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FOR IMMEDIATE RELEASE
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Five Startups Begin gener8tor's Winter 2014 Program

Madison, Wis. - gener8tor, a Wisconsin-based startup accelerator, kicks off its Winter 2014 Program in Madison this week in its new office at 30 W. Mifflin St., 5th Floor. This is the fourth gener8tor program since its inception. gener8tor recruits, mentors and trains entrepreneurs leading high-tech business ventures from around the world. Since June 2012, the 18 startup graduates from gener8tor's previous three accelerator programs have gone on to raise more than \$10 million in financing and created close to 100 jobs.

Over the course of the 12-week program, which begins on January 3, 2014, gener8tor invests its community, capital, mentorship, network and expertise into each company. In addition to gener8tor's initial \$20,000 cash investment, each participating company is guaranteed \$50,000 of additional follow-on investment from gener8tor and its investment partner, Angels on the Water. The program culminates with a Launch Day event on April 3, 2014, where each entrepreneur will pitch his or her company to a crowd of community members and potential investors.

"The Winter 2014 Program consists of some of the most innovative startups from around the world," said Troy Vosseller, co-founder of gener8tor. "We're really looking forward to helping these companies grow and achieve their full potential."

Out of over 380 applications, the five companies participating in the Winter 2014 Program are listed below:

Edison DC Systems (<http://www.edisondcs.com>): Edison DC Systems has developed products that allow you to demonstrate the high efficiency benefits of direct current power systems in your data center through simple rack based solutions. As a member of Facebook's Open Compute Project, Edison DC Systems has taken an industry leadership role in defining the next generation of direct current power infrastructures. Edison DC Systems offers complete end-to-end direct current solutions to power your cloud. (Milwaukee, WI)

Liv Blends: Liv Blends is the Nespresso machine for freshly blended beverages. 16oz cups come pre-packaged with fresh fruits, vegetables, seeds, and nuts - insert a cup into the machine, blend,

and you're ready to go. No need to source, clean, cut, and measure ingredients - nor mess with the clean up. Eating fresh, healthy foods has never been easier. (Cambridge, MA)

Men's Style Lab (<http://www.mensstylelab.com>): Men's Style Lab is a concierge clothing service that provides effortless style for everyday guys. After connecting you with a personal stylist, Men's Style Lab sends you customized wardrobe selections based on your lifestyle and personal preferences. You only pay for the items you keep, send back the items you don't, and shipping is free both ways. (Des Moines, IA)

Driblet (<http://www.driblet.io>): Driblet is a smart water management solution. It offers cutting edge, innovative technology to deliver the most accurate and on-time measurements in a simple format directly to your smart devices. It also keeps track of your water using habits (volume, temperature & time), in order to provide tailored feedback and advice to help you reach your consumption goals. (Monterrey, Mexico)

Review Trackers (<http://www.reviewtrackers.com>): Review Trackers is a review monitoring solution for multi-businesses. It's designed to meet the needs of small businesses to enterprises with thousands of locations. Review Trackers recently surpassed 2,500 paying locations. (Chicago, IL)

For more information, email troy@gener8tor.com, 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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