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Google Entrepreneurial Tech Hub Welcomes Additional Startups

The American Underground expands, welcomes Shoebboxed as anchor tenant

(DURHAM, NC) -- The American Underground (AU), a community and co-working space for entrepreneurs in Durham, NC, welcomes new anchor tenant Shoebboxed this week, after completing a 52,000 square-foot expansion. AU became a Google Entrepreneurial Tech Hub in June 2013 and has nearly doubled in size since then. They currently house over 200 companies.

Though Shoebboxed, an expense management and receipt-tracking company, will be losing space in the move, management says the resources American Underground provides, including increased opportunities for collaboration with other local startups and better access to diverse entrepreneurial resources, outweigh the reduced square footage. Shoebboxed will occupy 2,000 square-feet of the coworking space on the second floor of the AU expansion.

"There's such an intense entrepreneurial spirit and sense of camaraderie [at American Underground], and we couldn't pass up the opportunity to work in a community filled with so much drive and diversity," Shoebboxed CEO Taylor Mingos said. "Our new location will not only be an asset to our company business-wise, but will also give us greater opportunity to engage with the community, especially populations that historically aren't well represented in tech," he added.

Eighty-seven percent of founders of national tech companies are white and 92% are male. The American Underground is an anomaly in this industry with 32% of their companies being female and/or minority-led. American Underground Chief Strategist Adam Klein said his hope is to make the space the most diverse tech hub in the world, and credits Shoebboxed as being one of the companies that inspired its formation.

The American Underground has seen the importance of Google supporting tech hubs outside of Silicon Valley firsthand. "Being a Google Tech Hub has built tremendous credibility for the [American] Underground. It has also brought opportunities for greater exposure and funding to many of our members," Ellie Gamache, Director of Communication for the American Underground, said.

In April 2014, Google for Entrepreneurs hosted the inaugural Demo Day at Google headquarters, inviting 10 startups from their Google Tech Hub partners to pitch to the best-in-class venture capital firms in Silicon Valley. Windsor Circle, an email retention automation platform housed in the American Underground, was named the Judges' favorite and received a \$100,000 investment from judge Steve Case, founder of AOL. Windsor Circle has tripled their number of employees in the past year and has almost doubled their revenue.

The new 52,000 square-foot American Underground expansion includes a Google-sponsored rooftop bar and patio, kitchen facilities on every floor, and a nursing room, adding an additional two floors of space and bringing the building's total startup count to 205.

ABOUT The American Underground

The [American Underground](#) -- one of seven Google for Entrepreneurs tech hubs -- launched four years ago in the basement of an old tobacco warehouse at the American Tobacco Historic District. It now encompasses close to 100,000 sf of space in three locations in Raleigh and Durham as well as a strategic partnership with open source leader Red Hat to offer an office in Silicon Valley. Founding partners include the Research Triangle Park Foundation, Durham Chamber of Commerce, Duke University, NC IDEA and Capitol Broadcasting Company.

ABOUT SHOEBOXED

Since 2007, [Shoeboxed](#) has been the preferred small business expense tracking solution for over one million users worldwide. The pioneers of cloud based receipt scanning, Shoeboxed saves people time, money and hassle by turning receipts into an organized, categorized, IRS-accepted archive of secure data.

Shoeboxed offers a fully functional free plan, as well as premium plans that include a prepaid mail in service for physical receipts. Shoeboxed is based in Durham, North Carolina, and has a growing office in Sydney, Australia.

For more information about Shoeboxed, contact Blaire Benson at blairebenson@gmail.com or 919-475-5623.

For more information about American Underground, contact Ellie Gamache at egamache@americanunderground.com.