



**FOR IMMEDIATE RELEASE**

September 24, 2021

**Contact:**

Jeffrey Thomas  
[jthomas@leverinc.org](mailto:jthomas@leverinc.org)  
(413) 346-4840

## **Kripalu Wins Lever Berkshire Intrapreneur Challenge at Innovation Summit**

NORTH ADAMS, MA—Kripalu won Lever’s 2021 Berkshire Intrapreneur Challenge and \$25,000 on Thursday, Sept. 23, the first event of the Lever Innovation Summit, which continues Friday, Sept. 24.

A panel of expert judges declared Kripalu the winner for its plan to bring its sourdough bread and other signature baked goods to local and regional markets, with proceeds being used to bring yoga to underserved communities.

Other finalists competing in the Challenge were Kripalu, Wellness Concepts, JM Spartan, and The Chamberlain Group. The Challenge was emceed by Gregory Thomas, Executive Director & Lecturer at UMASS Amherst’s Berthiaume Center for Entrepreneurship Management.

“The Intrapreneur Challenge is a great showcase of how established companies can continue to innovate,” said Lever Executive Director Jeffrey Thomas. “It’s also more proof that the Berkshires are ripe for innovation. In addition to the entrepreneurship that happens here, businesses with deep roots are ready to launch new ideas that will ultimately create jobs in the region.”

Lever’s two-day Innovation Summit features intrapreneurs who “innovate from within” mature companies, a discussion of rural innovation, and presentations from leaders who are innovating for inclusion. Other events at the Summit include keynotes by Carolyn Kirk, Executive Director of Mass Tech Collaborative and Kenn Turner, CEO of the Massachusetts Life Sciences Center.

### **About Lever**

Founded in 2014, Lever is an economic development non-profit focused on innovation-driven job creation. Lever supports entrepreneurs with startup expertise, an investment fund, research,

mentors, and access to talent. Lever has helped launch dozens of companies that have attracted more than \$10M in equity investment and have created more than 200 jobs. Lever supports existing companies by helping their intrapreneurs “innovate from within” using proven entrepreneurial methods for top-line revenue growth and job creation. Learn more at [www.leverinc.org](http://www.leverinc.org).

[LinkedIn](#)

[Twitter](#)

[Facebook](#)

###