

What to expect during Startup Weekend Orlando, Oct. 20-22



Recommended

From Oct. 20 to 22, teams will create new startup businesses and participate in a pitch competition during Startup Weekend Orlando.
Sarah Mountain

By [Sarah Kinbar](#) - Staff writer

October 18, 2023, 03:03pm EDT

If you're wondering whether a new business can start up over the course of a weekend — and become successful — consider LeaseCake.

The Orlando company participated locally in Techstars Startup Weekend and won nationally, beating out 12,000 other attendees from 200 cities, 58 countries and six continents. LeaseCake tracks leases through an online platform, aiming to make property management easier for small and midsize property owners.

Meet LeaseCake, the Orlando company that won Startup Weekend in 2017 and is a Fire Awards honoree in 2023.
Leasecake

Back in 2017 — as happens every year at these events — [Startup Weekend participants split into groups and built companies from the ground up within 54 hours](#). On Friday night, teams are formed. Saturday is slated for business model development and Sunday the teams pitch what they've made. That's a simplified breakdown; there are many micro-steps along the way.

In the span of one weekend, [LeaseCake had a complete business model, dozens of interviews with tenants and property owners to verify its idea and even had a paying customer](#). Since then, the business has raised more than \$16 million in capital and now has 56 employees.

Also in 2017, Informulate CEO [Rajiv Menon](#) took over organizing Startup Weekend Orlando. He first attended in 2012 and found the concept remarkable, “but that was before the startup scene had become what it is now,” he said. “There were three of these weekends per year back then, but by 2015 they had stopped completely. I decided to get it going again in 2017.”

Rajiv Menon (right) with Dawn Haynes and Joshua Walker at an Orlando Tech Community event.
Sarah Kinbar/OBJ

Menon said more than 100 teams have competed locally since the competition’s inception, with an average of 10 per event. He expects as many this coming weekend when Startup Weekend Orlando meets to compete at UCF Downtown on West Livingston Street.

“All kinds of people and businesses come to this and come out of this,” said Menon. “This spring our first-place winner was a 12-year-old girl. We are inclusive from the point of view of welcoming everybody to participate.”

This is the first year Startup Weekend Orlando is being sponsored by both the city of Orlando and Orange County, and Orange County Mayor [Jerry Demings](#) will be a keynote speaker. Menon said he has heard from Demings that the county is supportive of fostering an “innovation economy” and wants “regular people to explore what it means to be an entrepreneur and go after funding.”

Participants from Startup Weekend Orlando 2022
Sarah Mountain

“The value that startups bring to Orange County is vast and far-reaching,” Demings said in a prepared statement. “These innovative ventures and insights not only bring economic opportunity but also usher in fresh ideas and promote job growth in our region. These startups help make Orange County a hub for creativity and entrepreneurship.”

Orange County Chief Innovation and Emerging Technologies Officer [Simone Babb](#) also weighed in, saying she recognizes the importance of lining up the talent pipeline and how that can fuel tech-related businesses.

While the global accelerator Techstars — the group that originated Startup Weekend everywhere — claims to have invested a total of \$98.4 billion in pre-seed companies since its founding in Boulder, Colorado, in 2006, Startup Weekend competitors don’t vie for money. Winners and other participants do get support and advice — as well as introductions — during and after the competition.

[Startup Weekend Orlando still is open for registration, and anyone interested can sign up through EventBrite.](#)

For more stories like this one, [sign up here for Orlando Inno newsletters](#) from the Orlando Business Journal and the American Inno network. And be sure to follow us on [LinkedIn](#), [Facebook](#) and [X \(formerly known as Twitter\)](#).

Keep Digging

Plug & Play sees deals ahead despite dreary Q3 venture capital report

Inno Insights

GIFT ARTICLE: How Afro-Colombian values influence this guy's career

Women sparked a surge in pandemic entrepreneurship. Can it last?

What to expect from this inaugural downtown virtual-reality summit

News

Spotlight

[More](#) 


 Black Tech Orlando was one of four support organizations with representation at tenX Tech Wall Street Takeover on June 22nd.

Orlando Venture-Backed Startups

[See More >](#)

Orlando Innovators

[See More >](#)

 Diversity in Milwaukee's Tech Ecosystem

Tech + Innovation Ecosystem Directory


[See More >](#)


Deep Dives


[See More >](#)

Upcoming Events

[More](#) 

AUG **24** 2023 Best Places to Work 

SEP **07** 2023 Business of Transportation 

SEP **27** 2023 Golden 100 

Stay ahead of who & what is next? Sent weekly, this is your definitive look at Orlando's innovation offering news, analysis & more on the people, places & ideas driving your city forward. Follow The Beat

Share the Beat

Sign Up

[Back to Top ▲](#)

ORLANDOINNO

[Stories](#)

[Events](#)

[Newsletter](#)

[Submit a Nomination](#)

[Partner With Us](#)

[Contact Us](#)

[Sponsor the Beat](#)

[User Agreement](#) | [Privacy Policy](#) | [Your California Privacy Rights](#) | [Ad Choices](#)

[Do Not Sell My Personal Information](#)

© 2023 American City Business Journals. All rights reserved. Use of and/or registration on any portion of this site constitutes acceptance of our User Agreement (updated as of April 18, 2023) and Privacy Policy (updated as of June 27, 2023). The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of American City Business Journals.