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gener8tor Announces Partnership with Microsoft

Coalition Includes UW-Oshkosh Business Success Center, Venture Center at Fox Valley Technical College, WiSys, UW-Green Bay Cofrin School of Business and Greater Oshkosh Economic Development Corporation

gener8tor, Microsoft Corp., UW-Oshkosh Business Success Center, Venture Center at Fox Valley Technical College and a coalition of Wisconsin institutions including WiSys, UW-Green Bay Cofrin School of Business and Greater Oshkosh Economic Development Corporation announced a new partnership to fuel the growth of startups emerging from Northeast Wisconsin. The Microsoft-led coalition will sponsor gBETA – a free version of gener8tor’s nationally ranked accelerator program that will provide individualized mentorship and coaching to ten Northeast Wisconsin startups each year.

“Emerging companies need more than just a great idea to take off. They need great coaching, a strong network of partners, and financial investors,” said Brad Smith, president of Microsoft. “gBETA’s accelerator program gives startups the boost they need to be successful, ultimately creating more jobs in Northeast Wisconsin.”

gBETA is a free accelerator for early-stage startups with local roots. The program provides participants with intensive and individualized coaching and access to gener8tor’s national network of mentors, potential customers, corporate partners and investors. 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. Through gBETA, Microsoft and gener8tor hope to spark technology, drive local economic growth, and spur innovation in various industries, including traditional Northeast sectors such as paper, agriculture, and manufacturing.



gBETA

“Northeast Wisconsin has all of the raw materials needed to build a high growth startup ecosystem. This vision is shared by Microsoft, UW-Oshkosh Business Success Center, Venture Center at Fox Valley Technical College, WiSys, UW-Green Bay Cofrin School of Business and Greater Oshkosh Economic Development Corporation. We are excited to work with this broad and diverse coalition to support entrepreneurs in Northeast Wisconsin,” said Maggie Brickerman, Managing Director of gBETA.

gBETA Northeast Wisconsin will run two times per year, and is capped at five companies per cohort to ensure a high level of individualized attention. gBETA participants must have roots in Northeast Wisconsin. gBETA works with companies across all industries and business models. Startups interested in applying should contact gBETA Northeast Wisconsin Director Adrienne Palm (adrienne@gener8tor.com). For more information, visit www.gbетаaccelerator.com.



Microsoft





About gBETA

gBETA is a program of nationally ranked startup accelerator gener8tor. gBETA is a free, accelerator for early-stage companies with local roots. Each program is capped at five teams, and requires no fees and no equity. gBETA currently operates in five locations: Beloit, Madison, Milwaukee, Minneapolis and now Northeast Wisconsin. gBETA graduates have collectively raised nearly \$4M since 2015, and 50% have either gone on to participate in a full-time, equity-based accelerator or raised at least \$50,000 in seed financing. For more statistics, visit <https://www.gbетаaccelerator.com/statistics/>.

About gener8tor

gener8tor is a nationally ranked accelerator that invests in high-growth startups. Three times a year gener8tor invests up to \$140K in each of five startups who receive a concierge experience during our 12-week accelerator program. gener8tor supports the growth of these startups through its network of experienced mentors, technologists, corporate partners, angel investors and venture capitalists.

To date, gener8tor's 59 alums have cumulatively raised more than \$120M in follow-on financing. Of these 59 alums, 57% have raised more than \$1M in follow-on financing or have been acquired.

gener8tor invests in high-growth startups, including software, IT, web, SaaS, life science, medtech, e-commerce and hardware. Accepted startups receive up to \$140K and 12 weeks of mentorship-driven programming. gener8tor is a proud member of the Global Accelerator Network (GAN) and is sponsored by American Family Insurance.

gener8tor is a GOLD-tier accelerator in the U.S. as ranked by the Seed Accelerator Rankings Project: <http://seedrankings.com>.

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