



**Media Contact:**  
Brian Kincaid  
Director, The eFactory  
417.837.2600  
BrianKincaid@missouristate.edu

**Press Release**  
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## **Cohort #2 Companies Announced for The eFactory Accelerator**

Today, [The eFactory](#) announces the companies who will be participating in the second cohort of their accelerator program starting February 6<sup>th</sup>. The eFactory will invest \$30,000 for 8% equity into five companies to help “accelerate” their business. In addition to the investment, companies will have access to office space, business consulting, a mentor network, discounts to services and customized presentations from industry professionals throughout the program. The five companies that were selected are Apt Crowd, Let’s Do Lunch, Pull Up A Seat, Reaction and Solely Jolie.

**[Apt Crowd](#) (Founder – [Chad Boschert](#))** is a solution focused text analytics company targeting engineering technical communities. They apply advanced text analytics algorithms that improve Q&A forum outcomes by connecting users with quicker answers, expert users, and relevant vendors.

**[Let’s Do Lunch](#) (Founder – [Hector Cruz](#))** is an effective and efficient way to strategically and intentionally organize all of the important personal and business lunches people should be having.

**[Pull Up A Seat](#) (Founder – [Camille Baker](#))** is a private community marketplace that allows people to find on-demand home cooking for anyone, by anyone.

**[Reaction](#) (Founder – [Stuart Emerson](#))** is a mobile first survey platform seeking to make surveys quick and easy. Surveys take place in the store, on the customer’s mobile device, and offer instant savings.

**[Solely Jolie](#) (Founder – [Amy Blansit](#))** is a water-free solution to keeping makeup brushes clear and clean.

Apt Crowd, Let’s Do Lunch and Solely Jolie are local companies. Pull Up A Seat is relocating from Orlando, FL and Reaction is relocating from Birmingham, AL.

“We’re excited to welcome an impressive group of companies and founders to our second cohort. The accelerator program builds upon The eFactory’s success and is the next step in providing access to resources and capital for start-up and emerging companies,” said Brian Kincaid, Director of The eFactory. We’ve raised \$725,000 to date for our seed capital fund thanks to the generous support of the Missouri State University Foundation, Missouri Technology Corporation, RMI and the Springfield Business Development Corporation. We continue capitalization efforts with avenues for corporate and nonprofit investment, as well as private investor participation.”

The eFactory will be hosting an open house to introduce the accelerator companies (open to everyone) on Monday, February 6<sup>th</sup> from 5-7 pm at The eFactory. Demo Day for Cohort #2 will take place on Monday, May 1<sup>st</sup> at 10 am at The Gallery at the Gillioz Theatre.



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**About The eFactory**

The eFactory is a technology-focused entrepreneurship center. Created to serve as a one-stop-shop for entrepreneurs and small business owners, The eFactory provides resources, guidance, and assistance to startup businesses to help them start, grow and accelerate. The eFactory is part of IDEA (Innovation, Design, Entrepreneurship and the Arts) Commons, Missouri State University's vision and commitment to create an urban innovation park that is blended with residential, retail, commercial, and entertainment facilities, and supported by multidisciplinary university programs. The eFactory is the hub of entrepreneurship in southwest Missouri and is home to more than 40 companies employing over 120 people.