Constant Contact Welcomes Five Startups to the Small Business Innovation Program's Second Class

Participants now also have access to Test Drive: Constant Contact's official focus group comprised of 7,000+ small businesses

WALTHAM, Mass.--(BUSINESS WIRE)--The results of the inaugural class of Constant Contact's Small Business Innovation Program, a program designed to support entrepreneurs and startups as they solve problems for small businesses, are in: the four graduating startups achieved key business objectives, from B2B community marketplace mosaicHUB growing their subscriber base by over 35 percent, to nonprofit SaaS solution BoardOnTrack increasing revenue by 50 percent. Looking to build upon this momentum, today Constant Contact®, Inc.(NASDAQ: CTCT) announced the Small Business Innovation Program's second class, which represents services ranging from online reservation platforms to data-as-a-service solutions for small businesses – and the addition of a nonprofit to the otherwise for-profit class. The company also announced a new benefit of the program: participants will receive access to its Test Drive service, a network of more than 7,000 small businesses that have opted-in to test and provide feedback on new Constant Contact products and services.

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The second class includes:

- Cloze: Cloze is launching a new premium app that uses data science to help small business professionals proactively keep on top of their relationships. Cloze is headed by Boston technology veterans Dan Foody and Alex Cote.
- FamilyID: Founded by CEO Rochelle Nemrow, FamilyID is a self-serve online registration and payment platform for small organizations that regularly host programs—such as schools, camps, and clubs. Located in Boston, FamilyID also offers integrated merchandizing solutions for small businesses and an online directory of programs for consumers.
- Faze1: Cambridge, MA-based Faze1 is a data-as-a-service solution that delivers consumer data to small businesses in a mapping interface for optimizing direct marketing campaigns. Faze1 was founded in 2013 by entrepreneurs Marc Guy, Adam Hanna, and Eliot Goodwin.
- Itsgr82bme: Itsgr82bme helps small businesses connect to customers by offering consumers one central location to find family-friendly things to do and places to go, as well as products and services in their local communities or on the go. The New Jersey-based startup is founded by Brooke and Michael Webb.
- Ureserv.com: Ureserv.com is a cloud-based online restaurant reservation and table management system. Founded in 2012 by Boston-based engineer Van Garett and restaurateur Jeffrey Gates, Ureserv.com has already processed over 10 million online reservations.

"This is a great time for small business innovation. Ourresearch shows that small businesses are more optimistic than they have been since the recession, a good sign that they can start investing back into their companies," said Andy Miller, chief innovation architect at Constant Contact. "The breadth of solutions offered by our Innovation Program's second class shows that entrepreneurs of all backgrounds and areas of interest are recognizing the vast opportunities in developing new products and services for small businesses. It's inspiring to support a variety of new technologies designed to help small businesses succeed."

In addition to small businesses, nonprofits are a core focus for Constant Contact, having worked with more than 100,000 nonprofits. To represent that sector from an innovation perspective, today Constant Contact also announced that the Melanoma Foundation of New England will be joining the startups in Constant Contact's Innovation Loft (InnoLoft). A nonprofit focused on reducing the incidences of melanoma in the New England region through educational programs and support groups, the Melanoma Foundation of New England will leverage Constant Contact's expertise and resources to raise awareness for their cause.

"In reviewing the results of the first class, we realized that we could also help another core Constant Contact audience: nonprofits. The Melanoma Foundation of New England, with more than 15 years of experience in supporting the prevention and early detection of melanoma, certainly fits the bill," said Miller. "We're excited to welcome them into the InnoLoft and help support their critical work."

The four-month class begins in February and will feature the addition of access to Test Drive, providing the participants with feedback from actual small businesses as the startups go through the program. Additionally, two startups that show exceptional growth and success during their tenure will be invited to remain at the InnoLoft for two extra months to take further advantage of

Constant Contact's resources. All five participants will receive residence in the InnoLoft, $10,000 to spend on marketing activities, and mentorship from the local angel and venture communities, among other benefits.

For more information and to apply for future classes of the Small Business Innovation Program, please visit http://smbinnoloft.com/ and follow #SMBInnoLoft on Twitter.

About Constant Contact®, Inc.
Constant Contact helps small businesses do more business. We have been revolutionizing the success formula for small businesses, nonprofits, and associations since 1998, and today work with more than 600,000 customers worldwide. The company offers the only all-in-one online marketing platform that helps small businesses drive repeat business and find new customers. It features multi-channel marketing campaigns (newsletters/announcements, offers/promotions, online listings, events/registration, and feedback) combined with shared content, contacts, and reporting; free award-winning coaching and product support; and integrations with critical business tools – all from a single login. The company's extensive network of educators, consultants/resellers, technology providers, franchises, and national associations offer further support to help small organizations succeed and grow. Through its Innovation Loft, Constant Contact is fueling the next generation of small business technology.

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