gβETA

FOR IMMEDIATE RELEASE
gener8tor
313 N Plankinton Avenue, Suite 211
Milwaukee, WI 53203
www.gbetaaccelerator.com

MEDIA CONTACT
Abby Taubner
(414) 477-1227
abby@gener8tor.com

gener8tor Announces gBETA Fall 2017 Companies
Northeast Wisconsin and Beloit LiveBETA "Demo Day" Pitch Night Events Open to the Public

Milwaukee, WI – Nationally ranked startup accelerator gener8tor today announced the fall cohort participants of its four Wisconsin-based gBETA programs (Beloit, Madison, Milwaukee and Northeast Wisconsin).

gBETA is a free accelerator for early-stage companies with local roots. The program requires no fees and no equity. Participants receive intensive and individualized coaching and access to gener8tor's national network of mentors, customers, corporate partners and investors. The program is designed to help startups gain early customer traction on their product or idea, and establish metrics that make them competitive applicants for full-time, equity-based accelerators or seed investment.

"As the gBETA program grows, we continue to be astounded by the level of talent and the amount of innovation in this state," said Abby Taubner, Managing Director of gBETA. "We are thrilled to help these entrepreneurs tap into our national network of mentors, potential customers, investors and accelerators in order to help them get to the next stage of their journey."

The Beloit and Northeast Wisconsin programs will culminate in LiveBETA "demo day" on December 12th and 14th respectively. Participating startups will pitch on stage to an audience of mentors, investors and community members. There will be an opportunity before and after the presentations to mingle with the startup companies and other attendees. LiveBETA is a free event, but those interested in attending are asked to RSVP.

- Beloit LiveBETA
    - December 12, 2017
    - RSVP: http://livebetabeloitfall2017.splashthat.com
- Northeast Wisconsin LiveBETA
    - December 14, 2017
    - RSVP: https://livebetanewifall2017.splashthat.com

gBETA runs two to three times per year depending on the market, with five companies per cohort to ensure a high level of individualized attention. gBETA companies must have roots in the area of their respective program. gBETA works with companies across all industries and business models. Startups interested in applying should visit www.gbetaaccelerator.com.

gBETA operates in six markets (Beloit, Detroit, Madison, Milwaukee, Minneapolis and Northeast Wisconsin) and is made possible by the following partners:

- gBETA Beloit | Hendricks Commercial Properties
- gBETA Madison | Wisconsin Alumni Research Foundation (WARF) and American Family Insurance
- gBETA Minneapolis | University of Minnesota Office for Technology Commercialization
- gBETA Milwaukee | Northwestern Mutual, Baird, Kohl's, Rockwell Automation and Milwaukee Institute
- gBETA Northeast Wisconsin | Microsoft, Venture Center at Fox Valley Technical College, UW-Oshkosh Business Success Center, WiSys, UW-Green Bay Cofrin School of Business and Greater Oshkosh Economic Development Corporation

AdIt Yourself is an advertising marketplace that connects ad agencies looking for out-of-home guerilla marketing with everyday individuals that have unutilized advertising opportunities. Individuals post their advertising opportunities to the platform allowing companies to purchase out-of-home advertising in a one-stop-shop. Since launch in September 2017, 30 unique advertising opportunities have been posted to AdItYourself.com and AdIt Yourself has facilitated advertising for companies such as Red Bull, Google, and Tinder.

CEO: Cory Welper | Cory@AdItYourself.com | AdItYourself.com
Cohort: Madison

Build It Fab is a private, online distributor of new construction products for builders and their clients. It gives homeowners the convenience of online shopping while keeping the builder in control of the payment and selection processes. Build It Fab launched its platform on Nov. 9, has obtained verbal commitments from four builders, and has established relationships as a distributor with 20 major manufacturers.

CEO: Mary Jo Luellwitz | mj@builditfab.com | Builditfab.com
Cohort: Milwaukee

Career [RE]Search Group's Internal Career Mapping (ICM) platform allows corporations and employers to retain talent, develop existing employees and facilitate internal succession planning. Employees use the Internal Career Mapping (ICM) platform to participate in online self-assessment and career development modules, focused on identifying future, internal job opportunities. Career [RE]Search Group's founders developed this proprietary process over the last ten years and have tested it with more than 2,000 people, achieving an 85% success rate. Career Research Group is launching two paid pilots with Rockwell Automation and American Family Insurance in Q1 of 2018.

CEO: Chris Czarnik | cczarnik@careerresearchgroup.com | careerresearchgroup.com
Cohort: Northeast Wisconsin

Damsr is a healthcare delivery analytics firm focused on interaction data between patients and care providers collected using smart tags and sensors. The data is used for throughput optimization, patient level profitability analysis and predictive analytics for reducing falls, readmissions and infections within hospitals. Launched in April 2017, Damsar gained its first customer in October 2017.

CEO: Deepak Rao | deepak@damsr.com | Damsr.com
Cohort: Beloit

DataChat allows non-technical business users to get meaningful insights from data by simply conversing with an AI-powered chatbot in plain English. No coding experience is required. Using AI, DataChat is pre-trained to understand the user's query, generate code that a skilled programmer would have written, and return analysis results in the form of charts and pictures. DataChat's technology was developed at the University of Wisconsin-Madison and is exclusively licensed from the Wisconsin Alumni Research Foundation. DataChat is currently beta testing with two large organizations, one of which is a Fortune 500 company.

CEO: Jignesh Patel | jignesh@datachat.ai | www.datachat.ai
Cohort: Madison

Forage sells probiotic-rich organic canned kombucha. Forage's kombucha is low in acidity and sugar, making it mild and easy to drink. Forage's canned format makes the kombucha easier to transport, more affordable, and easier to recycle. Forage has generated $15,000 in kombucha revenue since November 2016, via sales at three Madison-based restaurants. Forage is currently selling 100% of production capacity (30 gallons/week) and has purchased the microbrew equipment needed to scale by 20X in the next year.

Co-Founder: Henry Aschauer | henry@foragekombucha.com | foragemadison.com
Cohort: Madison

Fork Farms makes resource-efficient indoor farming systems for commercial, educational and home markets. Fork Farms' modular, scalable technology uses less water, energy and land than existing systems, creating lower operating costs. Fork Farms has sold 34 of its flagship product, the Flex Farm, to schools and food pantries with accompanying curriculum and has generated $107,000 in revenue to date.

President: Alex Tyink | alex@forkfarms.com | www.forkfarms.com
Cohort: Northeast Wisconsin

Immuto Scientific sells a patented device for protein analysis to determine its activity and use in drug therapy. Immuto Scientific allows pharmaceutical and academic R&D labs to image proteins in their natural, biological state. Immuto Scientific's technology was developed at the University of Wisconsin-Madison and is patented by the Wisconsin Alumni Research Foundation (WARF). Immuto Scientific is a Discovery to Product (D2P) pre-seed accelerator alum, has received $150K from the WARF accelerator program (AP), and is negotiating a second round of AP funding.

CEO: Faraz Choudhury | Faraz@immutoscientific.com
Cohort: Madison

Informed360 simplifies ethics and compliance programs. Our cloud-based enterprise platform aligns core program activities with related third party data to give organizations better visibility and greater control over their programs. Informed360 has partnered with the Ethisphere Institute, a recognized leader in defining and advancing the standards of ethical business practices. Informed360 has signed contracts representing $82,500 in revenue from two large corporations who intend to begin using the platform in early 2018.

CEO: Brian Beeghley | brian.beeghley@informed360.com | Informed360.com
Cohort: Milwaukee

Little Food Co. produces fresh-frozen, locally sourced, 100% natural, organic baby food. Little Food Co. purées are preservative-free, gluten-free, vegan, non-GMO, and contain zero additives. Little Food Co. customers can either subscribe via the company's website, or purchase the products at retail locations. Founded and developed by a registered nurse and mom of four, Little Food Co. has generated $2,762 since June 2017.

CEO: Amanda Santoro | amanda@littlefoods.com | www.LittleFoods.com
Cohort: Northeast Wisconsin

Littrex's learning management system (LMS) allows academic institutions to administer, monitor and manage their educational programs online. Littrex is tailor-made for the education systems in Africa and Asia, particularly those countries with widespread Internet connectivity (e.g. Mauritius, Vietnam, Japan). Littrex is currently in the RFP process with the Ministry of Education to become the LMS for all 350,000 high school and university students in Mauritius.

CEO: Hoodish Domun | hoodish.domun@littrex.com | littrex.com
Cohort: Beloit

NonProfitTHRIVE provides community partners, corporations, governments, schools, and large nonprofits with a web-based platform to manage their community outreach programs (e.g. employee volunteer programs, students, and parole). The platform lists engagement opportunities that its customers can leverage for their constituents. NonProfitTHRIVE offers a suite of tools to allow its customers to directly access volunteer data (e.g. employee volunteer hours) for public relations, employee/student engagement, and fundraising purposes. This model allows small/medium nonprofits access to the tools of NonProfitTHRIVE at little to no cost, allowing an entire community to fully engage. NonProfitTHRIVE has 564 volunteers and 70 nonprofits on its platform, and $2,400 in revenue.

CEO: Nicole Sdao | nicole@nonprofitthrive.com | nonprofitthrive.com
Cohort: Beloit

OrendX modernizes traditional nurse engagement practices (e.g. bulletin boards, patient surveys) through its mobile platform that provides nurses with meaningful recognition and social communication from their patients, front-line managers and colleagues. OrendX recognizes the direct tie between nurse engagement and patient satisfaction, and is the only tool to help healthcare systems improve patient outcomes by starting with nurses. Designed by a proven nurse entrepreneur, OrendX has beta partnerships with two major Wisconsin-based health systems and America's second largest travel nurse organization.

CEO: April Hansen, RN, MSN | april@orendx.com | www.OrendX.com
Cohort: Northeast Wisconsin

Rydepass provides a ridesharing platform for college communities that are passed over by incumbent ridesharing companies (e.g. Whitewater, WI). Rydepass connects riders with on-demand drivers via its mobile application. Rydepass recognizes that in small cities, lack of transportation options is also a problem for many community organizations (e.g. police departments, hospitals), and leverages these relationships as a unique, low-cost customer acquisition channel. Rydepass currently has over 650 users, has completed over 400 rides, and has generated $5,500 in revenue since launching on August 30, 2017.

CEO: Patrice Achu | patrice.achu@rydepass.com | rydepass.com
Cohort: Beloit

Snugb, Inc. provides IoT monitoring platforms for caregivers. Snugb, Inc.'s first product, the tulip, is a smart baby monitor platform capable of gathering health and environmental data that users can access on a secure mobile app. The tulip has been featured on TechCrunch.com and Snugb, Inc. is preparing to send its first completed baby monitors to five beta testers.

CEO: Adam Rivera | arivera@snugb.com | Tulipsafe.com
Cohort: Milwaukee

Somni improves sleep through technology-enabled behavioral medicine. Somni's 4-week sleep digital therapy program integrates neuroscience content, coaching, and sleep therapy products to help users develop healthy sleep habits and improve overall health. Somni is a bootstrapped, Y Combinator Startup School alum. Since starting sales, Somni has accrued 6.5K+ users and over $53K in revenue from five B2B customers, including Survey Monkey and University of Notre Dame.

CEO: Matt Berg | matt@puresomni.com | www.puresomni.com
Cohort: Madison

Talktor builds applications for smart-home devices that allow customers to connect with local businesses via simple verbal commands (e.g. "Alexa, make me a dentist appointment"). Talktor leverages the infrastructure of existing companies by tapping into their APIs and takes an affiliate fee for transactions and services.

CEO: Walker Lillard | walkerlillard@voysapps.com | VoysApps.com
Cohort: Beloit

Thermodata offers a precise temperature monitoring solution to life science and food quality companies on a subscription basis. Thermodata's solution enables customers to track temperature to ensure the viability and quality of their perishable products and processes. Thermodata is the only company that combines small, easily customizable wireless sensors with best-in-class calibration and a cloud-based platform. Year-to-date, Thermodata has generated more than $280,000 in sales.

CEO: Jenny Safmat | jsafmat@thermodata.us |Thermodata.us
Cohort: Milwaukee

Tracr's forensic accounting software automates and streamlines asset-tracing analysis, empowering forensic accountants to trace assets faster and with more accuracy. What takes a forensic accountant weeks or months to accomplish, Tracr can do in minutes. Tracr has beta customer commitments from Grant Thornton LLP, MDD Forensic Accountants, and Charles River Associates.

CEO: Ryan Eardley | ryan@tracranalytics.com | www.tracranalytics.com
Cohort: Northeast Wisconsin

Venture with Impact brings working professionals to cities abroad in groups of 20 or less. Venturers are provided with living accommodations, workspace, 24-hour support and culturally immersive activities for a period of at least one month. Venture With Impact has generated $42,000 in revenue since Jan. 1, 2017, through two pilot programs held in Trujillo, Peru and Medellin, Colombia.

CEO**:** Ann Davis | info@venturewithimpact.org | Venturewithimpact.org
Cohort: Milwaukee

----

gBETA is a program of nationally ranked startup accelerator gener8tor. gBETA is a free accelerator for early-stage companies with local roots. Each program is capped at five to seven teams, and requires no fees and no equity. gBETA currently operates in six locations: Beloit, Detroit, Madison, Milwaukee, Minneapolis and Northeast Wisconsin. gBETA graduates have collectively raised more than $5M since 2015, and 54% have either gone on to participate in a full-time, equity-based accelerator or raised a seed round of at least $50K within one year of their participation in gBETA. For more statistics, visit gbetaaccelerator.com/statistics.

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

To date, gener8tor's 65 alumni have cumulatively raised more than $120M in follow-on financing. Of these 65 alumni, 57% have raised more than $1M in follow-on financing or been acquired.

gener8tor invests in high-growth startups, including software, IT, web, SaaS, life science, medtech, e-commerce and hardware. Accepted startups receive up to $140K and 12 weeks of mentorship-driven programming. gener8tor is a proud member of the Global Accelerator Network (GAN) and is sponsored by American Family Insurance.

gener8tor is a GOLD-tier accelerator in the U.S. as ranked by the Seed Accelerator Rankings Project.

###