

# VIPC Awards Commonwealth Commercialization Fund Grant to Reelist

*CCF grants support startups, critical early technology testing and market validation efforts*

RICHMOND, VIRGINIA, UNITED STATES, May 25, 2023 /EINPresswire.com/ -- The Virginia Innovation Partnership Corporation (VIPC) today announced that [Reelist](#) has been awarded a Commonwealth Commercialization Fund (CCF) grant for \$75,000. VIPC's CCF programs have distributed more than \$48 million to Virginia-based startups, entrepreneurs and university-based inventors since 2012.

Based in Norfolk, Va., Reelist aims to be the leading way for employers to

recruit better talent faster using a combination of short-form videos, community, and referrals. This CCF grant will enable Reelist to offer companies a generative AI video creation portal that makes it easy for employers to create authentic and compelling job videos that will help them hire the next generation of talent. In September 2022, Reelist was awarded an initial \$20,000 CCF grant in conjunction with the company's participation in the 757 Accelerate startup accelerator program.

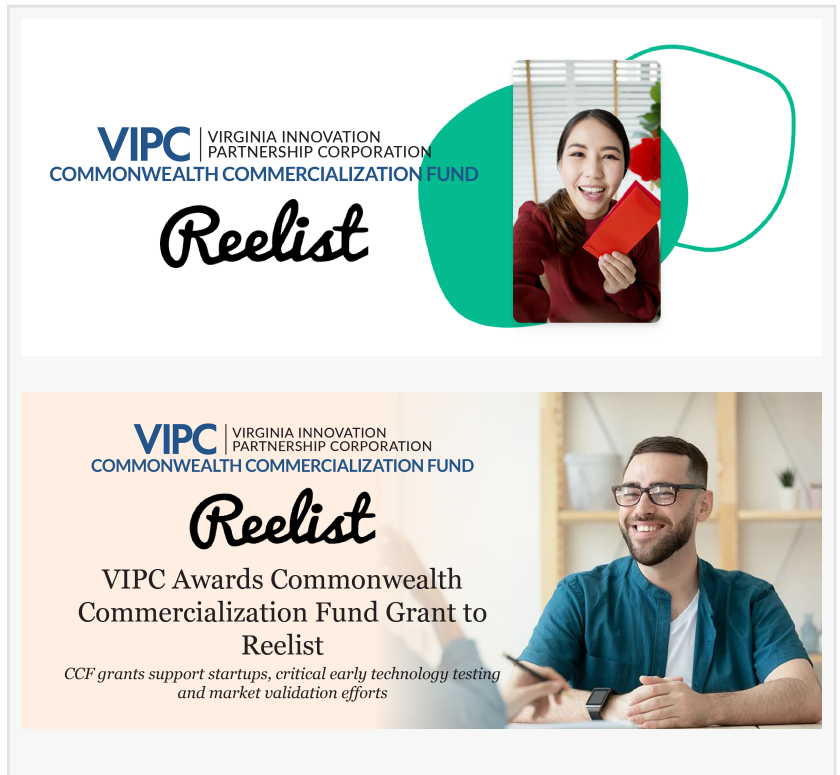
“

Reelist is expanding our offerings to help connect more employers with qualified job seekers.”

*Mr. Sean Worden, CEO and co-founder of Reelist*

“We believe the job market is broken for job seekers and employers,” said Mr. Sean Worden, CEO and co-founder of Reelist. “It takes too much time and effort to get a job and too many resources to hire. Reelist is solving these problems and driving incredible results for our customers. We’re enabling them to attract qualified talent faster than

industry averages. With this CCF grant from VIPC, we are expanding our offerings and helping to connect more employers with job seekers.”



“We are pleased to award a CCF grant to Reelist,” said Jeanette Townsend, VIPC’s Director for Private Sector Grants. “VIPC’s CCF grant program plays an important role in getting funding to Virginia-based pre-seed and seed-stage startups when they need it most. Our goal is to help Virginia companies grow and lead the nation in innovation, opportunity, and job creation. Reelist’s innovative recruiting solution is gaining the attention of employers large and small who have struggled to find and hire Gen Z employees. The Reelist platform brings together job seekers and employers by using the common language of short-form videos distributed across social media channels.”

CCF accepts applications and awards funding on a rolling basis to Virginia’s small businesses and university-based innovators. This competitive grant program seeks to fund high-potential Virginia-based for-profit technology companies at the early stage of commercialization and provides grants up to \$75,000. The grants support early technology and market validation efforts such as the development of prototypes or a minimum viable product (MVP), customer pilots, intellectual property protection, and more. For more information on funding opportunities and eligibility requirements, or to apply, visit the CCF pages at [www.VirginialPC.org](http://www.VirginialPC.org).

#### About the Commonwealth Commercialization Fund (CCF)

VIPC’s Commonwealth Commercialization Fund (CCF) was launched on July 1, 2020 to foster innovative and collaborative efforts in Virginia. Combining two legacy state programs, the Commonwealth Research Commercialization Fund (CRCF) and the Virginia Research Innovation Fund (VRIF), CCF seeks technologies with a high potential for economic development and job creation and that position the Commonwealth as a national leader in science- and technology-based research, development, and commercialization.

#### About Virginia Innovation Partnership Corporation (VIPC)

VIPC: Connecting innovators with opportunities. As the nonprofit operations arm of the Virginia Innovation Partnership Authority (VIPA), VIPC is the commercialization and seed stage economic development driver in the Commonwealth that leads funding, infrastructure, and policy initiatives to support Virginia’s innovators, entrepreneurs, startups, and market development strategies. VIPC collaborates with local, regional, state, and federal partners to support the expansion and diversification of Virginia’s economy.

Programs include: Virginia Venture Partners (VVP) | VVP Fund of Funds (SSBCI) | Virginia Founders Fund (VFF) | Commonwealth Commercialization Fund (CCF) | Petersburg Founders Fund (PFF) | Smart Communities | The Virginia Smart Community Testbed | The Virginia Unmanned Systems Center | Virginia Advanced Air Mobility Alliance (VAAMA) | The Public Safety Innovation Center | Entrepreneurial Ecosystems | Regional Innovation Fund (RIF) | Federal Funding Assistance Program (FFAP) for SBIR & STTR | University Partnerships | Startup Company Mentoring & Engagement. For more information, please visit [www.VirginialPC.org](http://www.VirginialPC.org). Follow VIPC on Facebook, Twitter, and LinkedIn.

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