



PRESS RELEASE

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Comcast Business Announces Daily Themes for Innovations 4 Entrepreneurs Tech Week

Series of online events and content on Comcast Business Community site brings insights from business and technology experts and highlights success stories from entrepreneurs

PHILADELPHIA – August 4, 2014 – [Comcast Business](#) today announced the themes for [I4E Tech Week](#), a series of online programs and events dedicated to helping entrepreneurs learn how to use technology to achieve their business goals, which will be held the week of August 11-15. Participants will include national business experts, leading technology partners, and entrepreneurs from across the country, as well as winners from Comcast's [Innovations 4 Entrepreneurs](#) (I4E) program.

The I4E Tech Week events are part of Comcast Business' ongoing efforts to assist entrepreneurs and enable the growth of startup companies and small businesses. This program builds upon the Innovations 4 Entrepreneurs program, a national competition that awarded more than \$600,000 in cash and services to aspiring entrepreneurs who are leveraging technology to grow their business. Recently, six entrepreneurs were named [grand prize winners](#) in the I4E program.

Each day of [I4E Tech Week](#) will focus on a specific theme, with all events and content supporting that day's theme:

- Monday: Technology and Business Strategies to Drive Growth
- Tuesday: Using Technology to Improve the Employee Experience
- Wednesday: Technology and Business Strategies to Drive Innovation
- Thursday: Using Technology to Improve the Customer Experience
- Friday: Future Friday – It's the end of the week, but the future is just beginning. How technology will influence business in the future

Comcast Business will host two one-hour webinars, on August 12 and 14, focusing on the themes of using technology to improve the employee experience and using technology to improve the customer experience, featuring some of the winners from the I4E contest in those categories. In addition, they will host three one-hour Twitter chats on the themes of innovation, growth and leadership.

In addition, the recently-launched [Comcast Business Community](#) site will deliver custom content, including blog posts, videos and white papers, about the daily I4E Tech Week themes. Celebrity guest bloggers will be invited to cover topics of interest to entrepreneurs, including Robert Irvine, experts from the I4E contest, and executives from Upware partners Cisco, DocuSign, Microsoft, Soonr, Swiftpage and Symantec. Also, executives from [Comcast Ventures](#), [RocketHub](#) and other organizations will contribute content to the community site as well.

The Comcast Business Community site is an online business forum that provides best practices, tips, and industry insights designed to help entrepreneurs, startups, SMBs, and enterprises achieve business success. The community features a wide range of content written by Comcast Business leaders as well as business, industry, and technology experts.

"The events and content running during I4E Tech Week are designed to give entrepreneurs from around the country the opportunity to get helpful advice and information from industry experts, and see examples of success among their industry peers," said Terry Connell, senior vice president, sales at Comcast

Business. “We’re excited about our lineup and are looking forward to engaging with this community on some of the hot topics that we discuss with our clients every day as we work together to drive success within their business.”

About Comcast Business

Comcast Business, a unit of Comcast Cable, provides advanced communication solutions to help organizations of all sizes meet their business objectives. Through a next-generation network that is backed by 24/7 technical support, Comcast delivers Business Internet, Ethernet, TV and a full portfolio of Voice services for cost-effective, simplified communications management.

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About Comcast Cable

Comcast Cable is the nation's largest video, high-speed Internet and phone provider to businesses and residential customers. Comcast has invested in technology to build an advanced network that delivers among the fastest broadband speeds, and brings customers personalized video, communications and home management offerings. Comcast Corporation (Nasdaq: CMCSA, CMCSK) is a global media and technology company. Visit www.comcastcorporation.com for more information.

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