www.techtrailblazers.com

World Cup for Enterprise Tech Startups kicks off today

Tech Trailblazers Awards offers free entry to startups from World Cup contestant countries and the winning nation

London, UK – 30th June 2014 – Amidst World Cup fever, the only independent global enterprise tech startup awards, the Tech Trailblazers, kicks off the awards in football style as it opens the tournament to entries. After two successful editions and a growing community of startups, investors, mentors and industry supporters, the new edition welcomes all enterprise technology startups that are five years old or younger and at C-series funding or below to submit entries.

Starting today, free entry to the awards will be granted to fast-footed startups from World Cup competing countries on the **match day and the following 24 hours (Brazil time)**. In addition, the World Cup winning nation's startups will be able to enter for free until the end of the early bird period in July.* All eligible startups should submit an entry before the early-bird deadline at 11:59pm PT on 31st July 2014 to save on the entry fee. The final whistle on competing is on the 29th August 2014 deadline. Hopeful enterprise tech startups trailblazers can enter here.

Rose Ross, founder and Chief Trailblazer of the awards, said "In the spirit of the Beautiful Game during the 2014 World Cup, the Tech Trailblazers Awards will be accepting free entries from an international selection of lucky startups whose countries are competing. Our judging panel is looking forward to discovering the competition's most dynamic tech entrepreneurs and innovation from around the globe."

The Tech Trailblazers Awards is an innovative international awards platform for startups, which gives more than just recognition to the best ideas and innovation. Winners are awarded with prizes worth thousands of dollars from an estimated US $1 million prize fund, to fuel the growth of their business. These include expert mentoring, exposure to investors, business development tools and more. The Tech Trailblazers Awards prize fund, again projected to be worth in excess of $1m, is supported by sponsors and industry partners including the Cloud Security Alliance, Computing, Gigaom, Innovation Warehouse, Mynewsdesk, RealWire, VMware, and many others.

Enterprise IT startups can enter the following categories: big data, cloud, emerging markets, mobile technology, networking, IT security, storage, sustainable IT and virtualization. All entrants will also be automatically entered free of charge for Regional Trailblazers Cups – a further chance to win an award, and be crowned Trailblazer for their geographical region.

Ross continued, "Our aim is to highlight, showcase and further the innovation and success of our winners and runners-up from around the globe. Our international pool of aspiring tech trailblazers is growing year by year proving that innovation and success can originate from anywhere in the world. The support from our industry partners means we can rightly award these successful entrants with prizes to aid and inspire the next steps of their business."

The Tech Trailblazers Awards will be determined by a combination of public voting and an extensive expert panel of judges from around the world. Industry analysts, editors, entrepreneurs, startup specialists and CTO's from all backgrounds in enterprise technology make up this year's panel, and are eager to review a new wave of startup talent and crown this year's Tech Trailblazers.

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Notes to Editors

* The World Cup free entry offer will be to a maximum of 10 free entries per nation, on a first come first served basis, during the World Cup or for the World Cup winning until the end of July.

Tech Trailblazers Awards' founder and Chief Trailblazer, Rose Ross and head judge, Stephen O'Donnell will be presenting their views on awards in London at techUK's session on awards on July 10th. For more information and to register, please visit: http://www.techuk.org/events/meeting/item/1614-winning-awards-in-the-tech-industry

About the Tech Trailblazers Awards

www.techtrailblazers.com @techtrailblaze

Tech Trailblazers is a new concept in awards, designed explicitly for smaller businesses and startups that are five years old or less and at C-series funding or below. The awards have low barriers to entry and prizes that not only recognize startup innovation, but also proactively help startups grow their business with access to exclusive coaching, mentoring and development and prizes. The awards include the following categories:

- Big Data Trailblazers

- Cloud Trailblazers
- Emerging Markets Trailblazers
- Mobile Trailblazers
- Networking Trailblazers
- Security Trailblazers
- Storage Trailblazers
- Sustainable IT Trailblazers
- Virtualization Trailblazers

In addition to the above categories, all entrants are automatically entered into the Regional Trailblazers Cup competition free of charge. The Regional Cups will be announced at the end of November and the individual Cups are:

- African and Middle East Trailblazers Cup
- Asian-Pacific Trailblazers Cup
- European Trailblazers Cup
- Latin American Trailblazers Cup
- North American Trailblazers Cup

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