



# PRESS RELEASE

**COMMUNITY DEVELOPMENT COMMISSION OF THE COUNTY OF LOS ANGELES**  
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For Immediate Release  
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## **COUNTY TECHNOLOGY CENTER TENANT MYBRAND READY TO LAUNCH CROWD-FUNDING CAMPAIGN**

**MyBrand Allows Businesses of All Sizes to Create Custom Marketing  
Materials Quickly and Cost-Effectively**

Altadena, May 15, 2015 - The Business Technology Center of Los Angeles County (BTC) proudly supports the launch of MyBrand, a new online marketing software, through which businesses can easily and affordably create customized web and print material. On May 27, 2015, MyBrand will launch its crowd-funding campaign on Indiegogo ([gogo.elevate-mybrand.com](http://gogo.elevate-mybrand.com)) to fund the completion of its software development.



MyBrand, a tenant of the BTC, allows businesses to easily create professional customized web and print-based designs tailored to their brand guidelines, in real-time, and at an affordable price. What was once a slow, expensive endeavor reserved for companies with large marketing budgets, is now a marketing effort that can be developed quickly and economically by businesses of all sizes.

Unlike other web-based branding tools, MyBrand offers customized marketing solutions. Templates span the marketing spectrum and once completed, the company's

personalized mini style guide will provide the organization's employees and partners direction on the proper use of its logos, fonts, and color palette.



A unique feature of the MyBrand web-based application is the first-ever, custom-branded Geographic Information Systems (GIS) Map feature which allows users to create and customize GIS maps with their approved branded colors, text, fonts, and imagery, rather than copying and pasting generic maps with overlaid text. This tool is ideal for companies that want to illustrate their national or global location assets such as stores, warehouses, and dealerships, as well as trade or service routes in a well-designed, custom format.

Doug Cohen, the BTC's Administrator, said, "By applying technology to a company's outreach strategy through innovative enhancements such as the GIS mapping, MyBrand takes marketing to a new level. MyBrand worked in collaboration with another BTC tenant, SyncTree, an advanced software development firm, to develop its software. Building relationships with peers is the backbone of the BTC, and the reason our entrepreneurs are able to achieve the success they do."

The BTC, an award-winning project of the Community Development Commission of the County of Los Angeles (CDC), is a 40,000 square-foot facility that offers key support service to emerging technology organizations that include access to capital and business professional mentorship. Since 1998, BTC tenants have raised over \$180 million from Angels and Venture Capital investors and have created over 1,900 jobs.

For additional information on MyBrand, please call John Espinoza, Founder, at (626) 229-0665 x102, or visit <http://www.elevate-mybrand.com/>. All media may contact Elisa Vásquez, the CDC's Public Information Officer, at (626) 586-1762 for additional information.

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