

Second Annual NewCo Detroit Festival Aims to Educate, Inspire Detroiters

Free Event Offers Access inside Detroit's most innovative companies

DETROIT, Aug. 25, 2014 /PRNewswire/ -- NewCo Detroit will host free informational sessions with over 50 businesses throughout Detroit on Thursday, September 18 for executives, entrepreneurs, investors and the general public.

Throughout the day, more than 1,000 attendees will create personalized schedules where they will attend sessions hosted by over 50 local forward-looking businesses including Apigee, Ponyride, Heidelberg Project, Search for Her Existence, Skidmore Studio, Le Feria Spanish Tapas, Are You A Human, Techtown Detroit, Atomic Object, Team Detroit, Shinola Detroit, Team Detroit, Girl Develop IT, Detroit Pop Shop, D:hive, Bamboo Detroit, Focus: Hope, Grand Circus Detroit, Signal Return, Arts & Scraps, Detroit Denim, The Natural Market, Biz to Biz Match and Nextek Power Systems.

"Anyone who knows Detroit knows that it's different from almost any city on earth, it has an automotive heartbeat with entrepreneurial passion that keep the city buzzing," said Nick Coccia, Secretary of 313 Digital. "NewCo is a great opportunity for everyone to see the real spirit of Detroit."

NewCo is rapidly gaining traction across the globe. The concept is simple but powerful: NewCo turns a traditional event inside out. Instead of filling a dark ballroom with attendees and having leaders lecture in a one-to-many style, NewCo occurs inside the world's most innovative startups and high-growth companies. These festivals celebrate the companies that are building a new, purpose-driven way of work, one that is more nimble, nuanced, and open than previous rigid and hierarchical models of business.

"Detroit has always been the center for innovation and design," said Kevin Turner, Project Manager of NewCo Detroit. "This festival spotlights those companies that make things and helps inspire and connect these creative and energetic people."

For more information about NewCo, to apply to be a 2015 host company or to register to attend the September 18th event, visit <http://det.newco.co/>.

About NewCo


Founded in 2012 by John Battelle and Brian Monahan, NewCo is a disruptive conference model and media platform where the innovation economy is showcased. A fresh twist on the traditional conference + media platform, NewCo is rapidly gaining traction across the globe. The concept is simple but powerful: NewCo turns a traditional event inside out. Instead of filling a dark ballroom with "attendees" and having leaders lecture in a one-to-many style, NewCo occurs inside the world's most innovative startups and high-growth companies. Executives, entrepreneurs, investors, and future influencers get an up close and personal experience of each company in its native habitat. Once inside, participants have a wide range of experiences – from behind-the-scene tours of cutting-edge work environments to founders candidly sharing insights into their own entrepreneurial journey. Only NewCo offers this deep and unique experience of the innovation economy.

AutoTrader.com is a contributing partner of the NewCo Detroit Festival.

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