

# CTech · IncUBator

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@ University of Bridgeport

## PRESS RELEASE

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## Commerce Drivers LLC Joins CTech IncUBator@University of Bridgeport

### *Mobile commerce startup offers shortcut for mobile shopping*

**Rocky Hill, Conn., October 31, 2011** – Connecticut Innovations (CI), the state’s quasi-public authority responsible for technology investing and innovation development, along with the University of Bridgeport, today announced that Commerce Drivers LLC, formerly of Stamford, Conn., has become the newest tenant of the CTech IncUBator, which is co-managed by CI and the University of Bridgeport.

“We are thrilled to have Commerce Drivers join our group of budding entrepreneurial businesses at CTech IncUBator@University of Bridgeport,” said Gad Selig, associate dean, business development and director of technology management program at University of Bridgeport. “Our CTech IncUBator is now home to three early-stage technology tenants.”

Commerce Drivers is developing highly efficient ecommerce technology. The company’s flagship product, browser-based LightningBuy™, enables consumers to purchase anything from any mobile device (iPhone, iPad, Android, Blackberry) or computer (desktop, laptop) without having to register credit cards or personal data. LightningBuy™ shortens the typical 10- to 25-step shopping cart process to as few as three clicks and ties advertising to sales. The product also connects to any ad unit (banner, search, mobile, intext, etc.) with just one line of code. Any ecommerce retailer is a prospective client that can convert ads to sales.

The company’s innovative technology is patent pending.

“Commerce Drivers is a great example of a company that will benefit from participating in a university-based incubator. One of the main reasons the company chose this location was its access to talent, such as student interns, faculty and potential future employees,” said Charlie Moret, CI managing

director, business development.

Carissa Ganelli, CEO and founder of Commerce Drivers and resident of Greenwich, Conn., said, "We've already seen the benefit of CTech IncUBator@University of Bridgeport through Lunch and Learn seminars, referrals to professional service providers like accountants and lawyers, and access to the students and faculty at the engineering school and business school. Building a startup is challenging on many levels, so it's great to have access to the CTech IncUBator@University of Bridgeport resources."

### **About Commerce Drivers LLC**

Commerce Drivers LLC connects consumers to the products they want to buy quickly and easily. Their flagship product, LightningBuy, is a mobile commerce and ecommerce platform that enables consumers to purchase physical products in just a few clicks from any mobile device or computer without registering or creating an account. There's never been a faster way for consumers to buy or an easier way to bring in new customers than with LightningBuy's immediate shopping cart solution. LightningBuy links to any online or mobile ad unit (banner, mobile, search and more) with an innovative shopping cart guaranteed to capture more sales.

LightningBuy sidesteps the painful and time-consuming traditional 10- to 25-step mobile shopping experience to generate more sales. Also, ecommerce retailers can finally tie online and mobile advertising to actual sales with LightningBuy. LightningBuy is white-labeled, so the retailer owns the customer and it's easy to implement with just one line of code!

LightningBuy is not a mobile wallet, as it uses existing popular payment methods like PayPal and credit cards. And there's no need to register or create an account. Imagine buying flowers, clothes or toys as easily as you download a new song from iTunes. Now you can, with LightningBuy!

### **About Connecticut Innovations Inc.**

Connecticut Innovations (CI) is a quasi-public organization dedicated to driving a vibrant, entrepreneurial, technology-based economy in Connecticut. CI stimulates high-tech growth by investing in early-stage Connecticut technology companies, university/industry research collaborations and technology transfer, and collaborating with government, business, nonprofit and academic organizations to advance technology growth and promote public policies consistent with CI's mission. CI directs the activities of CTech@Science Park at Yale in New Haven, CTech IncUBator@University of Bridgeport and CTech@UConn Technology Incubation Program in Farmington in partnership with founding sponsors and partners. For more information on CI, please visit [www.ctinnovations.com](http://www.ctinnovations.com). For more information on Connecticut's CTech incubators, please visit [www.ctech-ct.org](http://www.ctech-ct.org). For more information on CTech IncUBator @ University of Bridgeport, please visit [www.ctech-ct.org/UB](http://www.ctech-ct.org/UB).

### **About the University of Bridgeport**

The University of Bridgeport offers career-oriented undergraduate, graduate and professional degrees and award-winning academic programs in a culturally diverse learning environment that prepares graduates for leadership in an increasingly interconnected world. There are 400 full- and part-time faculty members, including Fulbright Scholars, National Science Foundation Fellows, Ford Fellows, National Endowment for the Humanities Fellows, American Council for Learned Societies Scholars and Phi Beta Kappa Scholars. A variety of online courses and certificate programs are also available. The University is independent and non-sectarian. For more information on UB, please visit [www.bridgeport.edu](http://www.bridgeport.edu).

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