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### **FOR IMMEDIATE RELEASE**

#### **OEN Announces first ever Upstart Day for Concept-Stage Applicants**

**December 5, 2010, Portland, Oregon** – The Oregon Entrepreneurs Network (OEN) announced today OEN's Angel Oregon Upstart Day, held on Saturday, February 5<sup>th</sup>. OEN's AO Upstart Day is essentially a mini boot camp for entrepreneurs designed to help cultivate concept-stage companies, and help them compete to win a slot in OEN's Angel Oregon 2011 competition.

"These entrepreneurs have a good business idea that often needs refining," said Jim Huston, OEN's Angel Oregon 2011 chair. "Concept-stage companies often have questions ranging from who their customer really is, to how to price their product/service, and OEN's AO Upstart Day gives them access to a great team of experts to give them honest feedback that will help entrepreneurs convert their good ideas into great ones.

At OEN's AO Upstart Day, concept-stage applicants will participate in a complimentary day-long immersion with finance, sales, marketing, technical, distribution and strategy experts. The experts represent a variety of industries, including consumer products, technology, and biotech. Many of these experts are also investors in the OEN Angel Oregon 2011 LLC.

OEN's Angel Oregon 2011 will be held March 16<sup>th</sup> at the Governor Hotel in Portland. The event gives Oregon and southwest Washington's entrepreneurs the chance to compete for one of two angel investments, either the grand prize of approximately \$200,000 for a Launch-stage company, or the Concept-stage prize of \$25,000.

Applicants may select the category they wish to compete in at [www.oenangeloregon.org](http://www.oenangeloregon.org). The early-bird deadline for applications is Wednesday, December 15, 2010 at 5:00pm; the regular deadline is Wednesday, January 12, 2011 at 5:00pm. Early bird applicants are eligible for a complimentary OEN Private Business Plan (Launch) or Business Concept Review (Concept), and are provided an opportunity to re-submit their company application materials after that review.

#### **About Oregon Entrepreneurs Network**

Founded in 1991, the Oregon Entrepreneurs Network is a not-for-profit corporation dedicated to providing opportunities for Oregon entrepreneurs and to improving the business climate for emerging companies statewide. The organization has members throughout Oregon and southwest Washington. For more information about OEN, visit [www.oen.org](http://www.oen.org).

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