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**Eletype Selected as a  
Venture Atlanta 2018 Startup Showcase Company**

*With over \$2.6 billion in funding awarded to date, Venture Atlanta continues to be the Southeast's leading tech investor and entrepreneurial connection event*

**ATLANTA – September 20, 2018** – Eletype announced today that it has been chosen as one of 34 Venture Atlanta Startup Showcase “companies to watch,” a group comprised of the most exciting early-stage businesses that are bringing big ideas to the next decade.

As a Venture Atlanta Startup Showcase Company, Eletype will be spotlighted during a special networking event on October 16 where it will provide a “sneak peek” of its products and business plan and be given the opportunity to connect with investors, entrepreneurs and other technology leaders. v

*“We are honored to be selected as a Venture Atlanta Showcase Company. We are growing fast and this is the ideal event to announce some major new features, customers, and partnerships. We can’t wait!” - [Michael Sengbusch](#), CEO & Co-Founder*

[Eletype](#) is a disruptive marketing technology company that takes a “no dashboard” approach to marketing analytics by delivering their technology exclusively via conversational and collaborative platforms like Slack. Eletype monitors marketing campaigns and landing pages to ensure that a marketing team is never caught off guard by sudden changes that might negatively impact performance. If you are a marketing professional, Eletype is here to cover your ads. #CoverYourAds

The 11<sup>th</sup> annual [Venture Atlanta](#) is the Southeast’s premier event for connecting technology innovation and investment capital and will take place October 16-17 in the heart of downtown Atlanta. With representation of over 140 funds and a roster of exciting speakers—including presentations from 33 of the region’s top rising star technology companies and keynotes from former NetSuite CEO Zach Nelson and Dave DeWalt, former CEO of FireEye, McAfee and Documentum—this year’s anticipated to be sold-out event is on track to be the largest and best yet.



“For eleven years, Venture Atlanta has been connecting the Southeast’s best and brightest innovators with top-tier investors and other leaders in our technology ecosystem—helping to launch over 400 companies and secure over \$2.6 billion in funding,” said Allyson Eman, executive director of Venture Atlanta. “This year, we’re thrilled to be showcasing the strongest and largest group yet of early and venture-stage companies as well as exciting startups still in the beginning stages. These companies reflect the incredible pool of talented people and continued opportunities for growth and innovation within our technology community.”

During the two-day event, over 900 expected participants and attendees will engage with regional as well as national venture capitalists, investors and other key players in the current technology landscape. The conference results in funding, national investor exposure, invaluable relationship building and mentoring by successful technology executives. Atlanta technology innovation hub, Tech Square Labs, will return as the event’s premier sponsor. Techstars will help kick off the conference on October 15 with Techstars Atlanta 2018 Demo Day in partnership with Cox Enterprises.

To learn more about Eletype, visit [www.eletype.com](http://www.eletype.com). For additional information about Venture Atlanta, to register for the event or to view the conference schedule, please visit [www.ventureatlanta.org](http://www.ventureatlanta.org).

### **About Venture Atlanta**

Venture Atlanta, the Southeast’s premier venture conference, is where the region’s most promising tech companies meet the country’s top-tier investors. Now in its 11<sup>th</sup> year as the region’s largest investor showcase with over 900 attendees, Venture Atlanta connects the best and brightest entrepreneurs with local and national venture capitalists, bankers, angel investors and others who can help them raise the capital they need to grow their businesses. The annual nonprofit event is a collaboration of three leading Georgia business organizations: Atlanta CEO Council, Metro Atlanta Chamber and the Technology Association of Georgia (TAG). For more information, visit [www.ventureatlanta.org](http://www.ventureatlanta.org).

### **About Eletype**

Eletype is an intelligent assistant for digital marketing teams. Eletype provides powerful insight and oversight of marketing campaigns without a dashboard. We use collaborative tools like **Slack** as our primary delivery channel. Whether it is through Slack or other collaborative mediums, we believe the future of MarTech depends on organizations quickly adapting to how and where today’s marketing professional work best. The Eletype digital assistant delivers the right insight, at the right time, all via Slack. Eletype is based in Atlanta, GA with offices at ATDC (Georgia’s largest startup incubator). Eletype is available today in the Slack App Directory. For more information, please visit us at [www.eletype.com/slack](http://www.eletype.com/slack)

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