

SURF Incubator and Resident Startups Launch Café SURF, Seattle's First Entrepreneur Cafe

Technology-Driven Community Partners with Caffe Vita for New Era Work Environment

SEATTLE – September 7, 2012 – SURF Incubator, Seattle's fastest-growing technology startup space, is opening its doors to the greater community with the launch of Café SURF. Entrepreneurs who may not be ready to lease office space often work in low-cost locations such as coffee shops. This premise led SURF Incubator to create its own cafe inside the incubator's 15,400 square foot facility in downtown Seattle. SURF is building the cafe to help integrate the startup ecosystem thereby helping entrepreneurs collaborate with one another and engage with the various support resources available at SURF Incubator.



As you know, residents of Seattle demand great coffee, inspiring SURF Incubator to partner with local coffee roaster, **Caffe Vita** for the establishment of Café SURF.

Café SURF isn't your ordinary coffee shop. With the contributions of resident startups, Café SURF is Seattle's first tech-focused, fully self-serviced coffee bar. Patrons pay just \$50 per month and receive unlimited coffee, 100Mbps internet access, and designated work space. Additionally, food and tea are available for purchase via **Seconds**, a SURF resident startup, which deploys a text-based mobile payment system. Café SURF members can also provide anonymous feedback to the management through a text messaging comment service provided by another SURF resident; **Talk to the Manager**. Thanks to the various technologies from SURF residents such as **Seconds** and **Talk to the Manager**, Café SURF will be sustained as a fully self-serviced operation.

Café SURF members may attend open office hours with investors, mentors, and SURF Incubator's corporate partners who provide counsel and startup services. This startup centric cafe is anticipated to become a central link for innovation and networking within Seattle's technology community.

The technologies and services being integrated into Café SURF are outlined below:

- Seconds** – Deploying a text-based mobile payment system.
- Talk to the Manager** – Text message comments to the Café SURF management
- Knotis** – Online marketing, advertising, daily-deal promotion
- Imaginative Design** – Creative work
- Equilitree** – Logo and Café SURF page design
- Best Practice** – Space design and architecture planning
- Caffe Vita** – Coffee

What: Café SURF

Who: Entrepreneurs, developers, designers, mentors, investors, and other startup contributors

Amenities: Unlimited Caffe Vita coffee, Wi-Fi, table, lounge, and bar seating, Molly's salads and sandwiches, 55" Infocus Mondopad touch screen, 20 foot white board, open office hours with startup advisers, investment groups, and corporate partners.

Where: 821 Second Ave., Suite 800. Seattle, WA 98104

Hours of operation: Monday - Friday 8:00am - 6:00pm

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About SURF Incubator

SURF Incubator was founded in 2009 by entrepreneur Seaton Gras as a way to provide mentorship and meeting space for startups launching technology-focused businesses. On April 30th of 2012, a local group of technology entrepreneurs and tech enthusiasts collaborated to advance SURF's mission and opened a 15,400 square foot facility in downtown Seattle.

Incubating expenses are underwritten through corporate partnerships with Atkinson Graduate School of Management, BizSpark, Clark Nuber, CloudMine, Foster Pepper, Wowrack, InFocus, Edelman, Quality Business System, Pyramid Brewery, and Vitamin T. Startups are provided with subsidized office space, educational programming, peer-to-peer collaboration, free or heavily discounted business resources, and access to a network of mentors, investors, and corporate partners. SURF collaborates with complementary organizations such as WTIA (Washington Technology Industry Association), NWEN (Northwest Entrepreneur Network), Founder Institute, Keiretsu Forum, Puget Sound Venture Club, Alliance of Angels, Willamette University, and the University of Washington.