

## Latinx Startup Alliance Launches Houston Operations at The Ion

HOUSTON, Sep. 29, 2020 -- [The Ion](#), a LEED-certified building in midtown Houston set to open in the spring of 2021, and [Latinx Startup Alliance \(LSA\)](#), a nonprofit whose focus is to empower Latinx tech founders, announced today that LSA will expand operations to Houston through a partnership with The Ion.

LSA was founded in 2011 alongside Eduardo Martinez (Founder Emeritus) whose mission is to encourage the inspiration and cultivation of Latinx-led tech startup ventures by providing a support network of fellow founders, mentors, advisors, partners, and investors.

Initially, LSA will begin hosting virtual information sessions, educational seminars, and workshops in conjunction with The Ion. The programming will focus on three of its core pillars: Awareness, Access, and Acceleration. In-person programming is expected to begin in the spring of 2021 when The Ion opens its new space at 4201 Main Street.

“The Ion is committed to catalyzing an inclusive technology and innovation ecosystem by partnering with organizations that are committed to providing access and opportunities to those who are historically underrepresented in this space,” said Senior Director of Partnerships for The Ion, Deanea LeFlore. “Our partnership with Latinx Startup Alliance will bring access to needed resources and illuminate additional pathways and opportunities for Houston’s Latinx entrepreneurial community,” she added.

LSA will assist in programming *Plaza Tec* activations at The Ion, which are events designed to support members of the Latinx community in their entrepreneurial journeys and to provide clear onramps to startup business accelerators and workforce development programming. *Plaza Tec* will begin with an introduction of LSA and the services it provides. The virtual kick-off event will take place on October 5, 2020 at 5:30 pm CT. ([Register here](#))

An additional virtual session to introduce Latinx Startup Alliance in Houston is scheduled for October 7th, at 1 pm CT (Streamed live via [Zoom](#).)

“Last year at the Salesforce Tower, I had the opportunity to meet the [Greater Houston Partnership](#) on their Silicon Valley Delegation trip where I learned about Houston’s new commitment to tech and innovation. I learned about the amazing space The Ion was

# ion

creating and knew immediately that LSA had to be there. It holds an even more special place in my heart because our parents used to take us shopping there at Sears as little kids,” said Jesse Martinez, Founder of Latinx Startup Alliance. “It is truly a wonderful opportunity to support Texas, and especially the Houston Latino community by supporting Latinx tech founders with tools and resources for their startups. Also bringing a little bit of the Silicon Valley collaborative spirit to my hometown,” he added.

**About The Ion:** The Ion will anchor the 16-acre Innovation District and is destined to become the epicenter for Houston's innovation ecosystem as an inclusive, dynamic, vibrant, and dense hub focusing on quality collaborations between entrepreneurs, incubators, accelerators, corporations, academics, and the Houston community when it opens in 2021. The 300,000 square-foot building will accommodate multiple uses, including shared workspace, prototyping and maker resources, event space, classrooms, food and beverage offerings as well as indoor/outdoor communal areas with shared amenities. For more information, please visit <https://ionhouston.com>.

[The Ion](#) [Twitter](#) [LinkedIn](#) [Instagram](#) [Facebook](#)

**About Latinx Startup Alliance:** The Latinx Startup Alliance (LSA) is a San Francisco-based nonprofit organization founded in 2011 to empower the next generation of Latinx startups and innovators. Their mission is to encourage the inspiration & cultivation of Latinx-led tech startup ventures by providing a collaborative support network of fellow founders, mentors, advisors, partners, and investors.

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