



**FOR IMMEDIATE RELEASE**  
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### **gener8tor Celebrates 12th Successful Program**

*Six startups graduate from gener8tor Milwaukee 2017 program*

**MILWAUKEE** – gener8tor celebrates its twelfth successful program at its Premiere Night event in Milwaukee on November 20, 2017.

Premiere Night is an invitation-only celebration of gener8tor's latest class of innovative startups and entrepreneurship. For the three months leading up to Premiere Night, gener8tor's group of entrepreneurs have been validating their business models, attracting customers and preparing their pitches.

The six companies in gener8tor's Milwaukee 2017 program will pitch their business models in front of a captive audience of investors, entrepreneurs and community members. gener8tor attracted 601 applicants for this Milwaukee 2017 program, resulting in a less than 1% acceptance rate.

In this class, three of the six companies are based out of Milwaukee, while two are from Chicago and one is from New York.

“Each company has seen tremendous success and growth over the last 12 weeks and we are happy to introduce them to the broader Wisconsin entrepreneurial community,” said gener8tor Co-Founder Troy Vosseller.

“We founded gener8tor in 2012 with the hope that it would become a vehicle through which we could more effectively invest in the state’s best and brightest,” said gener8tor Co-Founder Joe Kirgues. “We couldn’t be happier to work with three companies founded by home-grown entrepreneurs.”

The six companies presenting at Premiere Night include:

**FactoryFix (<http://www.factoryfix.com>) – Chicago, IL**

[Patrick O'Rahilly](mailto:patrick@factoryfix.com), CEO: [patrick@factoryfix.com](mailto:patrick@factoryfix.com)

FactoryFix connects manufacturing companies to a vetted network of skilled workers such as machinists, maintenance techs, and automation experts. Employers rely on FactoryFix for managing employment during peak demand, sharing specialized labor via fractional contracting, and staffing for atypical service and maintenance events.

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**GenoPalate (<http://www.genopalate.com>) – Milwaukee, Wis.**

[Sherry Zhang](mailto:sherry@genopalate.com), CEO: [sherry@genopalate.com](mailto:sherry@genopalate.com)

GenoPalate analyzes individual's genetic data, demographic and lifestyle information to deliver personalized insights for optimal healthy eating via a DNA test kit. GenoPalate's DNA analysis provide customers with genetics-based recommendations for foods that are scientifically best for their diet.

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**Ideawake (<http://www.ideawake.com>) – Milwaukee Wis.**

Ideawake's SaaS idea management platform enables employers to (1) solicit and crowdsource ideas of employees, customers and vendors to reduce costs, generate additional revenue and engage employees, (2) evaluate and select the best ideas, and (3) manage the implementation of those ideas.

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**Keyo (<http://www.keyo.co>) – Chicago, IL**

[Jaxon Klein](mailto:jaxon@keyo.co), CEO: [jaxon@keyo.co](mailto:jaxon@keyo.co)

Keyo's biometric identity platform replaces keys, credit cards, RFID fobs, tickets and wallets with the scan of the palm.

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**Nonnatech (<http://www.nonnatech.com>) – Mount Vernon and Manhattan, NY**

[Gary German](mailto:garygerman@nonnatech.com), CEO: [garygerman@nonnatech.com](mailto:garygerman@nonnatech.com)

Nonnatech's IoT patient-monitoring solution detects early signs of patient deterioration. Nonnatech's machine learning algorithms provide healthcare payers and providers actionable insights to better manage patient care, costs and savings.

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**SteamChain (<http://www.steamchain.io>) – Milwaukee, Wis.**  
**[Michael Cromhecke](mailto:mike@steamchain.io), CEO: [mike@steamchain.io](mailto:mike@steamchain.io)**

SteamChain enables original equipment manufacturers (OEMs) to offer usage-based financing (hardware-as-a-service) to their customers. Under the status quo, customers pay OEMs based on milestones before, during and after delivery of machines. Leveraging blockchain, SteamChain enables OEMs to be paid on the productivity of the machine over its lifecycle, increasing the OEMs long-term financial upside and better aligning incentives with their customers.

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### **About gener8tor**

gener8tor is a nationally ranked accelerator that invests in high-growth startups. Three times a year, it invests up to \$140K in each of five startups who receive a concierge experience during our 12-week program. gener8tor supports the growth of these startups through its network of experienced mentors, technologists, corporate partners, angel investors and venture capitalists.

gener8tor's 59 alumni have cumulatively raised more than \$120M in follow-on financing. Of these 59 alumni, 57% have raised more than \$1M in follow-on financing or have been acquired.

**For more information about gener8tor, visit [www.gener8tor.com](http://www.gener8tor.com) or follow us at [@gener8tor](https://twitter.com/gener8tor).**

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