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FOR IMMEDIATE RELEASE

Entrepreneurship bootcamp launches in Provo

Press release

Provo, UT, 2015 JUN 04 — Local entrepreneur, angel investor, and entrepreneurship professor John Richards and co-founders are launching Startup Ignition, a no-fluff entrepreneurship bootcamp taught by accomplished startup entrepreneurs such as Richards and Ron Lindorf. The curriculum will be based on successful real-life experiences and not a university textbook.

There will be an information session at The Startup Building at 560 S. 100 W. in Provo at 7 pm on Thursday, June 18. All interested parties are welcome.

“After more than a decade of teaching entrepreneurship at Utah’s universities and mentoring top students to success, I felt the timing was right to start what essentially is an entrepreneurship school,” said John Richards, founder and president, who has taught at BYU and UVU in addition to being a leading mentor and angel investor in Utah. He also headed up Google Fiber’s operations in Utah as it landed in Provo.

Startup Ignition will provide direct access to connections that matter most in the startup industry coupled with an accelerated results-driven curriculum. Richards added, “Students want a quicker and less expensive way to get to this skills-based training than to wade through years of irrelevant courses. The tuition is a tiny fraction of the cost of a traditional four-year degree.”

Richards explained that he has received many requests to provide this instruction in an affordable format and without costing the would-be entrepreneur any equity ownership in his/her venture. Students in the bootcamp will attend classes and apply the knowledge on a weekly basis by actually doing all of the “nuts and bolts” execution tasks of starting a new company.

Noted entrepreneur, angel investor, and entrepreneurial educator Ron Lindorf has joined as an instructor. Lindorf, who has co-founded multiple companies such as WesternWats, has also dedicated much of his time to mentoring entrepreneurs as a professor at BYU. Co-founders are Richards’ sons, Tyler Richards, co-founder of DevMountain, a software coder bootcamp, and John Richards, Jr., a JD/MBA with experience in venture law.

The first cohort of students is expected to begin in late July. Interested persons may apply online at startupignition.com.

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About Startup Ignition. Startup Ignition is a no-fluff entrepreneurship bootcamp taught by accomplished startup entrepreneurs through training and information based on successful real-life experience. Entrepreneurship can be taught. Not only can people be inspired to become entrepreneurs, but they can be taught the innumerable strategies, tactics, tricks, tips, and even the pitfalls to avoid. Higher education is in crisis as universities cost students too much time and money to get basic knowledge that is essential to entrepreneurial success. Bootcamp education is changing the way skills are assimilated and knowledge shared. Startup Ignition’s potent combination of “what to do” and “what not to do” and how to obtain help and services at optimal rates will more than offset the student’s tuition costs.