



For Immediate Release
Friday, June 17, 2016

Macomb-OU INCubator Launches Adopt-A-Biz Program Awards Startup Cybersecurity Company



The Macomb-OU INCubator has named **Blackbourne Worldwide** as the recipient of its new Adopt-A-Biz program award. Blackbourne is a woman-owned business with cutting-edge artificial intelligence and unique hacking approaches and techniques.

This startup cybersecurity company has received a year-long Mac-OU INC package including the full suite of services and a fully-furnished office, made possible through the generous sponsorships of Butzel Long and Logistic Specialties, Inc (LSI).

Blackbourne's core business specializes in cybersecurity, excelling in cyber threat analysis, social intelligence, and security research and development. The company offers round-the-clock eyes-on security for networks, all while maintaining an affordable and dynamic platform for companies of all sizes, with the goal of helping companies achieve total security and complete peace of mind.

In addition to cybersecurity for businesses, Blackbourne specializes in certificate trainings in the areas of Ethical Social Engineering, Defensive Social Engineering and Advanced Persistent Threat.

This Adopt-A-Biz program launch is in conjunction with the launch of the Velocity Hub of the Michigan Cyber Range (MCR), to help grow innovative cybersecurity startup companies in Macomb County and Southeast Michigan. Blackbourne is currently setting up some of their equipment and material to make the Velocity Hub a better, faster, and stronger teaching tool. They also plan on utilizing it in the future for staff trainings.

"We have already seen in the short time of being in the incubator the incredible value of being surrounded by brilliant, helpful individuals and companies. We anticipate a large amount of growth in a short period of time due to the amazing network of people and resources that we weren't able to find previously. Since we have the ability to work with companies of all sizes and types, the incubator allows us to expand into different markets," says Natalie Blackbourne, Blackbourne's president.

The unclassified Velocity Hub of the MCR, powered by Merit Network, recently launched at the Velocity Center, home of Mac-OU INC. Mac-OU INC is managing this publicly-accessible MCR extension hub, the

first of its kind connected to an incubator program targeted towards startup and emerging companies in the State of Michigan. This effort is in collaboration with the Merit Network, the Michigan Defense Center of the Michigan Economic Development Corporation (MDC), Macomb County Department of Planning & Economic Development (MCPED), the City of Sterling Heights and Oakland University.

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The **Macomb-Oakland University INCubator** supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website at oakland.edu/macombouinc.

Logistic Specialties, Inc. is a global consulting firm with expertise in government-contract consulting, positioning companies to win new business at the federal, state and local level. Last year, LSI assisted clients in winning more than \$300 billion in new business with an estimated 1.5 million new jobs created in the United States. Additional information is available at Isiwins.com.

Butzel Long has played a prominent role in the development and growth of several major industries. Business leaders have turned to Butzel Long for innovative, highly-effective legal counsel for over 160 years. More information can be found at butzel.com.



Media Notes:

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