



InSocial CONNECT Leverages Projecis as it Cultivates Startups, Deal Flow and Tech Transfer in “Innovation Triangle”

Organization uses Projecis to engage and communicate with technology and biotech companies, local government, universities, professional service providers and venture capitalists

SAN DIEGO – May 7, 2013 - InSoCal CONNECT, a private sector led 501(c)(6) organization that is advancing the “[Innovation Triangle of Southern California](#)” in Inland Southern California as a center of innovation excellence and sustainable jobs, recently began using the Projecis [collaboration platform](#). Projecis is being used to communicate and support [InSocial CONNECT’s](#) numerous stakeholders, including the University of California, Riverside (UCR) and California State San Marcos (CSUSM) technology transfer programs. The company is also providing consultation to InSoCal CONNECT to ensure maximum value with software usage and deployment.

InSoCal CONNECT [Program Manager Carol Caldwell](#) says Projecis provides the platform her organization needs to capture, organize and showcase opportunities for more than 400 innovative startups in Southwest Riverside, North County San Diego and Orange County. The [cloud-based software](#) also provides InSoCal CONNECT with project management features, including real-time Gantt charts depicting task percent complete and status updates, milestones and action items tracking, file sharing and storage, a VoIP meeting center with call recording capability, and highly-effective email and calendar integration. As the young organization grows its membership and community support, the software will become the main hub for centralized project news, information and knowledge.

“Projecis is going to be a huge part of our success as we work with UCR, CSUSM, and our numerous stakeholders to promote the ‘Innovation Triangle’ as a high-growth area for technologists, investors and entrepreneurs,” said Caldwell. “It also helps us to provide status reports and milestones to our board, university partners, sponsors and members, as well as to delegate tasks, coordinate conference calls, and communicate about events and critical deadlines. I’m a real fan of the Projecis platform.”

[Projecis CEO](#) Russ Holmes sees the platform as a natural fit for an organization that has big goals and is accountable to such a diverse constituency. “InSoCal CONNECT’s mission and structure beg for a cloud-

based platform such as Projecis” said Holmes. “As they continue to promote the region as a global player in tech transfer, high-value jobs, and entrepreneurship, we believe the coordination of resources, information, and support becomes extremely critical. Projecis will be there to help InSoCal CONNECT achieve success in their endeavors.”

About InSoCal CONNECT

[InSoCal CONNECT](#) is a private sector led 501(c)(6) organization committed to accelerating innovation and promoting the expansion, formation, and development of technology companies, entrepreneurship and export opportunities in the Inland Southern California region. By expanding the best practices of San Diego CONNECT, InSoCal CONNECT works to advance the technology economy to create higher paying jobs, a more diversified and robust economy, more export opportunities, and sustainable Inland Southern California communities. InSoCal CONNECT is headquartered at Swenson Advisors, LLP located in Murrieta, California.

About Projecis

[Projecis](#) (pro-jek-sis) enables project stakeholders to connect teams, organize data, and disseminate information for better business decision-making. Project team members can access files, imported data, milestones, tasks, assignments, issues, and news, which can be professional or webcam video updates. This secure, web-based platform allows for enhanced communications features including VoIP calling, embedded conference center, integration with corporate email and calendar, and private chat with intercom. Team knowledge is maintained with real-time commenting for group discussions, posted content and assignment status updates. Project management tools are also available including Gantt charts, resource views, task percent complete and project health. www.projecis.com. Twitter: @Projecis. Facebook: Projecis. Why Projecis? - [VIDEO](#)

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