

# CHICKLAUNCHER®



Connecting women entrepreneurs with  
the resources they need to achieve success

## **Double Helix, LLC Wins Chick Launcher® 2014 Fast Pitch Competition**

- Co-Founder and CEO Leslie Kimerling Awarded \$10,000 Cash; \$32,000 Services --
- Five Finalists Receive Total Professional Services Valued at More Than \$100,000 --

LOS ANGELES, October 27, 2014 – Women's entrepreneur supporter [Chick Launcher®](#) today named Boulder, CO based Double Helix, LLC the winner of its 2014 Fast Pitch competition. Double Helix Co-Founder and CEO Leslie Kimerling accepted the \$10,000 cash prize as well as professional services valued at \$32,000. In total, the five finalists were awarded more than \$100,000 in professional services.

"This is a tremendous honor and we greatly appreciate the financial and professional support provided by Chick Launcher," said Leslie Kimerling, Co-Founder and CEO, Double Helix LLC. "This is an incredibly exciting time for Double Helix. The technology we are bringing to market is a modular application of super-resolution microscopy, offering nanoscale imaging in 3D. Super-resolution microscopy was recognized for its breakthrough impact in the 2014 Nobel Prize in Chemistry\*."

Kimerling added, "Providing the ability to study the intricacies of live cells, super-resolution imaging is pushing forward the fields of neurobiology, cell biology, structural biology, and with it, a transformative impact on disease and drug discovery. We are looking forward to working with the Chick Launcher sponsors to help us market our technology and provide us with solid counsel for our growing business."

"We are very proud of our top finalists from the 2014 competition," said Darya Allen-Attar, Co-Founder of Chick Launcher. "We look forward to continuing to build our trusted network of advisors, investors and service providers who want to help women entrepreneurs secure the resources they need to achieve their dreams."

\*[On October 8, 2014](#), W.E. Moerner, Eric Betzig and Stefan Hell were awarded the Nobel Prize in Chemistry. Dr. Moerner utilizes the Double Helix technology and is co-inventor in one of the company's patents.

### **The Other Top Five Finalists (in alphabetical order) are:**

- [HopSkipDrive](#), Joanna McFarland, CEO – Ridesharing Service for Kids
- [I Heart Savvy](#), Bridie Lee, Co-Founder and CEO – Wedding Vendor Marketplace
- [PodShare](#), Elvina Beck, Founder and CEO – "Social Travel" Co-Living Space
- [Repurpose](#), Lauren Gropper, Founder and CEO – Eco-Friendly, Plant-Based Products

### **About Double Helix LLC**

Double Helix LLC, based in Boulder, CO, designs and develops next generation high precision 3D imaging tools using its patented Double Helix light engineering imaging techniques. Integrating micro and nano technologies with computational algorithms, the company's technologies offer improved performance in conjunction with reductions in cost, size and complexity. The initial application of the company's breakthrough Double Helix Imaging technology brings sub-diffraction (below 200 nm) 3D optical imaging to everyday research with its SPINDLE™ module.

Visit us at [www.doublehelixoptics.com](http://www.doublehelixoptics.com)

# CHICKLAUNCHER®



Connecting women entrepreneurs with  
the resources they need to achieve success

## **About the Chick Launcher Entrepreneur Competition**

Chick Launcher supports women entrepreneurs building high-growth early-stage businesses. To apply, the company must have a woman co-founder, president or CEO, or be majority owned by women. The company can operate in any industry, and must be past the idea stage but can be pre-revenue. Chick Launcher's total prize package of cash and professional services is valued in excess of \$100,000.

## **About the Chick Launcher Judges**

Chick Launcher applicants are judged by an independent panel made up of leading women professionals, including CEOs, CFOs, entrepreneurs, venture capitalists, wealth managers, legal professionals and communications strategists.

## **About the Chick Launcher Junior Judges Award**

Reflecting a desire to encourage young women to pursue their dreams, for the first time this year, the Chick Launcher Competition featured a Junior Judges Panel and Award. A panel of 13 girls aged 9-19 selected their favorite Fast Pitch contestant and awarded the winner with a cash prize of \$5,000, sponsored exclusively by [BlackLine Systems](#). Special thank you to [Sure Fire Girls](#) for helping coach the Junior Judges.

## **Chick Launcher Competition Sponsors**

Chick Launcher would like to thank our [sponsors](#) for their amazing support!

## **About Chick Launcher**

Chick Launcher seeks to connect women building high-growth businesses with the tools and resources they need to achieve business success. Visit us at [www.chicklauncher.com](http://www.chicklauncher.com).

###

## **Media Contact:**

ChickLauncher  
Julie MacMedan  
818.585.3686  
[Julie@chicklauncher.com](mailto:Julie@chicklauncher.com)  
@jmacmedan