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Entrepreneurs to Pitch Their Startups at gener8tor Launch Event
Startup Accelerator Program to Showcase Five Innovative New Companies

MILWAUKEE – Graduates from Wisconsin’s premier startup accelerator program will pitch their companies to an audience of investors and fellow entrepreneurs August 29, at gener8tor’s Launch Day event in Milwaukee.

gener8tor, a Wisconsin-based business accelerator program, began investing its capital, expertise, mentorship and network connections into five high-tech startups in May as a part of a three-month summer accelerator program. Participants in this program come locally from Milwaukee and Madison, and nationwide from Austin, TX, Chicago, IL and Minneapolis, MN.

“By bringing companies to Milwaukee we are thrilled that gener8tor has become a ‘brain gain’ for the state of Wisconsin.” said gener8tor Co-Founder Joe Kirgues.

The program culminates in the Launch Day event, where the five gener8tor Summer 2013 companies present a five-minute pitch in front of an audience of investors, entrepreneurs, customers and community members. gener8tor’s prior 13 accelerator alumni have gone on to raise \$6 million in capital and have created over 75 jobs.

Thursday’s event will also feature a keynote by serial entrepreneur Brian Wiegand. Brian founded and exited the companies NameProtect.com, BizFilings, Jellyfish.com and more.

The companies to be featured at the Launch Day event:

Docalytics

Entrepreneur: Evan Carothers

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Docalytics is an easy to implement, cross-platform technology that enhances how businesses use their marketing and sales documents to interact with and capture actionable data from

their prospective customers. Docalytics enables users to efficiently:

- CAPTURE more leads from their content.
- CONVERT more sales from these leads.
- CREATE better, more engaging content.

MailLift

Entrepreneur: Brian Curliss

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MailLift integrates with your Customer Relationship Management, helpdesk and other tools allowing handwritten letters to be automated. MailLift sends handwritten letters to old-school mailboxes on your behalf, freeing you and your staff's time. With MailLift you have the ability to send thousands of personalized handwritten letters with just a few mouse clicks. Improve your customer acquisition and retention by sending these letters from your browser, email client, mobile device or CRM.

OpenHomes

Entrepreneur: Kelda Roys

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OpenHomes provides modern, professional tools for the "for sale by owner" market. With OpenHomes, it is easy, affordable, and secure for people to buy or sell their homes themselves. Openhomes' simple, elegant technology connects buyers and sellers directly online, enabling everything from scheduling a showing, giving feedback, or asking questions, to making an offer from your tablet or smartphone. OpenHomes' services enable home owners to sell their homes themselves with confidence - for only 1% commission.

Optyn

Entrepreneur: Alen Malkoc

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Optyn makes marketing simple for small businesses by providing easy, automated tools to acquire and engage their customers. Optyn's marketing platform helps business owners decide what message to communicate and then enables them to create, schedule and send an email campaign in less than 2 minutes. Optyn also ensures consumers only get emails from merchants they have chosen.

catalyze.io

Entrepreneur: Travis Good

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catalyze.io provides health cloud solutions for application developers, enabling rapid application development, enhanced data integration and industry-standard security. Our vision is to offer the hosted core infrastructure required to build modern apps for health and

wellness. catalyze.io takes care of the plumbing for app owners and empowers developers inside and outside of enterprises to quickly build, test and deploy health and wellness applications—all without worrying about data sources and models, interoperability or HIPAA technology security.

Launch Day event details:

Thursday, August 29

5:00-9:00 pm

Turner Hall
1034 N 4th Street
Milwaukee, WI 53203

Ticketing for the event is by invitation and request. Please address any inquiries to joe@gener8tor.com.

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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