



## For Immediate Release

### PlaceSpeak Named to the 2013 "ICT Emerging Rockets" List of Top British Columbia Technology Companies

**Vancouver, British Columbia, March 18, 2013** – New City Ventures Inc. is pleased to announce that PlaceSpeak was named one of the ["2013 ICT Emerging Rockets"](#) by Rocket Builders. Created by Rocket Builders, "Emerging Rockets" is a recognition program for British Columbia technology companies. In its eleventh year, the annual program showcases top private tech companies with great potential for market milestones, that have commercialized a product and are undergoing early stages of market adoption.

#### **PlaceSpeak Enabling Authenticated Online Consultation**

PlaceSpeak verifies citizen participants to their place and connects them directly with the government and private sector organizations who want quality GIS feedback data to inform decision-making and public policy development. PlaceSpeak recently released its 2.0 platform which provides proponents of public consultations with an easy-to-use way to connect with citizens within specific areas.

#### **Emerging Rocket in Civic Technology**

"We are delighted to be recognized by Rocket Builders as an emerging technology company to watch in 2013. What started as a concept in late 2010, has advanced from prototype with pilot projects in 2011, through beta-testing in 2012 and now to our PlaceSpeak 2.0 platform. Our customer base of local government, regulated industries, land developers, and community organizations continues to grow along with our user-base of citizen participants who want to become more engaged with the topics that mean most to them within their community." stated Colleen Hardwick, CEO and Founder of New City Ventures Inc.

#### **About the Rocket Recognition Program**

"Ready to Rocket" is a business recognition program for British Columbia's tech sector that showcases the revenue growth leaders of tomorrow. The "Emerging Rockets" list profiles technology companies from multiple technology sectors with great potential for investment and market breakthroughs in the coming year. Both lists are predictive of future success making them unique in approach and unique in value for our business audience. "Ready to Rocket" and "Emerging Rockets" are trademarks of Rocket Builders, a respected management consulting firm servicing the technology industry. <http://www.readytorocket.com>.

"Each year, our team of analysts receives many inquiries on how we are able to predict so accurately which companies will grow revenue," said Geoffrey Hansen, Managing Partner at Rocket Builders. "Three elements characterize these high growth firms: a growing market opportunity, a unique competitive position and customer validation of a must-have value proposition."

#### **About Rocket Builders**

Rocket Builders is a management-consulting firm providing sales and marketing services. With a focus on helping technology companies to grow and prosper, Rocket Builders has a proven track record of success with its clients. Since 2000, Rocket Builders has been engaged in market research, market planning,



business development initiatives, strategic selling, and product launches for over 200 organizations.  
<http://www.rocketbuilders.com>.

**About PlaceSpeak**

PlaceSpeak authenticates online public consultation. Its pioneering geosocial application connects people's online identities with their residential addresses so that they can voice their opinions electronically in a wide variety of forums. PlaceSpeak provides proponents with confidence that they are receiving verifiable GIS feedback data from the right places to order to inform evidence-based decision-making and public policy development. Learn more at <http://www.placespeak.com>

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