

Shotfarm is Named One of the Top 100 Finalists for the 12th Annual Chicago Innovation Awards

Written by Australian Business

CHICAGO, IL, September 19, 2013 **/24-7PressRelease/** -- Out of a record-breaking 562 nominees, Shotfarm of Chicago has been selected as one of the Top 100 Finalists still in the running for the 12th annual Chicago Innovation Awards. The awards celebrate the most innovative new products and services in the Chicago region across all organization sizes, sectors and industries. 1500 business and civic leaders will come together to honor the winners when they are announced on October 30th at Chicago's Harris Theater.

Shotfarm is well on its way to solving a \$5B retail industry problem by centralizing the exchange of product content (images, videos, descriptions, and specifications) between retailers and manufacturers. Since its public release in 2010, company and brand adoption of the platform has topped 8,000 and continues to double each year. Over the coming months, Shotfarm's platform will become available for additional verticals beginning with Healthcare in Q4, 2013.

"Chicago is in the midst of a monumental upsurge in innovation," said Tom Kuczmarski, co-founder with Chicago journalist Dan Miller of the awards. "It's inspiring to see the range of vision and the depth of talent among organizations in the Chicago area. Companies are investing in innovation and taking more risks to launch new ventures and uncover new value."

As one of the Top 100 Finalists, Shotfarm will receive a \$2,500 scholarship to attend The Practical Innovator, a day-long executive education course on September 27th led by top faculty who teach innovation at Northwestern's Kellogg School of Management.

Each of the Top 100 Finalists is also in the running for the annual "People's Choice Award," selected through online balloting at <http://www.chicagoinnovationawards.com>.

Out of the Top 100 Finalists, the judges will select 10 winners of the Chicago Innovation Awards, as well as winners of the Up-and-Comer Awards representing innovation in the start-up community, the Social Innovator Award and the Collaboration Award. The winners will be invited to ring the NASDAQ Bell in New York City, invited to separate meetings with Mayor Rahm Emanuel and Governor Quinn to discuss their innovation and profiled in Crain's Chicago Business.

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