



FOR STARTUP OR EXPANDING BUSINESSES

Contact: Sara Yonker, 713-296-0004

[media@vetbizbattle.com](mailto:media@vetbizbattle.com)

## **Austin advertising technology company selected to compete in Veterans Business Battle**

HOUSTON- An Austin-based technology company that aims to bring roadside billboards into the digital age is one of 16 finalists selected to compete in the third annual ***EO-Houston Veterans Business Battle***.

The finalists, chosen by Entrepreneurs' Organization-Houston and Rice University's Veterans in Business Association from more than 100 applications nationwide, will pitch their business ideas to a panel of investors February 24-25 at Rice University.

Ads For The Road, led by U.S. Army veteran Justin Gilfus, developed technology that allows advertisers to update and customize billboard content while enabling them to monitor how well their ads are working. By bringing the analytics, impressions, and customer engagement that has generated tremendous growth in online advertising in recent years to roadside signs, the company aims to make outdoor advertising as responsive and measurable as online advertising.

Justin Gilfus says, "I am excited and grateful for the hard work of the Ads For The Road team to bring a technology solution to the outdoor advertising industry that will give customers the data to make informed advertising decisions. It is incredible to see our hard work start to pay off and be noticed as I get to pitch to investors at the Veterans Business Battle."

In the last two years, more than \$1.7 million of investment offers were extended to finalists, ranking the competition #1 in investments to veteran-owned start-ups. Investments come in the form of loans and equity investments, but Veterans Business Battle also offers mentorship and business guidance to its participants.

The two-day event also includes learning sessions about financing, marketing and entrepreneurship as well as networking with investors and business leaders. The presentations will also be live streamed at [www.vetbizbattle.com](http://www.vetbizbattle.com).

The other selected finalists were:

**AirZaar**, St Louis, Missouri  
**American Oil Changers**, McDonough, Georgia  
**Anjin**, Houston, Texas  
**Chicken Fountain**, Statesville, North Carolina  
**Cooking Appliances**, Houston, Texas  
**Cystic Fibrosis Continuity of Care**, Orlando, Florida  
**Farm Force**, Houston, Texas  
**Funnel Science**, Plano, Texas  
**Lab Ready**, Houston, Texas  
**MedNoxa**, Austin, Texas  
**Mobile Mechanics**, Spring, Texas  
**Shield International**, Wolchester, Connecticut  
**Trikaroo**, Orlando, Florida  
**True Made Foods**, Alexandria, Virginia  
**Veterans Manufacturing**, Katy, Texas



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BATTLE

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Winners will be announced at a dinner Feb. 25 featuring a keynote speech by Lone Survivor Foundation founder and New York Times bestselling author Marcus Luttrell. All finalists have the potential to receive investment offers. The objective of this competition is to launch as many businesses as possible.

For more information, visit [www.vetbizbattle.com](http://www.vetbizbattle.com) or call [\(832\) 299-5177](tel:8322995177).

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Veterans Business Battle was established in 2015 by The Houston chapter of Entrepreneurs' Organization and Rice University's Veterans in Business Association. The competition aims to enable entrepreneurship among veterans, grow veteran-owned businesses and give back to veterans seeking to make a difference in the business world. For more information, visit [www.vetbizbattle.com](http://www.vetbizbattle.com)