



## PRESS RELEASE

### Startups Innovation (SI) Launches New Framework Approach to Bridge Gaps to Commercial Excellence for Venture Projects and Entrepreneurs

**Cambridge, Massachusetts, May 7, 2018** – Startups Innovation (SI) has announced the launch of a new framework to help entrepreneurs de-risk, reduce opportunity costs, maximize return on investments and bridge gaps to commercial excellence for innovative venture projects.

The SI framework provides entrepreneurs and/or organizations a systemic approach as well as high impact intellectual, network and financial capital to support the focused acceleration of the entrepreneurial journey. The framework includes a proprietary methodology based on 40 years of combined experiences in global businesses, working in the venture space, insider's voice and lean philosophies.

A completely new website design reflects SI's vision and value proposition for entrepreneurs, innovators, investors and other ecosystem enablers who may benefit from leveraging its professional framework. Over the past years, SI has been working closely with early stage entrepreneurs and observing key issues that are leading to the high failure rates and large funding waste that can be seen in the innovation economy. Startups Innovation seeks to supplement the existing offering that is available to entrepreneurs and to collaborate with existing organizations, accelerators, and investors to deliver focused high impact solutions.

The SI network, which expanded over the years to include Boston, Silicon Valley and Europe (Strasbourg), enables SI to provide additional global perspectives to entrepreneurs. Over the coming months, SI will continue to consult with promising seed-funded ventures looking to move from Concept to Launch to Growth, providing an array of services from extensive acceleration and training seminars to business gaps analysis and providing financial, operational and commercial excellence strategies.

For more information about Startups Innovation visit [www.startupsinnovation.com](http://www.startupsinnovation.com).

#### About

**Startups Innovation** is a genre of entrepreneurial and corporate experience and expertise that stems from executive level global business knowledge and wisdom, passion, and focus that is offered to each client. Our goal is to empower and support entrepreneurs to help them change the world for the better, with passion to see innovation become a reality. Our focus is to drive excellence of ourselves and those around us by maximizing the return on investment of time, with a promise to lead with integrity and reflect the truth in our work. By utilizing a systemic approach to analyze the business and market opportunities, our objectives are to challenge and support stakeholders to accomplish repeatable growth results that exceed expectations. We serve as collaborators and advisors that add value and potential funding opportunities to each customer-focused solution as the investment into the business evolves from Concept to Launch to Growth stages.

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