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MEDIA ALERT
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PLUG AND PLAY ANNOUNCES LAUNCH OF GLOBAL COVID-19 STARTUP ACCELERATOR PROGRAM; PARTNERSHIP TO FACILITATE REGIONAL RESPONSE

Topeka, KS, March 27, 2020– Yesterday, global innovation platform Plug and Play announced the launch of its COVID-19 Startup accelerator program, which will be dedicated to identifying and engaging the world’s most gifted startups who can address the COVID-19 pandemic. The Greater Topeka Partnership is encouraging startups from across the region to apply to this program. Anyone responding to COVID-19 with an existing technology ready to scale is encouraged to apply to participate. The COVID-19 accelerator program will include the following focus areas: healthcare, supply chains, enterprise tech, fintech and retail.

During the virtual launch event yesterday, Saeed Amidi, CEO of Plug and Play, set the stage, “We are dealing with the biggest challenge of our lives.” He invites companies, partners and innovators to “join the health division of Plug and Play to get much needed technology to markets faster.” The full webinar recording is expected to go live on Plug and Play’s [Youtube channel shortly](#). It features a number of startup pitches that represent to power of innovation in responding to COVID-19.

“The current COVID-19 crisis is tragic on so many levels – on a human level, economically, politically, the list goes on. But it is also a catalyst, bringing the global community together to fight a common enemy – the virus. There is no better opportunity for Topeka to step up and be the tip of the spear –the spear of innovation and collaboration,” says Katrin Bridges, senior vice president of Innovation, Greater Topeka Partnership. “Our partnership with Plug and Play connects us to the global

community of responders and I invite any business, innovator and entrepreneur who wants to join us to get in touch with us at SupportTopeka.com/Innovation or apply to the COVID-19 accelerator program directly at www.plugandplaytechcenter.com/join.”

[HHS/Barda](#), one of the partners for this accelerator program, is also accepting applications from companies with new responses to the COVID-19 crisis. There are two Broad Agency Announcements (BAA): EZ-BAA and BARDA-BAA. Focus areas include diagnostics, vaccines, therapeutics, respiratory protective devices/new and improved ventilators, and advanced manufacturing platforms for the future. For more information, click [here](#). Companies can apply directly through the provided link.

For more information, see Plug and Play’s official press release [here](#).

For related information, attend Plug and Play’s webinar “[COVID-19 Series: Health Technology Solutions Addressing COVID-19 with Roche Diagnostics](#)” on April 1.

The [Greater Topeka Partnership](#) encourages local small businesses and industry employers, residents and visitors to visit SupportTopeka.com to access the latest resources available to them during the COVID-19 pandemic.

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If you would like more information about this topic, please contact Bob Ross at 785.234.2644 or Bob.Ross@TopekaPartnership.com.

Plug and Play is a global innovation platform. Headquartered in Silicon Valley, we have built accelerator programs, corporate innovation services, and an in-house VC to make technological advancement progress faster than ever before. Each year, Plug and Play connects over 400 corporate partners from 17 industries with its ecosystem of startups, investors, and public institutions, running over 60 accelerator programs across 30 global locations each year. For more information, visit <https://www.plugandplaytechcenter.com>

The **Greater Topeka Partnership** serves as the umbrella agency of eight distinct efforts that support the enhancement of economic development and quality of life in Topeka and Shawnee County. They include:

[Greater Topeka Chamber](#)
[GO Topeka](#)
[712 Innovations](#)
[Momentum 2022](#)

[Downtown Topeka, Inc](#)
[Visit Topeka, Inc.](#)
[Women and Minority Business Development](#)
[Forge Young Professionals](#)