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Runner Up of 2016 USA CREATIVE BUSINESS CUP

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The National Creativity Network (NCN) is pleased to announce the runner-up of the 2016 USA Creative Business Cup competition – Pelonkey of Washington, DC. Pelonkey (pelonkey.com) is a SaaS-based management marketplace connecting vetted, talented performing artists to the event planners who want to hire them. All promotions, bookings, contracts, payment and scheduling are handled quickly and easily, online! According to Dennis Cheek, Executive Director of the National Creativity Network, Pelonkey was a response to the frustrations of its talented CEO, Nicole Gallub who is a performer, producer, and a rather well-known DJ in the greater DC metropolitan area under her stage name, DJ Neekola. Music artists like herself have great difficulties connecting with suitable outlets for their performances within the loosely organized and yet often tightly controlled, music industry. Pelonkey provides a one-stop shop for artists to get recognized and plugged into a systematic system that matches artists with event planners in an easily accessible, efficient, and economical manner.

Gallub of Pelonkey, noted that they “were very excited to participate in the 2016 USA Creative Business Cup alongside many other talented creative ideas and businesses. The contacts we made at this event helped bridge gaps to important decision makers in the community. Being selected as a runner-up has provided further validation from other creative professionals that we are solving a big problem for our industry.”

This is the fifth year of the USA Creative Business Cup and the first face-to-face finals competition. The 2016 USA CBC winner was previously announced as Kitchology of Germantown, MD. David Baldwin, President of Aquarian Technology Systems in Ohio, served as the Coordinator for this year’s finals. He assembled four judges with diverse areas of expertise: Anas (Andy) Shallal, founder and owner of Busboys and Poets and other culinary establishments in the greater Washington, DC area; Aric Wanveer, co-founder and CEO of Zero Gravity Creations of Baltimore, MD – the 2013 USA Creative Business Cup winner; Bailey Skiles, Managing Director of TAG Media of Booz Allen Hamilton’s Strategic Innovation Group; and Richard Miles, co-founder and Vice President of the Cade Museum for Creativity + Invention in Gainesville, FL and coordinator of the annual CADE Museum Prize for inventors and entrepreneurs in Florida universities and colleges.

Creative Business Cup (www.creativebusinesscup.com) is an annual competition that culminates in the world finals in Copenhagen, Denmark as part of Global Entrepreneurship Week - the entire third week of November each year involving some 10 million people worldwide in some 40,000 activities. National winners from over 70 nations will compete this November before a distinguished panel of 20 judges, dignitaries, and potential investors from private and public organizations around the world. All entries are recent business start-ups that draw upon the talents of the creative industries for their core business practices and products, e.g., design, architecture, crafts, advertising, publishing, music, film & video, gaming, radio & TV, gastronomy, and leisure activities. National winners will also participate in a variety of other events organized in conjunction with the Creative Business Cup.

The **National Creativity Network** (www.nationalcreativitynetwork.org) is a US-registered nonprofit that seeks to advance the skillful application of imagination, creativity, and innovation to positively impact commerce, culture, education, and government across North America. The NCN works with regional coalitions, tribal nations, and national organizations across Canada, Mexico, and the United States and with global partners with similar goals. Its activities include the work of the Creative Economy Coalition, the annual USA Creative Business Cup, weekly news blasts, webinars, the Sir Ken Robinson Award for Leadership in Creativity and Innovation, National Creativity Network Conference, and the National Creative Economy Summit.

For more information on Pelonkey, please visit its website at pelonkey.com.