

## Curate raises \$450,000 in seed funding led by Idea Fund of La Crosse

MADISON, March 13, 2018 — Curate, a Madison-based software-as-a-service startup that uses artificial intelligence to find information early on about construction projects and delivers those leads to general contractors and vendors, announced today its funding of \$450,000 led by Idea Fund of La Crosse to continue developing the technology and scale the product offering across the Midwest.

Curate also announced its new board of directors made up of Mark Platt, Executive Sales Leader at Trane; Nick Amundsen, Vice President at JAMF; and chaired by Anne Smith, University of Wisconsin Madison professor and Law and Entrepreneurship Clinic Director.

Dale Willis co-founded Curate in May 2016, while a PhD student in computer science at UW-Madison, with Taralinda Willis, who holds an MBA from UW-Whitewater and previously managed the construction of a \$94-million multi-use facility.

“CEO Taralinda Willis is highly knowledgeable and has on-the-ground experience in the construction industry,” Jon Horne, Managing Director of Idea Fund of La Crosse, said.

With the uniquely-tailored software Curate provides through combining artificial intelligence and market intelligence, clients find early and reliable information regarding public and private construction projects. This enables customers to build relationships with the right people and businesses to win more work in both the construction and civil engineering industry.

Curate’s software uses the following methodology to find early information about future construction plans, such as new manufacturing facilities, new mixed-use developments, and new fire stations:

1. Scan all public municipality agendas and minutes.
2. Artificial intelligence scans through documents to pull out relevant keywords, such as plan, redevelopment, or zoning.
3. Upcoming opportunities are tagged, filtered, and processed for additional detail.
4. Relevant information and market intelligence is delivered in a weekly report.

“The Idea Fund is thrilled to be partnering with Curate Solutions as our first investment,” Horne said. “Their product is sophisticated and addresses a problem faced by anybody involved in a construction project. I look forward to the opportunities ahead as they accelerate their vision.”

Never before have citizens had an expectation that information from their local government be posted online. Nor have industry leaders needed to depend on this information to learn about construction projects — that is what Curate can provide.

By gathering actionable leads from 7,000 unique meeting minutes across Wisconsin each week into a comprehensible report, Curate eliminates lag time created by the traditional word-of-mouth process: Construction leaders scooping each other on upcoming projects.

Using Curate, clients receive a weekly report of actionable market intelligence of upcoming projects already on their local community's agenda, such as rezoning requests, certified survey maps, and TIF requests that all indicate future projects.

The construction sector isn't the only industry who can reap the benefits of Curate. Curate's software also caters to associations looking to impact local change in their communities. Businesses can take advantage of Curate's customizable data-sifting software, allowing them to winnow out important information suitable to accomplishing their goals and provide them a leg up in their market.

To try out Curate, visit [www.curatesolutions.com](http://www.curatesolutions.com).

## **About Curate**

Curate is a Madison-based software-as-a-service startup that helps general contractors and vendors discover early information about upcoming building projects before they are common knowledge. The startup was co-founded by Dale Willis, a former UW-Madison PhD candidate in computer science, and Taralinda Willis, who holds a MBA from UW-Whitewater. Clients receive weekly reports generated by Curate's software, which contain actionable leads on upcoming projects before they ripple across industry networks — improving business outcomes for clients and enabling them to become local experts in all markets. For more information, visit [www.curatesolutions.com](http://www.curatesolutions.com).

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