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**Stage2 Business Accelerator Launched In Metro Atlanta  
To Take Early-Stage Companies to Market Development Level**

Alpharetta, Georgia—September 26, 2007—Looking to expand and mentor emerging businesses in Metro Atlanta's Fulton County, a consortium of investors and business executives have formed the Stage2 Business Accelerator. The accelerator is open to early-stage companies that have developed a product—the second stage—and are looking for the business resources to support their transition into a strong business infrastructure that supports rapid growth.

“The name most accurately describes what we will be doing: providing business resources to boost young Fulton County technology and non-tech companies from stage 2 of development (creating the marketable product or service) through stages 3 (marketing and sales), 4 (infrastructure and scale), and 5 (growth and profits),” says Stage2 Business Accelerator founder, president and local business investor Alan W. Urech. “It differentiates us from business incubators, which start with stage 1 of development—when an entrepreneur has an idea for a product.

Stage2 Business Accelerator will provide budding businesses with office space, telecom, administrative and clerical support, and a board of advisors made up of investors and professionals who can lend specific expertise to each member company's growth efforts. In addition, it will provide mentors in nine business areas and access to resources from managing working capital, marketing and advertising to accounting and legal services. Companies must apply for acceptance into the Stage2 Business Accelerator program, contractually commit to meeting set business plan goals, and pay appropriate expenses associated with their office space and facilities.

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**Each company can participate in the program for up to 36 months.**

“By providing strong resources and business expertise for this critical time in their development, we will enable young businesses to cross the business knowledge chasm.” says Urech. "Our Stage2 Business Accelerator’s tools will help companies bring products to market in a real-world business environment, speed growth and increase their chances of success." According to the National Business Incubator Association, companies that develop through a business incubator or accelerator have close to an 85-percent success rate. The NBIA further states that for every 50 direct jobs created by an incubator client, another 25 more indirect jobs are created in its community, and for every dollar the community spends on the incubator, \$30 in local tax revenue is generated.

Entrepreneurs, service organizations, potential sponsors, capital investors, and others attended a town hall meeting on September 25, 2007 at Georgia State University–Alpharetta Campus to learn about eligibility, membership requirements and resources.

To find out more, make a monetary or in-kind contribution to the nonprofit, offer support services, or become the corporate sponsor, contact Urech.

About the Stage2 Business Accelerator

Stage2 Business Accelerator is a 501(c)6 corporation affiliated with the Greater North Fulton Chamber of Commerce. Its mission is to provide business resources to help Fulton County’s young high-growth-potential companies succeed, which in turn will create jobs, increase the community tax base and improve Fulton County residents’ “live-work-play” quality of life. Stage2’s soon-to-be-launched website—[www.stage2ba.com](http://www.stage2ba.com)—will offer additional information.

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