



Want to present your mobile startup to the top influencers of the industry?

MLOVE Confestival Monterey has announced it's free start-up competition

San Francisco, CA, 04/02/2012 – The MLOVE ConFestival is announcing its start-up competition for the inaugural North American MLOVE, taking place in Monterey, CA from April 24th to 26th 2012.

The most promising and innovative five start-ups will receive free tickets and be invited to present their company on stage to the audience of mobile influencers, innovators and investors.

MLOVE stands for disruption, innovation and inspiration and the judges will be looking for start-ups which reflect these values. Cool new apps, or disruptive new mobile services should all apply.

Hot topics this year include revolutionary UI designs, LTE/4G and services which extent mobile technology into industries which until now have relied on more traditional technologies. The competition is open to companies worldwide that have raised less than \$2 million USD and were founded after January 1, 2011.

The jury includes Gabriella Draney (Executive Director of Tech Wildcatters) Mike Butcher (European Editor at TechCrunch), Laura Diaz (Strategic Partnerships Manager at Verizon Wireless) and Steve Schlenker (Managing Partner at DN Capital). The competition is being led by Andrew J Scott, a serial mobile entrepreneur based in London and San Francisco.

“Mobile is changing our future and how we interact with entertainment, advertising, automobiles and many more aspects of our lives. These new opportunities for start-ups and enterprises alike are brought together at MLOVE ConFestival,” said Harald Neidhardt, Founder of MLOVE.

MLOVE ConFestival has an eclectic list of international speakers who highlight how mobile will change our future. The event has been described as ‘anything other than a usual tech conference’ and a ‘TED for Mobile’.

The MLOVE event is a highly interactive format which focuses on collaboration, sharing of ideas and an engaging ideation session called Future Cubes. Speakers at Monterey will include Scott Jenson (Creative Director, frog design), Amish Patel (UX Design Producer Kinect, Microsoft), Brad Templeton (Singularity University, RoboCars), Beverly Jackson (Director Marketing, GRAMMY's).

Unusually, all speakers stay for the entire event and with no VIP parties or private functions, MLOVE delivers a unique experience with every aspect of the program including socially.

Startups should apply via email to <http://bit.ly/mloveusa12comp> or contact: launch@mlove.com

For more information, the developing speaker line up and tickets registration, visit the official website at www.mloveconfestival.com.



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About MLOVE

The **MLOVE ConFestival** brings together CEOs, innovators and entrepreneurs from across multiple disciplines to share, learn and cross-pollinate ideas with an array of scientists, artists and other thought leaders. The event exposes the mobile industry to the best minds outside of Mobile to maximize the opportunity of creating life-changing services and applications that can impact us all for the better.

The MLOVE tribe was founded by Harald Neidhardt and started grass roots with an international group of “mobile passionistas” in 2008. MLOVE’s goal is to **stimulate new ideas** and thinking which you can apply to your life, your business and to inspire others.

Global Events www.mloveconfestival.com

MLOVE ConFestival USA, Monterey, California, April 2012

MLOVE ConFestival Europe, Berlin, June 2012

MLOVE ConFestival Asia, Tokyo, Japan in 2013

“The MLOVE ConFestival 2011 cemented its reputation as a ‘TED for Mobile’ by spoiling attendees by three days of inspirational talks and workshops” stated Will Samson, Editor at Contagious Magazine.

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