

Constant Contact's Small Business Innovation Loft to Help Entrepreneurs Launch Products and Services for Small Businesses

New program now accepting applications from entrepreneurs committed to building solutions for small business success

WALTHAM, Mass.--([BUSINESS WIRE](#))--[Constant Contact®, Inc.](#) (NASDAQ: CTCT) has announced the launch of the [Small Business Innovation Loft](#) (SMB InnoLoft), the home to a new Small Business Innovation program designed to support entrepreneurs as they solve problems for small businesses through the development of new products, features, and services. Startups selected for the program will reside at a new SMB InnoLoft space at Constant Contact's Massachusetts headquarters and will receive resources and mentorship to build their early-stage startups. The SMB InnoLoft is now [accepting submissions](#) until March 31 to participate in the inaugural class of startups scheduled to begin in the summer.

"We've created a culture where the number one goal is helping small businesses succeed," said Andy Miller, chief innovation architect at Constant Contact. "While many entrepreneurs share our passion, bringing a new idea to market is not easy. So, wow, what a powerful opportunity to bring together entrepreneurial innovation and ideas with the technology and small business marketing expertise of Constant Contact. The Small Business Innovation program will serve entrepreneurs in a unique way – through a combination of mentoring, insider access, and real dollars, all backed by the power of the leading small business marketing partner."

Unlike other "accelerator" programs, the Small Business Innovation program is focused on helping entrepreneurs scale their business. With a commitment to rapid learning and collaboration, the program will provide participants with mentoring from marketing and technology experts as well as members of the Angel and venture capital communities over the course of their four-month tenure. In addition, participants receive:

- Dedicated office and meeting space in the SMB InnoLoft
- Access to a group of small businesses that have opted in to trying new offerings
- \$10,000 to spend on marketing activities, with coaching from Constant Contact marketing experts on how best to spend those dollars
- Priority access to and support from Constant Contact's [AppConnect](#) integration team

"We couldn't be more excited to get to work with our first class of entrepreneurs," said Miller. "Innovation to ignite our small business customers' success is at the heart of everything we do at Constant Contact and was the driving force behind our decision to launch the SMB InnoLoft. The space will provide our internal team of innovators and developers a place to collaborate, test ideas, and create new value for our customers. Working side-by-side, we're confident that our internal team and the Small Business Innovation program participants will learn from each other and collaborate to drive innovation that benefits small businesses everywhere."

For more information and to apply for the Small Business Innovation program, please visit <http://smbinnoloft.com/> and follow [#SMBInnoLoft](#) on Twitter.

About Constant Contact®, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow®, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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