

Press Release

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MADISON STARTUP JOINS LEADING TECH INCUBATOR

MADISON, WI, MAY 13, 2013: One of Madison's most exciting tech startups will be spending the summer in Colorado to take part in TechStars, a leading technology incubator

SnowShoe is the fifth Madison startup to take part in TechStars, and they are the first to join the program's Boulder, CO location. The program starts today (May 13th) and runs through August 9th.

"We are extremely excited to be taking part in TechStars this summer" said SnowShoe's CEO, Claus Moberg. "We've made a ton of progress since we founded snowshoe over two years ago. We still have a lot to learn, though, and we know that TechStars will help us push our company forward."

TechStars provides participating companies with a small amount of funding, direct mentorship from successful entrepreneurs, and access to a world-wide network of alumni and supporters. The incubator was started in

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Boulder in 2006, and currently runs programs in New York City, Boston, San Antonio, Seattle, Chicago and London.

Founded in the Fall of 2011 by three UW-Madison graduate students, SnowShoe makes authentication hardware and software that allows smartphone app developers to prove that their users are in specific locations and interacting with specific people or embedded systems.

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