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DailyGrommet.com Named a Finalist in the Microsoft BizSpark Accelerator at SXSW

LEXINGTON, Mass. (March 9, 2010) – DailyGrommet.com, the curated online marketplace and video review site, is a finalist in the SXSW Interactive Festival's Microsoft BizSpark Accelerator. The second annual Microsoft BizSpark Accelerator at SXSW searches coast to coast and across oceans for the next big thing in the tech business. The event features 32 of the hottest startups in a heated competition showcasing their trend-setting innovations.

DailyGrommet.com will compete on March 15, 2010 at 3:30 pm CST (4:30pm EST) in the Business Social Media category. On March 16, the top 12 companies will be invited back, and the winners of Microsoft BizSpark Accelerator at SXSW will be announced at the end of day two.

"Now in its second year, the Microsoft Bizspark Accelerator at SXSW is the ideal place to see the most innovative, cutting-edge start-ups on the web today," said Chris Valentine, the Accelerator Event Producer. "We've got an all-star cast of judges. We're very proud of the quality of both the applicants generally, and the finalists specifically. It is going to be a great event."

[Jules Pieri](#), the Founder and CEO of DailyGrommet.com, will present the company and discuss the trend of citizen commerce which is defining the e-commerce space. At DailyGrommet.com, regular people form the commerce experience by suggesting, supporting and buying products that are meaningful to them: they may be particularly innovative, preserve craft, support a special interest or cause, or be ecologically responsible. Citizen commerce turns the typical top-down retailer approach sideways; puts consumer directly in contact with suppliers; encourages global product innovation from small producers; and satisfies consumer demand for knowing product stories and origins.

Watch the Accelerator presentations streamed live at <http://www.sxsw.com/interactive/accelerator> on Monday, March 15 and Tuesday, March 16.

About Microsoft Bizspark Accelerator at SXSW

The 2010 Microsoft Bizspark Accelerator at SXSW scheduled March 15-16 in Austin, Texas showcases 32 of the hottest startups in a heated competition for most innovative in four categories: Entertainment, Innovative Web Technology, Personal Social Media, and Business Social Media.

The Accelerator winners will be selected by an experienced group of well-known industry experts. For an entire list of judges please see here: <http://sxsw.com/interactive/accelerator/judges>

About Daily Grommet

Daily Grommet is a curated online marketplace and video review site where consumers can learn about, share, and buy one inventive new product every day. Daily Grommet features products of great utility, style or invention that haven't hit the big-time yet, providing product creators with a powerful distribution channel for launching products and obtaining consumer feedback. With its focus on product origins, Daily Grommet tells the story behind one unique product every day and provides direct access to product creators on the site. It is rooted in the philosophy of Citizen Commerce, enabling regular people to form the commerce experience by suggesting, supporting and buying products that are meaningful to them. Daily Grommet carefully tests and selects all of the [unique and creative gifts](#) featured on the site, and is 100% advertorial free. Visit www.DailyGrommet.com to learn more.

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