

FOR IMMEDIATE RELEASE

Grow Utah Ventures Kicks Off Third General Technology 'Concept to Company' Contest in Utah's Dixie

-Contest grand-prize winner to receive \$20,000 in cash and business services. Two runner-up winners will each receive \$10,000 of the same.

SALT LAKE CITY, Feb. 23, 2011 – Good things come in threes.

[Grow Utah Ventures](#), [SEED Dixie](#), and [Zions Bank](#) today announced their third [General Technology 'Concept to Company' Contest](#). Applicants have until April 15, 2011 to submit their ideas and innovations.

"Technology innovation is booming in the southern part of the state," [said T. Craig Bott, President and CEO of Grow Utah Ventures](#). "We've seen a tremendous amount of great technology ideas in our last two contests in Southern Utah and we expect to see more this year."

The "Concept to Company" competitions are ongoing innovation contests held in various regions across the state of Utah. The main objective of the contests is to encourage and support Utah's entrepreneurial innovators with the intent of helping them turn their concepts into a company. Each competition focuses on the unique entrepreneurial strengths of a particular region of Utah. To date, the Concept to Company contests have awarded more than \$400,000 in prize money/services and helped over 25 companies bring their business ideas to fruition. The Southern Utah contest marks the ninth contest in the franchise.

A group of finalists will be chosen April 25, 2011 and will pitch their ideas to a panel of industry judges on May 13, 2011 in St. George. Winners will be announced at that event. One grand-prize winner will receive \$10,000 in cash and \$10,000 in business services to help their idea mature. Two runners-up will receive \$5,000 in cash and \$5,000 in business services. Service prizes are being offered from USTAR, Durham Jones & Pinegar Law, OverActDev Web Development, and Savage Esplin & Radmall Accounting. The cash prize is being offered by a successful entrepreneur who wants to help other startups but wishes to remain anonymous.

"The 'Concept to Company' contests have made a tremendous impact on entrepreneurs in Southern Utah and provided them with valuable resources to get their businesses up and running," [said Jill Elliss, Director Dixie Business Alliance](#). "Each contest has showcased Utah's awesome entrepreneurial talent and we know this upcoming general technology contest will be no exception."

For more information on the 'Concept to Company' contests, and to apply, visit www.ConceptToCompany.org.

About Grow Utah Ventures

Grow Utah Ventures, is a privately funded not-for-profit organization dedicated to stimulate, unlock and develop the entrepreneurial talent and early stage business opportunities for value creation across Utah. Comprised of a team of successful and experienced entrepreneurs, business leaders and private investors, Grow Utah Ventures accomplishes its mission by: -Identifying, selecting and recognizing

accomplished and promising Utah entrepreneurs, Building a statewide community of outstanding entrepreneurs and those interested in promoting entrepreneurial development, -Partnering with organizations, companies and investors seeking to support Utah's best entrepreneurs, -Rallying community leadership and financial resources to support entrepreneurial development. For more information about Grow Utah Ventures, visit www.growutahventures.com.

About SEED Dixie

Through an initiative sponsored by the Washington County Economic Development Council, the SEED Dixie project has established a strategic direction for the Washington county area and surrounding region for fostering entrepreneurial development and the creation of growth and high growth businesses. The overall objective is to strengthen the regional economy by creating a diversified economy.

<http://www.dixiebusinessalliance.com/seed/index.php>

About Zions Bank

Zions Bank is Utah's oldest financial institution, and is the only local bank with statewide distribution of branches, operating 114 full-service branches throughout Utah. Zions Bank also operates 24 full-service branches in Idaho, and nearly 200 ATMs throughout Utah and Idaho. In addition to a wide range of traditional banking services, Zions offers a comprehensive array of investment and mortgage services, and has a network of loan origination offices for small businesses nationwide. The company is also a leader in providing electronic banking services, including electronic municipal bond trading. Founded in 1873, Zions has been serving the communities of Utah for more than 135 years. Additional information is available at www.zionsbank.com.

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