Phorum 2014 Announces Demo Pit Finalists

Philadelphia Start-Ups Demonstrate Innovative Customer Engagement Technologies; Vie for "Best in Show" Title

Philadelphia, March 31, 2014 – Phorum, a leading technology strategy conference hosted annually in Philadelphia, today announced the finalists for the Phorum 2014 Demo Pit.

In keeping with the focus of this year's conference, Phorum 2014 selected technologies that help organizations engage with employees, suppliers or customers. During Phorum 2014 on April 10, nine startup companies from the greater Philadelphia area will demonstrate their technologies and compete to become Phorum 2014 "Best in Show".

The Phorum 2014 Demo Pit finalists include:

BuyerMLS
BuyerMLS™ is the real estate industry's first and only real-time buyer marketplace. BuyerMLS helps brokerages and their agents increase productivity by transforming their anonymous buyer data into an asset, leading to more transactions and new listing opportunities.

Canvas
Canvas is a cloud-based software service that allows businesses to replace expensive and inefficient paper forms with powerful apps on their smartphones and tablets. Canvas enables users to collect information using mobile devices, share that information and easily integrate with existing backend systems.

CLUTCH
As the premier platform for, "Consumer Lifecycle Success" (CLS), Clutch is the first and only system that helps brands create, unify, manage, and measure success across increasingly complex marketing efforts and technology ecosystems. Clutch provides a comprehensive set of modular solutions to drive loyalty, increase consumer spend and reward brand advocacy by unifying the currently fragmented consumer experiences, wherever customers are – in-store, online, and through mobile and social channels.

Grassroots Unwired
The Grassroots Unwired platform is a mobile sales enablement platform for anyone conducting customer acquisition and engagement in the field in conjunction with their existing CRM. The integrated SaaS platform combines a mapping system, mobile application and web portal that run in conjunction with a GPS-enabled mobile device for tracking, reporting and analytics – all in real-time.

RJMetrics
RJMetrics helps online businesses make smarter decisions with their data. They provide deep insights that were formerly only accessible by large companies willing to invest in full-time data scientists. With RJMetrics, any company can become truly data-driven.

SocialLadder
SocialLadder is mobile technology, white-labeled for brands, giving them the ability to speak the language Millennials respond to – true Product Discovery rather than marketing hype. Deployed as

either a new mobile app or embedded into an existing mobile platform, consumers discover the brands in a gamified environment. Brands build a community of influencers virally, while driving valuable word of mouth impressions and retaining ownership of the media, data and conversations generated.

tapCLIQ
tapCLIQ offers the industry's first responsive marketing solution that meaningfully engages mobile users at moments when they are most receptive. tapCLIQ's opinion based engagement products, generate authentic user data including preference & intent data not being captured today. tapCLIQ's mission is to enhance user experience by improving the relevance, context, and timeliness of engagement.

Yorn
Yorn® – (Your Opinion. Right Now.®) is a real-time feedback platform for healthcare settings that helps organizations understand and improve the customer/patient experience. Optimized for mobile, patent pending and HIPAA compliant, Yorn enables providers and payers to identify root causes of potential problems and make appropriate operational changes that improve experience, satisfaction, and compliance with care plans.

As part of its ongoing commitment to support the early stage technology community, Phorum has reserved one slot in the Demo Pit for the winner of AppItUP. AppItUP is a mobile application idea challenge designed to gather the best app ideas from the University of Pennsylvania community and connect them with the funding and technical expertise necessary to make them a reality.

 "Phorum 2014 will provide perspectives from nationally-recognized experts along with real-world accounts from organizations who have successfully deployed customer engagement strategies," explained Allen Born, Director at Fairmount Partners and the Advisory Board Chairman of Phorum 2014. "Giving attendees first-hand experience with new, innovative customer engagement solutions only enhances what they take away from their day at Phorum."

Applications for the 2014 Demo Pit significantly exceeded those of last year. Judges will meet with the Demo Pit finalists during Phorum 2014. During the closing session, three Demo Pit companies will be selected to join Peter Coffee on stage. One will be named "Best in Show" and will receive the 3rd annual Phorum Phorward Award. Phorum 2014 Demo Pit judges include: Bob Moul, CEO of Artisan Mobile; Scott Kinka, Chief Technology Officer of EvolveIP; and Nate Lentz, Managing Partner of Osage Venture Partners.

Prior Phorum Demo Pit winners include UXFlip (acquired by Artisan Mobile) and PeopleLinx."

Hosted by PACT and sponsored by Fairmount Partners and LiquidHub, Phorum 2014 will be held at World Café Live on April 10th. Get more information about Phorum 2014 and reserve your seat now.

About Phorum
Phorum is an annual tech strategy conference that gathers the Nation's leading minds and most innovative solutions around a single, trending topic. Hosted in Philadelphia, this intensive, one-day event includes insights from the Nation's most authoritative experts; up-close interaction with relevant technological solutions and learnings from business leaders with first-hand experience capitalizing on the trend. For more on Phorum or to purchase tickets for Phorum 2014, visit www.**phorum**philly.com.

About The Greater Philadelphia Alliance for Capital and Technologies (PACT)
The Greater Philadelphia Alliance for Capital and Technologies offers a comprehensive approach to supporting a company's life cycle — from early stage through growth — by facilitating interaction, information and education. The organization provides a single, strategic hub where key resources, including investors, strategic partners, professional advisors and peers, are available and accessible to all members. PACT supports its membership through a wide variety of programs, services, events and tools. For more on the Greater Philadelphia Alliance for Capital and Technologies, including membership information, entrepreneurial resources, and information on our programs and events, visit www.philadelphiapact.com.

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Media contact:
Amanda Nardi
Broadpath
215-644-6505
anardi@braodpathpr.com