



For Immediate Release
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Macomb-OU INCubator awarded \$11,600 for client Map-N-Tour

The Macomb-OU INCubator (Mac-OU INC) was recently awarded \$11,600 in Business Accelerator Funds (BAF) to provide accelerator services to client company Map-N-Tour. Mac-OU INC is the top business accelerator in garnering BAF dollars to assist client companies.

Map-N-Tour is a cloud-based platform utilizing stories and media on 3-D maps. These virtual-experience applications for web, mobile and tablet devices are easily customized and scaled by clients. They include music, photography and video elements that give users a place to engage, interact and learn what it really means to be in the client's world. These experiences are creating a paradigm shift in how information is shared and communities are marketed by industries including economic development, travel, tourism and higher education.



Map-N-Tour's unique apps are currently utilized in nine states for community tours, heritage tourism, and genealogical purposes. This BAF award will allow Map-N-Tour to develop a strategic sales and marketing plan including solutions for growth of client base and revenue.

"We look forward to watching these funds further grow Map-N-Tour's unique multi-use software application in the national market place," said Julie Gustafson, executive director of Mac-OU INC.

The Map-N-Tour product and their clients' virtual tours have received state, regional and international economic development awards. Map-N-Tour was also recently awarded \$12,000 in server space and services through IBM's Global Entrepreneur Program for Cloud Startups. In 2015, Map-N-Tour was awarded a patent-pending status for a unique mobile application that provides travelers with "just-in-time" information which is filtered and updated in real time based on a number of dynamically changing variables.

These BAF awards are distributed by the Michigan Small Business Development Center (MI-SBDC) through the Macomb-OU INCubator to the various accelerator service providers. As these awards demonstrate, the Macomb-OU INCubator is successfully delivering specialized business acceleration services to companies commercializing advanced technology. The BAF is a 21st Century Jobs Fund Program managed by the MI-SBDC in partnership with the Michigan Economic Development Corporation and Michigan's network of business accelerators.

For more information on Map-N-Tour, visit mapntour.com.

For Macomb-OU INCubator interviews, please contact Joan Carleton at the Macomb-OU INCubator at (586) 884-9324 or via email at jjcarlet@oakland.edu.

The **Macomb-Oakland University INCubator** supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website at oakland.edu/macombouinc.

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