

For many, the American dream is all about building and developing a successful business; Yet it presents a challenge for entrepreneurs every year. In 2014, 220,000 new start-ups were created and 205,000 businesses folded. *Shark Tank* star and celebrity entrepreneur Daymond John has demonstrated a knack for developing successful startups including FUBU — now a \$6 billion brand — as well as identifying successful start-ups on *Shark Tank* and in the Tap the Future contest, resulting in funding for the new companies. In 2013 at the first Tap the Future contest, John recognized Swyft Media as an up and coming startup. Two years later, the company was sold for \$27 million.

As a successful businessperson who just launched the entrepreneurship hub Blueprint + co, John is always on the lookout for a successful startup. If you've ever wondered what motivates John to invest in a new company, now is your chance to ask him. John is available to talk about how he identifies hot new businesses while he is in New York to judge the Tap the Future Live Pitch Tour, which launches at Webster Hall on July 18th.

In the interim, please don't hesitate to contact me with any questions.

Best.

Sam Heller

For Immediate Release

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***Shark Tank* Star Daymond John to Judge Tap the Future Live Pitch Tour**

LOS ANGELES, July 5, 2017 – Entrepreneur and *Shark Tank* star Daymond John has been chosen to host the 5th annual Miller Lite Tap the Future® business tour in search of the next great start-up. The five-city tour features 25 semifinalists from a pool of 7,000 applicants and begins in New York City on July 18th.

The winning entrepreneur from each city will earn a \$20,000 prize and advance to the finals this fall with an opportunity to win a grand prize of \$100,000.

Daymond John heads the judging panel, which includes Swyft Media co-founders Sean O'Brien and Evan Wray. O'Brien and Wray won the inaugural Tap the Future contest in 2013.

Contestants will receive in-person feedback from John and the judging panel.

“Tap the Future is an outstanding program for up-and-coming entrepreneurs and I’m proud to have been a partner the past five years,” said John. “The judging gets more challenging every year, since the finalists get better as the program continues to grow. This year, I’m looking forward to seeing original ideas that stand out and entrepreneurs who are focused on holding true to achieve success.”

TAP THE FUTURE LIVE PITCH TOUR SCHEDULE

- New York, Webster Hall – July 18
- Atlanta, Opera Nightclub – July 25
- Houston, Hobby Center – July 27
- Los Angeles, Conga Room – August 1
- Chicago, Park West – August 8

The Tap the Future live pitch tour events will be held in five cities starting at New York’s Webster Hall on July 18th. Other venues include the Opera Nightclub in Atlanta on July 25, the Hobby Center in Houston on July 27, the Conga Room in Los Angeles on August 1 and Park West in Chicago on August 8. All events will be held between 7-10 pm.

Each entrepreneur will have five minutes to pitch their contest project and an additional five minutes to respond to collective questioning from the panel judges. All the pitches are judged and weighed on a points system to determine the winner of each regional live pitch event.

Webster Hall Event

Five New York-based regional semi-finalists:

Bounce Imaging – Buffalo, NY

Cameras that provide 360 degrees of critical intelligence to first responders

Flexfrost LLC – Glen Ridge, NJ

Premium protein-packed ice cream that balances great taste and good nutrition

Partake Foods – Jersey City, NJ

Allergy-friendly snacks products

Pop Up Plus Inc. – Brooklyn, NY

Online and pop-up shop offering trendy apparel for plus-sized women

Shelfie - Warwick, RI

A fundraising, multimedia tool for nonprofits

WHEN: Tuesday, July 18, 2017

6:00 p.m. (pre-event media junket) / 7:00 p.m. (event begins)

The five regional events are free and open to the public. Attendees must register online for a ticket at (URL)

The Tap the Future final event for \$100,000 will be held in September at MillerCoor's Chicago headquarters, and led by Daymond John.

Additional information on the *Tap the Future* contest can be found at

<http://www.mltapthefuture.com/>

About Daymond John

Entrepreneur, industry pioneer, highly-regarded marketing expert and a businessman who has surpassed new heights of commercial and financial success are among the ways Daymond John has been described. Over the last 20 years, Daymond John, a regular on ABC's *Shark Tank*, has evolved from one of the most successful fashion icons of his generation to a highly sought after branding expert, author, consultant, and motivational business speaker . John is currently touring the country as a judge for the Miller Lite Tap the Future contest, which awards young entrepreneurs funding to make their dream come true.

John's creative vision and strong knowledge of the marketplace created one of the most iconic fashion brands in recent years, FUBU ("For Us By Us").