



For Immediate Release

OFFICE BRACKET CHALLENGE SHOWCASES TOP SAAS COMPANY OFFICES IN THE COUNTRY AS SELECTED BY COMMITTEE AND VOTED ON BY THE PUBLIC

MINNEAPOLIS, MN, Jan. 29, 2019 –Office Bracket Challenge (OBC), created by commercial real estate advisor Eddie Rymer, announces their first annual challenge for SaaS (Software as a Service) companies to showcase their creative office spaces. OBC will solicit entries from SaaS companies nationwide, enlist a selection committee to narrow the competition to 32, and open it up to the public for voting through the championship round.

OBC's format and schedule tracks with the NCAA Final Four and culminates with the March 24 announcement of the challenge winner, who will receive four VIP tickets to the Final Four in Minneapolis, April 6-8, 2019. "The Final Four is in my home town this year," says Rymer. "If there was ever a time to launch this venture, it's now." In addition to a prime location for its tip off year, OBC capitalizes on the predicted exponential growth of SaaS technology adoption, Rymer's niche with SaaS company companies and their office spaces, and the public's enthusiasm around March Madness.

Rymer has observed the growth of SaaS from an insider's perspective since 2015. By 2020, it's expected that almost 80% of business apps will be SaaS-exclusive technology and the SaaS public market will reach \$76B. "We're seeing SaaS companies leading the market in new funding and as a result, they're highly competitive when it comes to offering amenities to increase talent attraction and retention," says Rymer. "Office Bracket Challenge is a way to get a look at these cool office spaces and gather SaaS business insights and industry best practices. And have fun while we're at it."

The challenge will accept SaaS company entries through February 15 at www.officebracketchallenge.com. Entrants will submit photos, 360 photos, videos and a brief description of their office cool factor. That factor could be their office environment, culture or insight on how and why their space is a great place to exist.

"We can't wait to see these offices and read their stories. It's going to make for spirited deliberation in selecting the 32 entrants that are released on March 1 to the public to vote on," noted Rymer. The selection committee comprised of SaaS Company industry partners will include architectural, furniture, audio/video and venture capital firm experts. As the challenge narrows in on 16 and so on, the deciders will be the public. The entire challenge will take place online and feature four regional brackets as the framework for the challenge: North, East, South and West.

About Office Bracket Challenge

Office Bracket Challenge (OBC), founded in 2019 by Eddie Rymer, is a competition open to SaaS companies in the U.S. in 2019. It is modeled after the framework of the NCAA Final Four, but in no way affiliated or associated with it. OBC features SaaS company cool factors and entrants advance in an initial selection committee decision of industry leaders and then by public voting, culminating in an OBC prizewinner announcement on March 24, 2019. **For more information visit www.officebracketchallenge.com and [@OfficeBracket](https://twitter.com/OfficeBracket) on **Twitter**.**

About Eddie Rymer

Eddie Rymer, CCIM, founder of Office Bracket Challenge (OBC), is a commercial real estate advisor at Avison Young in Minneapolis, MN, with over 15 years of experience. Rymer leads a team with expertise in advising SaaS companies on their office space needs throughout North America and has actively shaped initiatives within real estate related organizations including the National Association of Industrial and Office Properties (NAIOP) and the Association for Capital Growth (ACG).

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