



MEDIA ALERT CITY OF MURRIETA IMPACT SOUTHWEST RIVERSIDE COUNTY MURRIETA INNOVATION CENTER

FOR IMMEDIATE RELEASE
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Murrieta Innovation Center Startup Wins Top Prize at Riverside County Innovation Month’s Fast Pitch Finale!

Murrieta, CA: On Wednesday, April 27, one of the Murrieta Innovation Center’s startups, [Swellter](#), was awarded 1st place in a countywide Fast Pitch Finale! The Fast Pitch Finale is the culminating event of the 2022 Riverside County Innovation Month. Throughout April, the County of Riverside, partner cities, Murrieta included, chambers, higher education institutions, and strategic partners across Riverside County held events highlighting and supporting innovation and entrepreneurship in the region. This year’s program marks the fifth year for this month-long showcase.

On April 4, Southwest Riverside County held the local Quick Pitch competition where local startups were invited to apply to make their pitch before judges. Participants were given the opportunity to deliver a 5-minute pitch to a panel of judges. The grand prize winner— which had to be a technology-focused business—moved on to participate in the Riverside County Innovation Month Grand Finale. Southwest Riverside’s Quick Pitch winner, Swellter, went on to win the full countywide Fast Pitch Finale!

The Fast Pitch winner, Swellter, is a first-of-its-kind patient immersion platform that is transforming the oncology patient-physician experience through consent, education, and data sharing in real-time. Rebecca Owens Driscoll, who represented Swellter at the Fast Pitch events, is the founder and CEO of Swellter. She is a 20-year healthcare veteran who has spent her career solely focused on improving cancer patient lives through use of complex cancer testing for precise diagnosis. It is the goal of Swellter to give every cancer patient the necessary access to the knowledge needed for navigating their care.

Learn more on the [Innovation Month website](#) and learn more about [Swellter](#) on their website.

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About Murrieta (www.murrietaca.gov)

Murrieta's more than 115,000 residents live in one of the safest cities in the U.S., with top-ranked schools, 52 parks, and a dynamic business environment. Central to all of Southern California, Murrieta is truly the gem of the valley. With a median age of 36 and an average household income of \$122,207, Murrieta boasts a well-educated population and a strong labor force. Ranked the fiscally healthiest full-service city in Riverside, San Bernardino, Orange, and Los Angeles counties, Murrieta’s future is undoubtedly bright.

About Impact Southwest Riverside County (www.impactswrc.org)

The mission of Impact Southwest Riverside County (Impact SWRC) is to positively impact Southwest Riverside County through education, resources and programs that elevate all businesses and residents.

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Impact SWRC is focused on building a vibrant and inclusive Southwest region built by education, collaboration, and innovation. Impact SWRC is a 501(c)3 organization founded in 2015 by the Murrieta/Wildomar Chamber of Commerce.

About the Murrieta Innovation Center (www.innovatemurrieta.org)

The Murrieta Innovation Center (the MIC) is Southwest Riverside County's leading incubator focused on life science startups. The MIC is a dedicated building established by the City of Murrieta in 2012 to better serve the entrepreneurial and start up community in the region. In 2020 the City of Murrieta contracted local 501(c)3 Impact Southwest Riverside County to manage the MIC. To date the MIC has nine biotech startups operating out of the center.