



## Win a golden ticket to Hardware Candyland!

HAXLR8R is back. Hit the fast lane for your hardware startup by going straight to where things are made: Shenzhen, China. Here in the factory of the world, you can make anything you can dream up! By simply being on the ground and in person, you will have access to amazing prototyping services, gigantic supply chains, and can meet your factory contact face to face.

HAXLR8R ↗2 will start in January 2013, culminating in a pitch day in San Francisco during May. What better place to pitch your next great hardware device, than the birthplace of the ultimate hardware product: the computer.

The goal of the program is simple: create a working, scalable prototype and find a manufacturing partner ready to produce it before going home to launch. Each week, startups will meet with mentors and work on the team's concepts and prototypes. Mentors will provide valuable insights in terms of manufacturing, supply chain management, distribution, marketing or fundraising. Last year, 9 teams participated including Nomiku, which went straight from an idea to production in three months and sold hundreds of thousands dollars worth of products since.

HAXLR8R is also delighted to announce that Zach Hoeken (ex-MakerBot) has joined as Program Director and will be revealing Shenzhen secrets to getting things made. A lifelong Maker and robot friend, he has spent the past year and a half exploring the ins and outs of building things in China.

Mentors are what make the program click and entrepreneurs can count on Brad Feld (Foundry Group), Nolan Bushnell (Pong, Atari), Ben Rubin (Zeo), Bill Warner (AVID/Warner Research), David Holz (LEAP Motion) and Richard Kelly (IDEO) among others to help them along the (hard) road.

HAXLR8R was founded by Cyril Ebersweiler, Sean O'Sullivan and Eric Pan (Seeed Studio), and is a member of the AXLR8R network.

The program offers seed funding, office space and the best modern adventure you could dream of. 10 startups will be selected and applications are open until November 18<sup>th</sup>... Get your golden ticket now!

**Contact:** <http://www.haxlr8r.com>  
[makeit@haxlr8r.com](mailto:makeit@haxlr8r.com)

**Program video:**

<http://vimeo.com/50815284/>  
<http://vimeo.com/50815281>  
<http://vimeo.com/50815282/>  
<http://vimeo.com/50815283/>

**About HAXLR8R ↴1**

<https://www.dropbox.com/s/b60xssmx2f8uqnt/HX-OVERVIEW.pdf>

**Cyril Ebersweiler's talk at the New Context Conference:**

<http://www.slideshare.net/haxlr8r/tncc-ces>

**Sean O'Sullivan on Bloomberg:**

<http://www.bloomberg.com/video/94954211-sosventures-o-sullivan-on-haxlr8r-investments.html>

