenters benefit of the opportunity to be connected in an informal way with high-level professional and networking opportunities which are more important for entrepreneurial success than formal structures such as incubators and accelerators. Startups, especially founders, always gain from startup competitions when they get both direct exposure to other successful companies and receive candid investor feedback. The organization of the GISCO is in the perfect continuity of the objectives of the Global Forum, this is why we are proud to organize this second iteration after the success of the previous one in Eindhoven in 2016."*

*-Dr. Sylviane Toporkoff, President Global Forum/Shaping the Future & Sébastien Lévy, Vice-President Global Forum/Shaping the Future*

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The pitches generated a lot of excitement and interest from Global Forum 2017 attendees who watched the presentations during lunch. Participants made their pitches in minutes, handling a Shark Tank environment with questioning from jurors and the audience. All the start-ups gave energetic performances on the GISCO stage.

Start-ups were evaluated on five criteria: Attractive Business Model; Competitive advantage and market strategy; Problem and Solution; Target Market; and Team Members. Jurors included Michael Stankosky DSc.; Murli Rajan Ph.D., CFA; Don Johnson; Lisa Zellers, Kathleen Policy; Richard Vestuto; Alan Black; and Armando Castro.

*"The Global Innovation Startup Competition (GISCO) offers a great opportunity for young entrepreneurs in IT/COM, bio/medtech, robotics, and big data to offer diverse and intelligent solutions integrating smart technologies with practical applications to industry leaders and investors. GISCO represents one way for them to get their name out there, and to earn serious funding."*

*-Michael Stankosky, DSc., Professorial Lecturer, Department of Engineering Management & Systems Engineering, The George Washington University*

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GISCO proudly announces that the Gold winners of the GISCO 2017 pitch competition were [ArterialAssessments](#) (Marshall King presenting) and [Global Professional Search](#) (Kirsten Brecht Baker). Silver medalists included [MLaas](#) (Wallace Trenholm presenting) and [TOPGlobal](#) (Philippe Scheimann presenting) with the Bronze medal going to [Aeriu](#) (Laszlo Szili and Gergely Ellenrieder presenting).

Winner's rewards include competing as a finalist at the CES Matchfest business matchmaking and startup competition in Las Vegas, January 2018; pitching to the US Angels Investment Board; receiving business development support; digital footprint review; and legal review of ventures and other benefits.

Congratulations to all of our 2017 GISCO participants and we wish you continued success!

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For inquiries regarding GISCO please contact:

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or visit our website: [www.virtualincubator.us](http://www.virtualincubator.us)

\*The Global Forum 2017 took place in Winnipeg, Canada on October 2nd & 3rd. It was the first Global Forum edition in Canada. Organizers decided to host the Global Forum in Winnipeg as the city, at the geographic center of North America, is home to several successful aerospace, energy, and transportation exporters, insurance and financial companies and has a growing advanced manufacturing and life science industries.