



For Immediate Release

**Niche Video Media Selected as Finalist in  
TAG/Venture Atlanta Business Launch Competition**

Atlanta, Georgia (April 4, 2014) – Niche Video Media™ is pleased to announce that the company has been selected as a finalist in the Technology Association of Georgia (TAG)/Venture Atlanta 2014 Business Launch Competition. Over the course of the next month, the [video hosting company](#) will receive one-on-one mentorship from an established entrepreneur in the industry to help prepare them for the final presentation on May 5, 2014. Out of over 90 companies who entered the competition, only eight finalists are competing for the grand prize, worth nearly \$450,000.



"It is such an honor to be recognized by the Technology Association of Georgia," said Glen West, Chief Customer Officer. "We believe that our business model fits a specific need in the video hosting industry that no other company currently meets, which is what makes our Private Media Channel™ so unique and revolutionary. It is incredibly rewarding to have such prestigious leaders in the industry see the same thing in our company."

As a finalist, Niche Video Media™ will have 10 minutes to convince a panel of judges and live audience that their business model is not only successful but vital to the industry. Following the formal presentation, there will be a 10 minute Q & A session, where the judges seize the opportunity to reveal out any holes in the plan. The final score will be a combination of the overall evaluation of the judges and a vote from the live audience. The business with the highest score will be deemed the grand prize winner of the competition.

The grand prize package is valued at nearly \$450,000 and includes all of the tools and support a start-up companies needs in order to be successful - for example, a \$50,000 cash prize, office space, accounting services, legal support, marketing and PR services, investor exposure, coaching, development and more.

The final event will be on May 5, 2014 from 4 to 7 p.m. at the G. Wayne Clough Undergraduate Learning Commons of the Georgia Tech campus. Registration for the event is now open online at <https://www.123signup.com/event?id=ddrmf>.

## **About Niche Video Media™**

Niche Video Media™, LLC provides a secured streaming video platform to individuals and businesses that allows customers to brand, share, and monetize their video content to a global audience without investing in video infrastructure or costly skill sets. By marrying the concept of a video platform with community building, we help customers engage their unique audiences around their unique content.

A Private Media Channel™ is ideal for companies with a large group of geographically distributed users (the "Community") that must keep up-to-date with information best distributed in a multi-media format because it allows those users to interact with each other around that information and add value to the entire community. Some examples are large distributed sales forces with a variety of complex products; value chains of suppliers, manufacturers, distributors, and customers; industry communities for knowledge sharing, and technical certification training companies.

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