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Upcoming 10th Annual Catalyst Summer B Innovation Showcase

Gainesville, FL, July 22, 2022 – Friends, family, fellow innovators, and the wider Gainesville community will have the opportunity to see 28 prototypes at the UF Innovation Academy (IA)'s 10th annual Catalyst Summer B event on July 29, 2022, from 2:00 pm to 4:30 pm in the Rion Ballroom of the Reitz Student Union.

The Catalyst event is IA's summer showcase that serves as a launching point for first-year IA students to take their ideas beyond the classroom and apply their innovative solutions to the communities they live in. IA has partnered with San Felasco Tech City (SFTC) in Alachua, Florida and centered this year's Summer B event on the question: How might we effectively engage residents in a 21st century live/work/play community? 28 prototypes that seek to answer this question will be displayed at the event, and some prototypes may be chosen for implementation by SFTC.

IA is also continuing its yearlong celebration of its 10th anniversary and is looking forward to welcoming back IA alum, Hallie Zimmerman, to speak.

Zimmerman has worked in data analytics improving business intelligence and reporting systems for companies such as CBRE, 360i, and G2 Ops, Inc. since 2018. She is currently a Graduate Research Assistant at William & Mary in the Raymond A. Mason School of Business in Williamsburg, VA pursuing a Master of Science in Business Analytics.

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The Innovation Academy (UF IA) is one of the nation's most forward-looking undergraduate programs – at one of its most dynamic research universities. UF IA gives motivated students a small-college experience focused on innovation, creativity, entrepreneurship, ethics and leadership on a unique spring-summer schedule. UF IA enrolls and supports academically talented students focused on developing knowledge to grow new business opportunities, services and products through curricular and co-curricular experiences.

For more information, please visit the UF IA website at <https://innovationacademy.ufl.edu/>.