

Diverse Business Ecosystem Tops Startup Nevada Agenda

New Umbrella Initiative has Three-Prong Strategy for the Silver State

LAS VEGAS, Oct. 22, 2013 — Startup Nevada formally announced its opening and the three key initiatives it plans to pursue in the coming months.

Startup Nevada will work to make Las Vegas a hub for startups focusing on e-commerce, software as a service (SaaS) and infrastructure as a service (IaaS) models. According to a Gartner Group report, SaaS revenue worldwide is expected to reach a projected \$21.3 billion by 2015. Startup Nevada believes Las Vegas offers broad incentives for startups—as well as for seasoned entrepreneurs to relocate—in these sectors, and plans to encourage minority-owned and women-led enterprises to take the lead.

In addition, Startup Nevada has the goal of making the state a leader in nano-technology and health sciences innovation and commercialization. Nevada already has a number of health sciences initiatives and institutions that can be leveraged to create a sustainable platform for nano-technology-based entrepreneurial ecosystem. Startup Nevada will be working to hold the state's first thought-leadership forum on nano-technology in Las Vegas within the next 12 months.

Because high bandwidth Internet connectivity throughout the state, including rural areas, is critical to foster state-wide entrepreneurial initiatives, Startup Nevada will reach out to the USDA Rural Development, UNLV Business Startup Center, NevadaConnect and other Nevada ISP infrastructure providers. In addition to benefiting the above goals, this project can also aid other sectors, such as ecology, mobile health and agricultural commerce.

“With one of the country's most business-friendly environments and neighboring tech centers such as the San Francisco Bay Area, Silicon Beach and Seattle-Redmond, Nevada is ideally poised for rapid growth in these industries,” said Jay Maharjan, statewide leader, and author of *Winning Lessons for Entrepreneurs in the Conceptual Economy*. “We're encouraging all of our creative and forward-thinking entrepreneurs to join our initiative and be part of this exciting, national effort.”

For more information, please follow us on Twitter at @StartupNevada. To contact StartupNevada, please email 4entrepreneur@gmail.com.

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