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Launchpad Europe Launches “API” to Encourage Spread of Innovative New U.S. Technologies

Augmented U.S. activities enable Launchpad Europe to “fly the U.S. flag in the U.K.,” stimulating a transatlantic cross-exchange of technological innovation

London, UK – 18th Feb 2010 – [Launchpad Europe](http://www.launchpad-europe.com), the global business accelerator for information technology companies, today unveiled an increased focus on U.S. technology partners, a move designed to stimulate the cross-exchange of technological innovation between the U.S. and the U.K.

A market accelerator providing high-tech start-ups with a “rapid-entry” methodology to European markets, Launchpad Europe has spent its foundational years working with visionary ICT companies launching into the UK. The globally focused company accurately matches its team’s extensive skill set to each client’s specific needs, offering tailored services packages based on each client’s particular stage of commercial development, priorities and budget.

Launchpad Europe is now increasing its U.S. market focus with “Mission: API” (“American Program Interface,” a play on computing term “Application Program Interface”). The augmented range of U.S. initiatives includes:

- **U.S. Commercial Service – Business Service Provider Listing**

The U.S. Commercial Service, which connects U.S. companies with international buyers worldwide, now recognises Launchpad Europe as an official Business Service Provider in the U.S. Embassy in London.

The affiliation will enable Launchpad Europe to provide its British and American clients with market research, trade events, professional contacts, business counselling and more.

“The U.S. Commercial Service is pleased to work with Launchpad Europe to help get American ICT companies ‘fighting fit’ for the U.K. market,” said Andrew Williams, Commercial Specialist at the U.S. Embassy in London. “Activities we are working on together this year include Infosecurity and IFSEC 2010.”

The Launchpad Europe team will also be supporting U.S. firms at Infosecurity Europe in London, 27 – 29 April 2010.

- **Attending the 2010 RSA Conference**

Launchpad Europe will be attending the RSA Conference in San Francisco, March 1 – 5 2010. The primary purpose of the visit will be to meet with U.S. IT security companies looking to develop their presence in the U.K., Europe and beyond, as well as potential partners such as U.S.-based public relations firms and channel and business development organisations.

- **Membership of the British-American Business Club**

Launchpad Europe has joined [BritishAmerican Business](#), the leading transatlantic business organisation. Launchpad Europe’s BritishAmerican Business membership will enable the company to extend its network of contacts throughout the United Kingdom and the United States, hence widening its scope of capabilities as a transatlantic ICT intermediary.

According to Mike Burkitt, Launchpad Europe’s technical director, the company has prepared for its increased U.S. focus by laying the foundations of success in the U.K. and Europe.

Burkitt explained, “Launchpad Europe’s long-term goal has always been to facilitate a cross-exchange of technological innovation worldwide—not only inward-bound to the U.K., but also outward-bound to Europe, North America and beyond. We’ve used the recent economic slowdown to streamline our services, refine our company vision and build lasting relationships to help our clients grow along with the technology industry when it picks up again in 2010, as EITO, Forrester, and others have predicted. Now, with the vision and clarity of purpose of Mission: API, we will meet with scores of North American start-ups, influencers and resellers, hence widening our network of international talent and decision-makers. Building new relationships with North American start-ups, influencers and resellers extends our capabilities in both markets, thus driving revenue for the entire ecosystem.”

Burkitt added, “Our organizational structure and proven sales management methodology, along with our hundreds of end-user and channel relationships, allow us to scale our sales and marketing activities to rapidly and effectively penetrate any specific target market. We are looking forward to extending these benefits to high-tech North American start-ups as well as to our current European clients looking to penetrate the U.S. market.”

Launchpad Europe will be attending the RSA Conference in San Francisco March 1 – 5 2010. If you would like to meet with the team, please telephone +1 781 519 0245 / +44 (0)20 8255 2345; email countdown@launchpad-europe.com; or follow us on Twitter: @launchpadeurope

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About Launchpad Europe:

Launchpad Europe is a **leading market accelerator** providing high-tech start-ups with a proven “rapid-entry” methodology to European markets. Services range from individual sales representation to building an entire, fully functional business entity. Launchpad Europe accurately matches the team’s extensive skill set to each client’s specific needs, offering tailored services packages based on each client’s particular stage of commercial development, priorities and budget.

Launchpad Europe provides and supports the full range of:

- sales, marketing and PR activities
- direct and indirect third party channel representation
- distribution
- technical backup and support services
- legal and financial advice
- HR functionality

A member of Intellect, the U.K. trade association for the IT industry, Launchpad Europe recently announced a new range of U.S.-focused activities aimed at accelerating transatlantic exchanges of innovative new technologies.

Launchpad Europe will be attending the RSA Conference in San Francisco, March 1 – 5 2010. If you would like to meet with a member of the team, please contact Mike Burkitt at +1 781 519 0245 (U.S.), +44 (0)20 8255 2345 (U.K.) or +44 (0)7973 720175 (during the RSA Conference). Or email Mike at countdown@launchpad-europe.com.

For more information about Launchpad Europe, please visit www.launchpad-europe.com; telephone +1 781 519 0245 / +44 (0)20 8255 2345; email countdown@launchpad-europe.com; or follow us on Twitter: @launchpadeurope

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