



THE UNIVERSITY OF TEXAS AT AUSTIN
**Center for Lifelong
Engineering Education**

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FOR IMMEDIATE RELEASE

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Bobby Epstein to headline Longhorn Startup Demo Day

AUSTIN, Texas – March 18, 2014 – The University of Texas at Austin announced Bobby Epstein, the founder and chairman of [Circuit of The Americas](#) (COTA), as special guest for [Longhorn Startup Demo Day](#) held on April 24, 2014 where he will observe student startup pitches, then take the stage to be interviewed by UT Professor of Innovation Bob Metcalfe.

In 2010 Epstein joined Red McCombs as majority investors in COTA, a \$450 million campus in southeastern Austin that contains a 3.4-mile race-course capable of hosting crowds in excess of 150,000, a world-class amphitheater, conference facilities and tour programs.

COTA ranks as Austin's largest startup and fits right in with the high-tech startup industry that Austin is known for as it helps the automotive technology cluster grow within the city. COTA has hosted the 2012 and 2013 Formula 1 Grand Prix, the X-Games and will host the MotorGP coming up in April all of which attract visitors from all around the world.

COTA employs 300 people year round, with employment jumping into the thousands for major events. With a local economic impact in excess of \$400M annually, COTA makes a meaningful impact on the local hospitality industry and merchants. 520 million people in 187 countries view the Formula One Grand Prix each year, which has expanded Austin's global recognition exponentially.

Getting COTA open for it's inaugural race in November 2012 was no easy task. Epstein battled local politics and financing, but within such a short time period Epstein still managed to pull together the biggest engineering feat the city of Austin has ever had.

Epstein is a Plan II graduate from UT-Austin and as an entrepreneur and COTA founder he sets an amazing example for students who have hopes of taking their business ideas to the next level.

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Each semester undergraduate student entrepreneurs work with a group of seasoned veteran entrepreneurs, such as Bob Metcalfe the founder of the Ethernet, who volunteer as their mentors to give life to their business ideas. Demo Day gives students the opportunity to showcase their startup ideas to Austin's founderati and investors.

Epstein will watch each startup pitch from the group of students and will then take the stage to be interviewed by Metcalfe to talk about his experience and knowledge of what it takes to be a successful entrepreneur.

Longhorn Startup Demo Day is hosted by the UT's [Cockrell School of Engineering](#), produced by [The Center for Lifelong Engineering Education](#) and sponsored by [Capital Factory](#).

For more information and to register for Longhorn Startup Demo Day please visit:

<https://www.eventbrite.com/e/longhorn-startup-demo-day-spring-2014-tickets-9794901815>

Or visit the Longhorn Startup website: <http://www.longhornstartup.com>

About the Center for Lifelong Engineering Education

The University of Texas at Austin's Cockrell School of Engineering is one of the Top 10 distinguished engineering schools in the country. Our professional development department, the Center for Lifelong Engineering Education, provides busy engineers with immediately applicable, real-world knowledge through individual courses, master's degrees and on-site custom courses. What Starts Here Changes The World. Learn more at www.UTclee.org

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