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EMPOWER EMPLOY WINS HEARTLAND VENTURES & RTRX TECHNOLOGY PITCH COMPETITION IN COLUMBUS, OH.

CEO Lindsay Helm Takes Home \$75K Cash Prize

[HONOLULU, HI, AUGUST 4, 2022] — Heartland Ventures in partnership with RTRX has selected Lindsay Helm, CEO of Empower Employ, as the overall winner of their 4th annual pitch competition for Veterans in Technology in Columbus OH.

This year's competition focused on supporting the military community and sought highly innovative veteran-led startups.

All applications for finalists were reviewed by an elite panel of judges. The top three companies selected had the opportunity to present their business on stage at the RTRX conference on Thursday, August 4th. The three companies pitching were Ladderup Housing, Forecast, and Empower Employ.

Video and pitch videos were submitted prior to the event. Each company was asked to pitch live to an audience of over five hundred attendees. The attendees were then asked to vote for their favorite. Empower Employ was voted the overall winner and presented a check for \$75,000. Empower Employ will also receive an additional prize package of business and legal services.

"Lindsay's incredible vision she was able to communicate won her team \$75,000 in cash and in-kind services from the RTRX community! We are so proud to be able to support Empower

Employ and can't wait to follow all the important work they are doing in the critical space of veteran hiring" says Hannah Wexner of Heartland.

Lindsay Helm, Empower Employ CEO said "I am just stunned and still processing it all. These funds are going to help propel Empower Employ in so many ways. We will be able to get our technology to market and continue to support military and veteran employers in so many key ways."

ABOUT HEARTLAND VENTURES

Heartland Ventures is an early-stage venture capital firm that invests in high-growth technology startups that we connect to our LP network of large corporations as customers in the Heartland. This gives our corporate LPs early access to the best technologies being developed around the world and our founder's access to early-adopter customers in the Midwest.

ABOUT RTRX

[RTRX](#) is a movement mobilizing businesses and individuals to create a better, brighter future through a focus on leadership, innovation, and well-being. The annual experience is held in Columbus, Ohio in conjunction with Pelotonia's Ride Weekend and brings hundreds of industry leaders, bold entrepreneurs, and other forward-thinkers together at the intersection of leadership and innovation. Attendees connect, learn and collaborate to shape team culture, grow leadership skills, and unlock new business opportunities, all while benefiting innovative cancer research.

ABOUT EMPOWER EMPLOY

Empower Employ is a Veteran-Owned, Woman-Owned company that connects the corporate workforce to the military community through education and technology solutions. Empower Employ offers enterprise-level customized training and corporate education solutions for Employers. Empower Employ offers SHRM Accredited HR & Hiring Manager training programs that enable businesses to decipher the skills and experience of the military community.

More information available at www.empoweremploy.us or follow us on [LinkedIn](#) and [Twitter](#)

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