

Best Buy Sets Space to Startup Projects

Written by Marco Attard
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In what is perhaps a sign of the times Best Buy launches Ignite-- an initiative dedicated to promoting products from startups and smaller companies, including crowdfunded devices.



Through Ignite Best Buy will hook up select startups with multinational product innovation company PCH, providing help with product development, marketing, packaging and inventory management. Once the products are finished they will appear on a section of the best Buy website dedicated to startups, a move similar to Amazon's Launchpad initiative.

In addition, the Best Buy store in Silicon Valley has an Ignite space housing a selection of crowdfunded gadgets-- including the Tangram Smart Rope, Flic smart button, RoBo 3D printer, Zuli smart plug and the Noke Bluetooth padlock. Also making an appearance is the Under Armour UA Healthbox fitness wearable, the Muzik connected headphones and the Bragi wireless earpods.

"Ignite is yet another step in our promise to help customers learn about and enjoy the latest technology," the retailer says. "We know our customers want to see the best tech as fast as possible, and we'll keep trying new things to deliver on our promise."

Best Buy does not mention if other retail locations will get Ignite spaces, but such an initiative might be worth checking out for retailers wanting to attract customers wanting to get their hands on some crowdfunded hotness.

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