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Marc USA Chicago brings in marketing mavens to give 1871 startups a leg up

Dec 5, 2014, 2:59pm CST



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Four startups housed at Chicago-based tech incubator 1871 got a very generous helping hand last night from **Marc USA** Chicago. The local ad agency sponsored a "Marketing Sparks" confab to assist the select group of startups in expanding and sharpening their business development and marketing game plans as they begin to move out into the larger marketplace.

The four startups chosen by 1871 to participate in the three-hour session included ParkNav, a company with an app that finds open parking spaces in cities; Fetchfind, a Match.com-like program for petting-sitting companies seeking employees; Rippleshot, a credit card fraud detection company; and Double Helix Group, a company that develops cloud-based programs to support patient engagement between regular visits to health care providers.

At the invitation of Marc USA, marketing executives from a range of high-profile, well-established companies, including McDonald's, United Airlines, Caterpillar, U.S. Cellular, Grainger, Payless ShoeSource, Buddig and CDW, participated in the event and worked one-on-one during the session with staff from each startup.

Noted [Jean McLaren](#), president of Marc USA Chicago: "Young companies have very distinct needs, and our experience shows that when they can put innovative marketing ideas to work early in the business development process, it maximizes their opportunities for growth."

The Chicago "Marketing Sparks" event comes in the wake of two similar successful events Marc USA sponsored earlier this year in Pittsburgh, Pennsylvania., where the ad agency is headquartered.

"Marketing Sparks" is one of the newest ways 1871 is helping to boost the chances of its start-ups to actually make it beyond the start-up phase. Added 1871 CEO [Howard Tullman](#): "By providing quality, personalized support throughout our member companies' development, 1871 ensures that our members have access to every resource they might need to help them succeed."