



For Immediate Release

[Jason Widen](#), Founding Partner of Raleigh Founded and Cary Founded, launches new venture- [Blue Co.](#)

Blue Co. launches a co-warehousing concept with two locations opening summer of 2023.

RALEIGH, North Carolina, 5/3/2022 – Backed by a group of high-profile investors including Jesse Lipson and Brooks Bell, Jason Widen is launching a scalable co-warehousing concept for service-based companies, tradespeople, makers, food & beverage entrepreneurs, and more.

[Blue Co.](#) offers service-based workers, tradespeople, small business owners, e-commerce companies, and food & beverage entrepreneurs flexible, inexpensive warehousing space coupled with shared work space, commercial vehicle parking, and resources tailored to their needs.

“The past few years I’ve been contemplating what’s next in shared space and landed on a co-warehousing concept for service-based companies, tradespeople, makers, food & beverage entrepreneurs, and more. Shared spaces have been a valuable tool for high-growth tech startups, offering flexible lease terms, business resources and collaborative communities. Yet few similar resources exist for service-based industries. Through my experience, I see a tremendous unmet need & scalable opportunity with co-warehousing.”

Jason plans to open his first two locations this summer with the plan to rapidly expand throughout the North Carolina and South Eastern Region in the United States.

Learn more at [bluecowarehousing.com](http://bluecowarehousing.com), [info@bluecowarehousing.com](mailto:info@bluecowarehousing.com), Instagram [@bluecowarehousing](#) or LinkedIn.

**About Jason Widen:** Founder and CEO of [Blue Co.](#) Notably Jason Co-Founded Founded Communities (Raleigh Founded, Cary Founded) whose mission is to foster inclusive communities to create lasting social and economic impact. As an investor, developer, and entrepreneur, Jason Widen has made significant contributions to the entrepreneurial landscape across North Carolina. Most notably, Jason spent the last 10 years leading Raleigh Founded, an award-winning entrepreneurial co-working space located in Downtown Raleigh. **MISSION.** Raleigh Founded boasts 450 member companies and 1200 members including key partnerships with NC State, Campbell Law, and RIoT to name a few. Seeking to develop sales talent for startups and established companies, Jason Founded REVGEN in 2013. REVGEN boasts having hired and trained over 1000 employees with a number of notable clients- Citrix, Redhat, Dude Solutions, and Filter Easy. Jason has raised millions of dollars as an entrepreneur, most recently raising capital for his new Venture, Blue Co. . In addition, Jason acquired Bio One in 2020. Moreover, Jason is an ardent supporter of Raleigh's community and is on or has sat on a number of noteworthy Boards to include: Innovate Raleigh, Raleigh Chamber of Commerce, and Downtown Raleigh Alliance.

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