



gener8tor
30 W Mifflin St, 5th Floor
Madison, WI 53703
gener8tor.com

Media Contact: Troy Vosseller
(608) 354-6606
troy@gener8tor.com

Madison – August 21, 2014 - The [Milwaukee Journal Sentinel](#) and [gener8tor](#), in collaboration with [Forward Festival](#) are holding the third [OnRamp Wisconsin](#) event to give young companies an opportunity to pitch their products and services to established corporations. This is the first OnRamp Wisconsin event held in Madison. OnRamp Wisconsin will be held on August 28th from 12pm to 5pm at Madworks at University Research Park in Madison.

This pitch event is intended to help startups in the critical effort to find sales channels and to provide a way for established companies to engage with the entrepreneurial community. It highlights the Journal Sentinel and gener8tor's commitment to helping Wisconsin's emerging entrepreneurs succeed.

Startups will be chosen to participate through a competitive application process. Those selected will have 20-minute pitch meetings with the participating corporations. Each corporation has agreed to send a senior executive or manager, and to purchase from, mentor or invest in one of the startups.

Participating Corporations:

- [American Family Insurance](#)
- [Harley-Davidson](#)
- [CUNA Strategic Services](#)
- [Madison Gas & Electric \(MGE\)](#)
- and more!

Corporations interested in participating should contact troy@gener8tor.com for additional information. Startups must apply, by the **August 24th deadline**, to participate by filling out an online application available at <http://www.f6s.com/onrampwisconsin>.

The most recent OnRamp event was held at Lambeau Field on May 30th. "The last OnRamp event was a huge success, and it's exciting that we'll have the chance to once again connect great corporations with promising startups," said Joe Kirgues, co-founder of gener8tor. "We received such positive feedback from the participating corporations from last year's event that many of them signed up again to meet more Wisconsin startups."

Previous corporate participants include [American Family Insurance](#), [Nordic Consulting](#), the [Milwaukee Bucks](#), [Assurant Healthcare](#), [Granite MEDSystems](#) and the [Milwaukee Journal Sentinel](#).

“I was impressed by the breadth and creativity of the startups from last year’s event,” said Dan Reed, Director of Business Development at American Family Insurance. “OnRamp Wisconsin is a great way for corporations to start discussions with startups. These startups bring a fresh perspective to problems large enterprises face, so there’s value in these conversations from both sides of the table.”

For more information, visit www.gener8tor.com or follow us at @gener8tor. gener8tor is thankful for the support of American Family Insurance as its premier program sponsor.

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