



MapHabit, Inc. Selected as a Venture Atlanta 2020 Showcase Company

Over \$4.5 billion in funding awarded to date; leading tech investment conference expands national footprint with virtual format for its 14th annual event

ATLANTA – September 24, 2020 – MapHabit, Inc. announced today that it has been chosen out of a record-breaking 400 applicants as one of the top technology companies in the Southeast to present at [Venture Atlanta](#) 2020. Now in its 14th year, the annual conference to be held October 21-22, pivoted to a fully virtual format, Venture Atlanta Live Online. One of the nation’s best venture capital conferences continues to showcase innovators from the US’ hottest tech markets and boosts its largest number of selected companies and represented investor funds to date. Even in light of COVID-19, Venture Atlanta continues to fuel capital and growth, serving the needs of the region’s vibrant tech community.

[MapHabit](#) is a visual mapping system built to promote independence and improve quality of life for individuals, their caregivers and family members. The innovative application utilizes a system of personalized maps that outline step-by-step instructions to reinforce routine habits and help individuals accomplish their activities of daily living – while facilitating consistency of care for caregivers and enhancing communication among family members. Recently awarded First Place in the Dementia Care Coordination Challenge sponsored by the National Institute on Aging, part of the National Institutes of Health, the MapHabit system is available on iOS and Android devices.

“To be selected among such a highly competitive field by Venture Atlanta – the premiere venture conference in the Southeast – is an absolute honor,” said Matt Golden, CEO of MapHabit. “We are thrilled and eager to share our vision with more thought leaders in the investor community.”

“Venture Atlanta has become the authority for recognizing technology innovation across the Southeast and beyond, connecting the best and brightest innovators with top-tier, national investors and other leaders in our technology ecosystem that helps drive success and results with over \$4.5 billion in funding awarded to date,” said Venture Atlanta CEO Allyson Eman. “This year, we’ve pivoted to a digital format to best serve the needs of our vibrant tech community and are thrilled to be showcasing our largest line up of companies ever. These companies reflect our incredible pool of talented people, inspiring innovation, and continued opportunities for growth within the technology community.”

Venture Atlanta Live Online will offer an unparalleled experience that streams two days of immersive events and interactive networking opportunities. Attendees will be able to

connect with others at the conference, set up one-on-one meetings, stroll the virtual show floor, watch pitches in real-time, and use features like live chat, and audience polling. Atlanta-based independent investment management firm, Invesco, is this year's premier sponsor, with Cherry Bekaert, Nelson Mullins and Truist as additional headline sponsors. Venture Atlanta Live Online will conclude with TechSquare Labs' [Atlanta Startup Battle](#), in which top five companies will pitch on stage against one another to win a \$100,000 investment.

To learn more about MapHabit, visit www.maphabit.com. For additional information about Venture Atlanta, to register for the event or to view the conference schedule, please visit www.ventureatlanta.org.

About Venture Atlanta

Venture Atlanta, the Southeast's technology innovation event, is where the region's most promising tech companies meet the country's top-tier investors. This year's event is going all digital through Venture Atlanta Live Online.

As the Southeast's largest investor showcase helping launch more than 400 companies and raise over \$4.5 billion in funding to date, the event connects the region's top entrepreneurs with local and national investors and others in the technology ecosystem who can help them raise the capital they need to grow their businesses. The annual nonprofit event is a collaboration of the Atlanta CEO Council, Metro Atlanta Chamber and the Technology Association of Georgia (TAG).

For more information, visit www.ventureatlanta.org. For updates, follow us on [Twitter](#) and visit our [blog](#).

About MapHabit™, Inc.

MapHabit™ is an interactive care management platform that utilizes a patented visual mapping system with smart devices to improve cognition and reinforce routine habits. Designed for in-home care organizations, adult living, therapists, and family caregivers, MapHabit™ improves quality of care while reducing caregiver stress. For more information, visit MapHabit.com.

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