

SXSW Interactive Announces Startup Village

Startup Village unites the startup, entrepreneur and investor communities under one roof for focused programming and networking opportunities during SXSW Interactive

October 17, 2011, Austin, TX – South By Southwest (SXSW) today announced the creation of the SXSW [Startup Village](#), the place for startups, venture capitalists/investors, media and other entrepreneurial-minded attendees to gather for targeted panels, meet ups, lounges and mentoring/coaching sessions during the 2012 SXSW Interactive festival, March 9 – 13, 2012. The new Startup Village will be primarily located on the fourth floor of the Austin Downtown Hilton and will include the festival's heralded SXSW [Accelerator](#) program, which showcases some of the web's most exciting new innovations.

“Over the last few years, Startups and the entrepreneurs who nurture them have become a vital part of the SXSW Interactive festival. As such, we have designed the Startup Village to be a home base for these attendees to learn, network and share their experiences,” said Chris Valentine, SXSW Startup Village Coordinator. “SXSW strives to foster an environment of innovation and collaboration, and with the launch of Startup Village, we're magnifying that atmosphere by converging startup-specific programming, events and the SXSW Accelerator program in one dedicated location.”

Startup Village panel programming will consist of discussions and workshops specifically designed to educate budding and current entrepreneurs on best practices and lessons learned. Startup Village will also feature mentoring/coaching sessions, lounge areas and designated meet ups for attendees to network with some of today's up-and-coming startups, seasoned entrepreneurs and investors.

As an integral part of SXSW Interactive and a key component of Startup Village, [SXSW Accelerator](#) continues to evolve as a platform for entrepreneurs to present their new online entertainment products as well as the latest ideas among social networking applications, news-related technologies, entertainment technologies, mobile technologies, music-related technologies, health technologies and innovative web-based technology services to a panel of industry experts, early adapters and representatives from the venture capitalist/angel community. The new iPhone 4s voice-recognition app Siri exemplifies the kind of innovation found at SXSW Accelerator. Siri won the Innovative Web Technology category at the 2010 SXSW Accelerator, shortly before this startup was purchased by Apple.

The 2012 SXSW Accelerator competition kicks off its two-day Interactive showcase on Monday, March 12, while the SXSW Music Accelerator, which spotlights the latest in music technologies, takes place on Wednesday, March 14. For companies wishing to participate in Accelerator, applications are being accepted through November 18. To apply for the Interactive Accelerator, please visit <http://sxsw.com/interactive/accelerator/enter>, and to apply for the Music Accelerator, please visit <http://sxsw.com/music/accelerator/enter>.

Startup Village programming will be open to SXSW Interactive, Gold and Platinum registrants. SXSW music registrants will be admitted to Startup Village programming and events on Tuesday, March 13, 2012.

About SXSW Interactive

The 19th annual SXSW Interactive Festival will take place March 9-13, 2012 in Austin, Texas. An

incubator of cutting-edge technologies, the event features five days of compelling presentations from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable line up of special programs showcasing the best new websites, video games and startup ideas. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to experience a preview of what is unfolding in the world of technology. Join us March 2012 for the panels, the parties, the 15th Annual Interactive Awards, Startup Village, ScreenBurn at SXSW, the SXSW Trade Show and, of course, the inspirational experience that only SXSW can deliver. SXSW Interactive 2012 is sponsored by Miller Lite, Chevrolet, IFC, Pepsi, Mountain Dew, Monster Energy, Samsung, Freecreditscore.com, Microsoft and The Austin Chronicle.

For more information, visit www.sxsw.com/interactive.

###