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Meet the Finalists: SRT Launch Tank to Spotlight North Alabama's Top Entrepreneurs

SCOTTSBORO, AL – North Alabama's *Shark Tank*-style competition is back and bigger than ever! Launch and Singing River Trail are thrilled to announce the 10 finalists who will compete in the 2025 Singing River Trail Launch Tank competition.

Meet the finalists:

- Bare Bottom Farms, LLC (Marshall County)
- Beyond the Box Movement (DeKalb County)
- EvaLux Electric Charging (Madison County)
- Honeycomb by Haley (Morgan County)
- Relax and Release Shampoo & Sleep Spa (Madison County)
- See Produce (Madison County)
- Starring Local (Jackson County)
- The Broken Brush Art Studio (Limestone County)
- Trinity's of Athens (Limestone County)
- Welcome Home Magazine, LLC (Madison County)

Modeled after the hit show *Shark Tank*, this competition gives local entrepreneurs the opportunity to transform their innovative ideas into thriving businesses.

The finalists will take the stage at the Scottsboro Civic Center in Scottsboro, Alabama, on April 23, 2025, to pitch their small businesses in front of a live audience and a panel of judges. They will compete for a share of \$25,000, thanks to a partnership with Innovate Alabama. In addition to competing for non-dilutive funding, the finalists will receive personalized introductions to programs, mentors, and resources tailored to their business needs.

"This year, we received more applications than ever before. The level of creativity and innovation from North Alabama's entrepreneurs is truly inspiring," said Misti Potter, Executive Director of Singing River Trail. "We're excited to help these finalists gain the funding, connections, and resources they need to succeed."

The selected entrepreneurs represent a diverse range of industries and come from counties across North Alabama.

"We are excited to bring Launch Tank to Jackson County this year," said Lydia Pennington, SRT Launch Tank Co-Chair and Executive Director of Tourism for the Mountain Lakes Chamber of Commerce in Jackson County. "This competition highlights the power of collaboration and connection, strengthening our region's entrepreneurial ecosystem for years to come."

Winners will be announced live at the event. The competition kicks off at 9:00 am and is free and open to the public. Reserve your spot to attend the event [here](#).

About Launch: [Launch](#) is a 501(c)(3) non-profit working to strengthen the North Alabama region through entrepreneurship, land use, and workforce initiatives. Created in 2014, the non-profit is united by the belief that our region's prosperity depends on North Alabama counties working and planning together, committed to fostering regional economic growth and an enviable quality of life for all our residents.

About Singing River Trail: Established in 2018, [Singing River Trail](#) is a 200+ mile greenway system that strengthens regional bonds and creates new health and wellness, educational, economic, tourism, and entrepreneurial opportunities for the people and communities in the Tennessee Valley region.

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