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

Milwaukee, WI - gener8tor, a Wisconsin-based startup accelerator, kicks off its Milwaukee 2014 Program this week at their downtown Milwaukee office. This is the fifth gener8tor program since its inception. gener8tor recruits, mentors and trains entrepreneurs leading high-tech business ventures from around the world. Since June 2012, the 23 startup graduates from gener8tor's previous four accelerator programs have gone on to raise nearly \$25 million in financing and created over 150 jobs.

Over the course of the 12-week gener8tor program, which begins on July 18, 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 partners, Angels on the Water and Wisconsin Investment Partners. The program culminates with a Premiere Night event in October, where each entrepreneur will pitch their company to a crowd of community members and potential investors.

"The Milwaukee 2014 program brings a diverse mix of companies from Wisconsin and across the country," said Troy Vosseller, co-founder of gener8tor. "We're excited for these five great companies to join the Milwaukee and gener8tor startup communities."

Out of over 450 applications, the five companies participating in the Milwaukee 2014 Program are listed below:

Beekeeper (<http://www.beekeeperdata.com>)

Beekeeper Data allows companies to make smarter decisions with their vast amounts of data. For companies that use Hadoop, Beekeeper's collaborative software platform democratizes data analytics in the same way that Github has democratized software engineering. By working together collaboratively on Beekeeper, organizations with large amounts of high volume and unstructured data can make more informed decisions and reduce costs. (Madison, WI)

HITLIST (<http://www.gohitlist.com/>)

HITLIST takes the annoyance out of advertising. Developed at the request of ad giant J. Walter Thompson, the HITLIST SaaS application uses gamification techniques to provide online publishers with an embedded display ad widget to increase user site duration, user engagement, and customer targeting. Beta tested over 18 months by several powerful American brands with over 50 million

“hits,” the end result is a dramatic increase in site duration, social engagement, and visitor feedback. (Provo, UT)

Modern Movement (<http://www.modmov.com/>)

Modern Movement is creating the next generation of balance training products. Beginners to elite athletes, including those on the U.S. Ski and Snowboarding teams, are using Modern Movement products to improve their balance. The new, patented designs will combine instability and 3-dimensional movement with sensor-based performance measurement and tracking. To date, the company has sold over 2,000 units and will be debuting in a national outdoor recreational retailer this fall. (Madison, WI)

Project Foundry (<http://www.projectfoundry.org/>)

Project Foundry is an intuitive, web-based platform that helps students and teachers manage and expedite authentic personalized learning. With features like Google Drive integration, collaborative communication, standards-based reporting, student self-assessment and more, Project Foundry is the most complete workflow management system available for project-based learning. Project Foundry currently manages over 250,000 projects for 30,000 students and teachers in over 160 schools. (Milwaukee, WI)

Stock Mfg. Co. (<https://www.stockmfg.co/>)

Stock is a vertically integrated, domestically made clothing brand that blends an innovative sales model with old school, American craftsmanship. By skipping the traditional retail middlemen that inflate the cost of clothing, and selling directly to their customers, Stock is able to deliver premium, American-made garments at price points that are affordable to the average consumer. To date, Stock has sold over 9,000 garments in 40 states and nearly a dozen countries. Stock is the preferred outfitter of several notable clients including Goose Island Beer Co., Soho House Chicago and Alinea Restaurant Group. (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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