

# NEW MEXICO *True* ECONOMIC DEVELOPMENT

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FOR IMMEDIATE RELEASE

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## **Governor Susana Martinez Announces Nearly 50 New Jobs in Albuquerque** *New Mexico Software Company Lavu Expanding Operations*

**Albuquerque, N.M.** - Today, Governor Susana Martinez announced that Lavu, a homegrown software company in Albuquerque, will expand - creating 46 new jobs. The company will also be moving into a new Downtown facility. Lavu's job creation and expansion will be supported by New Mexico's closing fund, LEDA, as well as the Job Training Incentive Program, JTIP.

"Helping our homegrown startups grow and thrive - particularly in our science and technology sector - is a top priority in growing and diversifying our economy," Governor Martinez said. "Since 2011, we've made it a priority to improve New Mexico's business climate and now, with the help of our powerful economic development tools, we're seeing industry leaders like Lavu thrive in New Mexico."

Lavu was the first restaurant point-of-sale system for the iPad in the App Store, and has grown to become the largest mobile point-of-sale system for restaurants in the world.

"With the help of our powerful economic development tools we're helping to anchor and accelerate Lavu's growth in New Mexico," said Economic Development Cabinet Secretary Matt Geisel. "We will continue to prioritize the support of New Mexico's homegrown companies and creating good paying jobs for the people of New Mexico."

New Mexico will provide up to \$270,000 for Lavu's new facility expansion and job creation through LEDA. Bernalillo County will act as the fiscal agent for the award. LEDA helps recruit new businesses to our state while helping those that are already here grow and thrive. Nearly zeroed out when Governor Martinez took office, she fought to grow this important tool to more than \$56 million. Lavu has utilized JTIP to add dozens of new employees and provide training in software development, sales, technical support, design, and finance. The company will utilize the program to ramp up growth during the current expansion.

"Since Lavu's founding in 2010, our innovative company has seen tremendous growth thanks to New Mexico's great workforce and supportive business climate," said Ohad Jehassi President of Lavu. "With the help of LEDA and JTIP and the Governor's commitment to reducing crime in downtown Albuquerque, we're now able to hire a competitive workforce and continue our growth in New Mexico. We look forward to further growth and innovation in our new Albuquerque facility."

Since 2011, Governor Martinez has bolstered economic development tools, cut taxes and fees 57 times, and rolled back unnecessary regulations and red tape to create a business-friendly environment in New Mexico. Governor Martinez also established the Catalyst Fund, a \$40 million partnership with the State Investment Council that focuses on helping homegrown New Mexico technology startups grow and thrive. As a result of these tools, reforms, and investments, New Mexico continues to recruit global and national companies like Facebook, Keter Plastic, Safelite and others, while helping homegrown businesses like Skorprios, UBIQD, Descartes Labs, RiskSense and others grow and thrive as well.

### **About Lavu**

Lavu is the world's leading mobile point-of-sale system for restaurants. Used in more than 80 countries, Lavu is a full-featured iPad-based POS system designed exclusively for restaurants and bars. Lavu was the first iPad point of sale in the Apple App Store and continues to offer the latest in features and functionalities. Features include flexible payment-processing solutions, an intuitive interface, and Lavu's business management suite for all reporting needs. Lavu is ideal for all food and drink establishments, streamlining operations to simplify management and improve the customer experience. Learn more about Lavu at [www.lavu.com](http://www.lavu.com).

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