**LaunchPad**

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LaunchPad incubator plays a unique and vital role in providing the ideal environment with key resources and tools to support creative and ambitious entrepreneurs with big ideas and the passion to change the world. I am thrilled to be a part of this exciting community as a member of the advisory board,” Marquet said.

Course Offerings

In addition to the advisory board, LaunchPad cohort companies will benefit from the program’s established offerings such as provided office space at Procopio’s Del Mar offices and legal services in areas like intellectual property and patent protection and business structuring.

“But it doesn’t stop there,” Weixel said. “One of things that I think is distinguished about our LaunchPad offering is in addition to helping them with their legal needs while they’re in the program for nine months to a year, we also hold programs for them, and we expect them to participate.”

The programs include educational opportunities on key topics including valuation, funding, intellectual property strategy, employment issues, pursuing a strong exit and basic accounting.

“One of these people, they’re great businesspeople, they have a great idea but they certainly don’t have a CFO so they might not necessarily have any understanding of financial statements,” Weixel said.

Procopio attorneys provide ongoing legal support and assist with corporate structuring, patent protection, investor pitches, branding and growth strategy.

A Program for Everybody

By design, LaunchPad is open to all types of companies and serve founders of all types of backgrounds, from recent graduates to seasoned professionals looking to start a company of their own, Weixel said.

“Whether it’s life sciences or software-as-a-service or high-tech hardware or renewable energy, our community produces highly creative entrepreneurs with bold ideas for new companies,” said Walid Romaya, CEO of drone tech company Planck Aerosystems, said “we can definitely trace our current success back to our time in Procopio’s LaunchPad.”

For Procopio, the program also has benefits beyond elevating local companies. “We want to be there for them when they leave LaunchPad too,” Weixel said. “It’s an obvious business idea that we have. They’re going to be Procopio clients for a long time and hopefully be very successful.”

Applications for the 2022 LaunchPad cohort are now being accepted.

**GigTown**

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a mobile phone. Currently, signups are through the website only.

Artists will also be able to promote their shows using the mobile app, which is important because most shows booked through GigTown are non-ticketed events at venues like restaurants or breweries where the show may not be promoted in other spaces.

“It’s pretty difficult to find a consolidated listing for these kinds of shows that is accurate,” Wahlstrom said, adding that when artists are able to easily add these shows to their schedules, “it’s a win-win for everybody.”

Cardillo said the new features will make GigTown into a “Yelp for local music.”

“But even cooler because you can really dig in and easily check out musician profiles and current shows on the GigTown app,” he said, “Now that live music is back, I am excited to create more awareness that GigTown is an amazing place to discover, book and connect with local musicians in your area.”

**A Modest Capital Campaign**

Along with building out features, GigTown is also focused on marketing the platform in cities across the U.S. To fund these new goals, GigTown has set up a Wefunder campaign. The company is just over halfway toward raising its modest $50,000 goal. On the fundraising site, the company touts its growth trajectory of $240,000 in revenue in 2020 to $390,000 in 2021, its lean operation, its positive cash flow and its over 8,500 artists and 90,000 users.

Also, with music lovers’ pent-up demand for live music, it is a good time to grow a music company.

“It is very difficult for venues to find artists now, everyone is booked,” Wahlstrom said. “In terms of our business, we are as busy as we were before the pandemic.”