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# Press Release

## **Ammonitrix, a startup cyber security business in Fremont to compete in Start Garden's 5x5 Night at Grand Valley**

The Winner of 5X5 Night Receives a \$5,000 Grant to help start their business!

**Fremont, MI:** Tim Powell of Powell Labs in Fremont launches a new cyber security platform for families, educators, and businesses, and will compete in Start Garden's 5x5 Night on October 25<sup>th</sup> with your help. 5x5 Night is a startup business pitch competition put on by Start Garden, a Grand Rapids startup incubator.

First, contestants from all over West Michigan enter 5x5 Night. Then, the community votes on these ideas using their Facebook accounts through 5x5 Night's website. After 20 days, the top 5 ideas that have the most community votes go to the next stage: the Pitch competition.

During the pitch competition, the 5 selected ideas are presented by their creators, and are graded on their idea and their pitch. The winner of 5x5 Night, which is happening on October 25<sup>th</sup> at Grand Valley State University, will win a \$5,000 grant to continue their idea. We need everyone's help to be in the top 5! Voting is easy, and takes less than one minute. To vote, simply go to [5x5night.com](http://5x5night.com), click "Login" at the top right corner of the screen, and then Login with your Facebook account. When you come back to 5x5 Night's website, simply click "Vote" and check the box next to Ammonitrix. It's that easy!

Ammonitrix is the world's first-ever cyber security platform. Designed for families, educators, and businesses small and large, Ammonitrix is reliable, light weight, and most importantly, it's affordable. It uses 6 key security services to secure a device anywhere and everywhere it goes.

Ammonitrix is a cyber security platform because it does much more than install a piece of software and hope that it "works". Ammonitrix brings cyber security to the next level, providing multiple layers of security, including a constantly-connected VPN, automated file backups, constant virus monitoring, deep packet inspection of VPN traffic and even traffic mining. Instead of just removing viruses, Ammonitrix prevents them from being installed, and when something does happen, tracks it and shuts it down from every angle.

Throughout the world, cyber-crime has never occurred as much as it does today. The Federal Trades Commission estimates that approximately 25,000 U.S. identities are stolen every day. 2016 has been the hottest year for ransomware, as it is at a 172 percent increase from what we saw in all of 2015. Cyber-crime allots an estimated \$445 billion each year in damages! While Ammonitrix cannot stop it all at once, Ammonitrix does prevents such damages to your family, school, or business. It is easy, convenient, and most importantly, it's effective!

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