

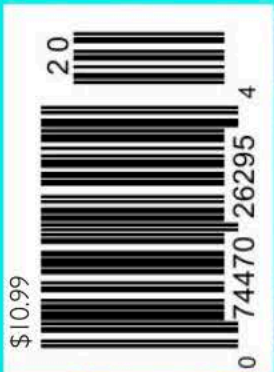
RAINE

INSPIRE CREATIVE ENTREPRENEURS (I.C.E.)
INNOVATE!

QUARTERLY

VOL
20

**DR. BEN CARSON TALKS
ENTREPRENEURSHIP**
PENTATONIX OPENS UP
DISCOVER TOBAGO



THE WORLD'S MOST FASHIONABLE BUSINESS MAGAZINE

THREE INNOVATORS IN BUSINESS FROM ALLEYWIRE

AlleyWire

Neil St. Clair is the Founding Correspondent & CEO of AlleyWire, a media outlet showcasing founders and emerging brands in New York's innovation community through video-centered original editorial content. Think of AlleyWire as *Fast Company* with a more visual voice.

AlleyWire is a discovery platform showcasing the most innovative emerging brands and founders based in New York or affecting New Yorkers through original, editorially-driven coverage focused on telling human-centered stories for real people, not insiders.

For the companies and founders we highlight, our goal is to help raise awareness about what they're doing through video vignettes and our special segments—to introduce them to a new audience.

For our viewers, we aim to inform and inspire—to give them access to ideas and people that help make things a little more extraordinary and allow us all to 'Live Innovatively.'

AlleyWire's ultimate mission is to stand in the shoes of our viewers, and find for them the most reliable and remarkable innovations and innovators, and allow everyone to connect in the City we all call home, New York.

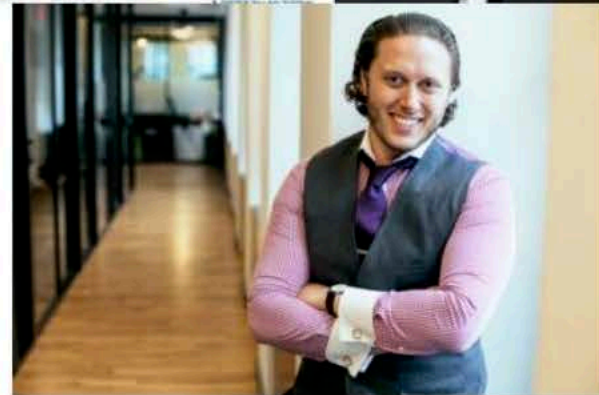
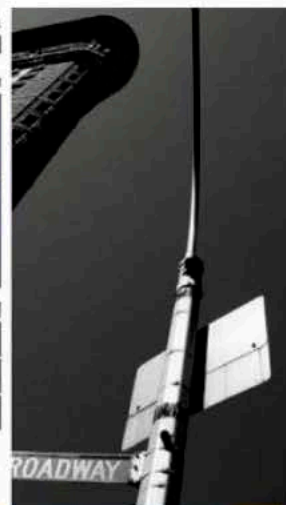
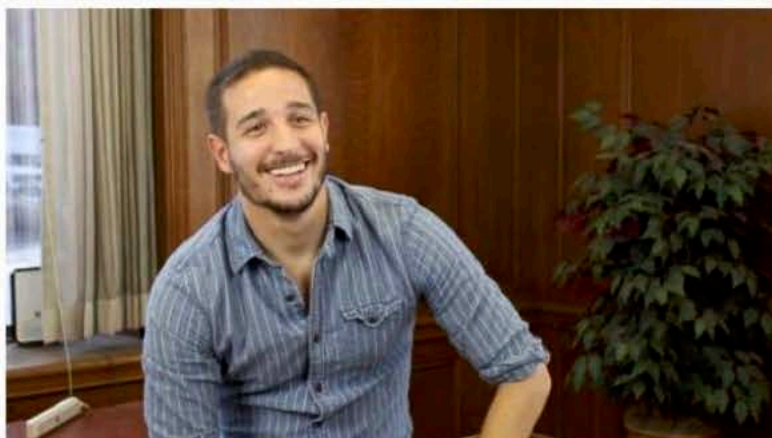


image credits courtesy of AlleyWire



STRAYBOOTS

Stray Boots is an NYC-based tech startup that creates digital tools for the mobile traveler, enabling you to explore the world in new and engaging ways. Stray Boots lets anyone create their own personal maps or self-guided tours and share them with friends, or potentially make money off of their expertise by publishing their creations to the Stray Boots marketplace for public consumption.

Stray Boots digital maps allow people to seamlessly create and share lists of their favorite places with friends in a way that's simple and easy to use on any device. Maps can be created in a matter of minutes: you just log onto the Stray Boots site, plot a list of your favorite spots, add personal notes for each one, and share via a unique URL. For people who want to take things a step further, maps can also be converted into tours and delivered via the Stray Boots native iPhone and Android apps.

Tours delivered through the Stray Boots platform are not your average self-guided experience; rather they play out like scavenger hunts, turning exploration into an interactive adventure; customers liken it to doing your own private 'Amazing Race.' Anyone wishing to try a Stray Boots tour can pick from over 75 experiences the company currently offers in 18 cities across the US & UK, or you can create your own tour anywhere in the world via the Stray Boots platform. Your tour is privately available to family and friends via invitations, or if you wish to make your tour publicly available on the Stray Boots website and app, you can submit it for approval by Stray Boots editors and receive 50% of the revenue generated by your tour.

Since its launch, Stray Boots has received extremely positive reviews not only from travelers, but from locals as well, receiving a 4.5 rating for their apps. Listed as one of the Top 5 Travel Apps to Watch in 2013 by Travel and Leisure, Stray Boots has been widely embraced by the press, including the NY Times, TechCrunch, and Disney's Family Fun Magazine. For more information visit www.strayboots.com.

Courtesy of Straybootist