



**FOR IMMEDIATE RELEASE**  
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*gener8tor Launches Inaugural gBETA Beloit Accelerator Program in Partnership with Hendricks Commercial Properties and Irontek*

Beloit, WI – gener8tor launched its first **gBETA Beloit** accelerator program with five local, early-stage startups in March.

gBETA is a free, six-week accelerator for early-stage companies with local roots. Modeled after gener8tor’s nationally ranked accelerator, gBETA provides individualized mentorship and coaching to entrepreneurs and startups. 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 accelerators or angel investment.

The Spring 2017 gBETA Beloit program is sponsored by **Hendricks Commercial Properties** and **Irontek**.

“One of Beloit’s biggest assets over the last several years has been Hendricks Commercial Properties’ ability to create a density of high-tech companies and jobs at their Ironworks development,” said Director of gBETA Abby Taubner. “We’re so honored to be working with them to complement the amazing work they’ve been doing for the community. There are more employees of venture-backed, digital technology startups in Beloit than in Milwaukee, and Hendricks Commercial Properties is a huge reason why.”

In the coming weeks, the five companies participating in the Spring 2017 gBETA Beloit program will work with gener8tor staff to refine their business strategies, grow their revenue, gain additional customers, strengthen their products, prepare their pitches and meet with potential investors.

“We are very excited to have partnered with gener8tor to launch gBETA in Beloit this spring,” said Irontek Community Manager Erin Clausen. “The first cohort is off to a great start and it’s been awesome to see the gBETA Beloit companies using the Irontek space and engaging in the local startup community.”

The program will culminate at **LiveBETA**, a pitch night for the ten companies involved in the Spring 2017 Beloit and Madison cohorts. Each gBETA Beloit and Madison company will give a four-minute pitch before an audience of investors, entrepreneurs and community members at LiveBETA. Those who attend will have opportunities to chat one-on-one with each company before and after the event.

LiveBETA will be Thursday, April 13th in Beloit. Those interested in attending can register at [www.livebeta.eventbrite.com](http://www.livebeta.eventbrite.com) or email [gBETA@gener8tor.com](mailto:gBETA@gener8tor.com) for more information.

Descriptions of the ten companies involved in the Spring 2017 Beloit and Madison cohorts are included below.

## BELOIT | SPRING 2017 COHORT

### Classmunity

Classmunity's fundraising management software helps K-12 schools fundraise more efficiently while reducing fraud and risk. Developed for educators by educators, **Classmunity has helped 10 Wisconsin school districts manage over \$1.3m in funds since their soft launch in May 2016.**

CEO: Alana Platt, [alana@classmunity.com](mailto:alana@classmunity.com)

### GenoPalate

GenoPalate analyzes individuals' genetic data along with demographic and lifestyle information to deliver personalized insights for optimal healthy eating. GenoPalate's DNA collection kits and biomarkers provide customers with data-driven information about what foods are scientifically best for them, and which to avoid. **GenoPalate will use these data to develop GenoNourish, a line of personalized nutrition snacks that will be available Summer 2017.**

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

### Klover Products, Inc.

Klover Products, Inc. engineers and manufactures parabolic microphones and audio/visual accessories for customers ranging from sports broadcasters to security agencies to video recording enthusiasts. Klover Products is the leading manufacturer of parabolic microphones to the sports broadcasting industry and is the exclusive supplier of parabolic microphones to FOX Sports. Sound Shark, the consumer-facing division of Klover Products, sells a version of their parabolic microphones to wedding videographers and video production houses. These microphones capture audio from greater distances with less ambient noise. **Klover Products has sold over 440 parabolic microphones to date.**

CEO: Paul Terpstra, [pterpstra@kloverproducts.com](mailto:pterpstra@kloverproducts.com)

## Push Daily

Push Daily's mobile fitness application streams workouts led by fitness influencers. These influencers post packages of their branded workout videos for users to stream at home or on the go. Push Daily's beta release will feature three influencers, including Nnanna Egbujiobi, a former Nike Brand Rep and Push Daily's CEO. **Nnanna previously created STREET VYBE®, a high-energy hip-hop dance class that reaches 3,400 people weekly at Life Time Fitness locations across the U.S. and Canada.**

**CEO:** Nnanna Egbujiobi, [Nnanna@pushdaily.fit](mailto:Nnanna@pushdaily.fit)

## Upper Room Technology

Upper Room Technology's first product, Savant, is software for professional bond investors. Savant's patent-pending algorithm delivers customized recommendations as to which bonds to buy and sell. Although the bond market capitalization is \$39 trillion, almost 50% larger than the stock market, bond managers currently have no easy way to determine which bonds to buy and sell. Potential customers range from Tier 1 institutions managing trillions or hundreds of billions of dollars (Vanguard) to local asset management firms with only several billion under management. **Savant will be available in Q2 2017, with two investment management firms already committed to beta test.**

**COO:** Matthew Kee, [Matthew.Kee@UpperRoomTechnology.com](mailto:Matthew.Kee@UpperRoomTechnology.com)

## MADISON | SPRING 2017 COHORT

### ClusterScope

ClusterScope turns workplace communication tools (e.g. Slack, Skype) into an AI-powered hub that centralizes all IT management and analytics tasks via a powerful and intuitive natural language interface. ClusterScope allows users to issue commands in plain English to deploy, monitor, and manage all of their infrastructure and online services (e.g. Google analytics, AWS).

**Co-Founder:** Saket Saurabh, [saket@clusterscope.com](mailto:saket@clusterscope.com)

### Comfort Apnea

Comfort Apnea's patent-pending sleep therapy device uses a novel, CO2-based technique to treat sleep apnea. Comfort Apnea allows for a more comfortable, patient-preferred treatment alternative to the current standard of positive airway pressure (CPAP). Comfort Apnea was developed based on 30 years of ongoing sleep research. **During the most recent trial, most patients experienced reduced obstructive, mixed, and central sleep apneas through the application of the ComfortApnea device.**

**CEO:** Dr. Icaro Dos Santos, [icaro@comfortapnea.com](mailto:icaro@comfortapnea.com)

### Easy Way to Health

Easy Way to Health creates IoT devices that continuously monitor key health indicators. EW2H's first product addresses overweight and obesity through a high-traffic smart scale that measures weight trends rather than numbers. For employees, EW2H's mobile application tracks their personal weight trends. For employers, EW2H's administrative dashboard provides insight into participation levels, the health profile of their workforce and validation of corporate investment in health initiatives. Easy Way to Health (EW2H) is a Madison, WI based C-corp. **EW2H is currently piloting its first product at two companies with 1000 unique users.**

**CEO:** Dr. Renato Romani, [renato.romani@easywaytohealth.com](mailto:renato.romani@easywaytohealth.com)

## **Kilter**

Kilter's rewards program allows gyms to reward their loyal members and clients. Members earn points when they check in at their gym. Points can be redeemed for wellness products and services (e.g. massages, apparel, supplements). Gyms using Kilter experience higher loyalty, satisfaction and retention among members and clients. Kilter is a Madison-based, Delaware C-corp. **Kilter currently has 9 gyms, 628 unique users and generates \$895 in MRR.**

Co-Founder: Seth Braddock, [seth@kilterwellness.com](mailto:seth@kilterwellness.com)

## **Simbicon**

Simbicon's software platform draws on 15 years of research to provide real-time, virtual tissue simulations for reconstructive plastic surgery. Simbicon provides surgeons and medical students a safe and controllable environment in which to perform surgical planning and collaboratively practice a surgery before reaching a patient. **Simbicon's working prototype for the craniofacial region has been tested by surgical residents at the University of Wisconsin-Madison School of Medicine.**

CEO: Nathan Mitchell, [nmitchell@simbicon.com](mailto:nmitchell@simbicon.com)