Startup TechWire Launches as New Champion of Entrepreneurs and Innovation

Professional News Outlet Reporting on Business, Innovation, and Education for America's Vibrant Startup Community

RALEIGH, NC, UNITED STATES, November 29, 2016 /EINPresswire.com/ -- Startup TechWire (www.startuptechwire.com) has launched to champion entrepreneurs and innovation.

The professional news outlet reports on business, innovation, and education for America's vibrant startup community.

"The number of entrepreneurs across the U.S. is constantly growing, but not everybody is hearing about all the new tech that's out there. It's exciting to help build a stronger innovation community by sharing news and information on these startups and the businesses that support them," David Menzies, editor/publisher, said.

Nearly a fifth of working adults in the U.S. – approximately 27 million people – identify as entrepreneurs. Many of these are solopreneurs, running a business alone without employees in order to stay lean and nimble to adapt to change, although this is somewhat limiting to scalability.

Many of these solopreneurs, Menzies explained, do not have the resources to get their stories out.

"That's one of the ways Startup TechWire can help, by showcasing their products and ideas as well as covering trends related to their technologies," he said.

Larger entrepreneurial trends in 2016 include innovation in utility apps geared toward "real life" issues such as travel, health and fitness, music, and news; bots and artificial intelligence; and products that promote productivity.

Menzies originally began publishing the tech news website as a means to generate extra visibility and web traffic for clients of his PR consultancy, Innovative Public Relations. Peers in the PR field began asking him if they could send their clients' news items, and the publication grew, with Menzies utilizing his years of experience as a print newspaper editor to cull submissions and put forth a professional publication.

Word of mouth generated interest beyond the publication's initial focus on North and South Carolina, with Startup TechWire now covering the entire U.S.

Fresh, original articles and user-submitted news items are updated daily, complimented by feeds from respected media sources.

Startup TechWire is an extraordinarily powerful and effective means of reaching a great number of people locally, nationally and globally.

For more information on editorial and advertising opportunities, visit www.startuptechwire.com or email startuptechwire@gmail.com.

About Startup TechWire
Startup TechWire (www.startuptechwire.com) reports on business, innovation, and education for America's vibrant startup community. It is a professionally edited online news outlet providing readers with timely information about the life sciences, entrepreneurism, high tech and education. Fresh, original articles and user-submitted news items are updated daily, complimented by feeds from respected media sources. Startup TechWire is published by Innovative Public Relations, Inc., a publicity and branding consultancy helping clients achieve their business development and organizational goals. All content is edited by Editor/Publisher David Menzies 919-274-6862 (www.daviddeanmenzies.com) an award-winning 22-year professional communicator, published author and former print newspaper editor with a rich technology background.

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