

2013 MADISON STARTUP FAIR

- **PerBlue** is a privately held mobile and social gaming software company based in Madison, WI. Founded in 2008, we are a growing team of young and energetic engineers, artists, designers and business specialists. PerBlue makes games for iOS and Android platforms, and has over 1 million players worldwide. (*perblue.com*)
- **Hardin Design & Development** is a boutique technical development firm in Madison, Wisconsin focused on creating a diverse array of Internet content. At the forefront of “Web 2.0” trends such as interconnectivity and interactive content, the company creates applications for websites, mobile operating systems, social-networking sites, and widgets. (*hardindd.com*)
- **Murfie** is part marketplace, part community; an online music service for your CD collection. As a Murfie member, buy, sell, and trade albums with other members. Download any album in your Murfie collection in the digital format of your choice, including lossless formats. All CDs in our inventory are stored at our headquarters in Madison, WI. (*murfie.com*)
- **SnowShoe** is a Madison, WI startup that makes the SnowShoe Stamp – an insanely intuitive, inexpensive and indestructible way for smartphones to authenticate real-world interactions. A simple touch of the SnowShoe Stamp to the screen of a person’s smartphone proves that the phone’s owner is in a specific location, at a specific time, and is interacting with a person or system in an authenticated way. (*snowshoestamp.com*)
- **Vidmaker** is a TechStars company that provides a cloud-based video editor that lets users work with video on any device, anywhere and with anyone. It simplifies video management, editing and collaboration by storing all video data in the cloud while providing Google Docs style real time collaboration and GitHub style project management and reuse. (*vidmaker.com*)
- **Asthmapolis** is dedicated to improving the management of asthma for patients and healthcare professionals. Asthmapolis is using inhaler sensors, mobile applications, advanced analytics and feedback to help physicians identify those patients who need more help controlling the disease before they suffer a severe and costly exacerbation. (*asthmapolis.com*)
- **gener8tor** is an accelerator with offices in Madison and Milwaukee. gener8tor invests capital, mentorship, network, community and expertise in first-stage, scalable startups. gener8tor runs two programs per year, alternating between Madison and Milwaukee. (*gener8tor.com*)
- **Ronin Studios & Consulting** designs and builds games for adult learners. The Company uses its specialized expertise in educational game design to create engaging digital applications for corporations and non-profits that enhance participation, learning, and development. Ronin products help enterprises harness the power of game play to achieve goals in the areas of training, recruitment, branding, and education by creating games that help learners apply their knowledge in contextually relevant settings. (*roninsec.com*)
- **WomStreet** is a Social Media hub that hosts contests. They’ve deemed themselves the social stage. They create the contests-typically focused around businesses & events-where anyone can submit content, anyone can vote, and anyone can win. The site acts as a powerful marketing tool for companies that want to reach users in a new and creative manner. It allows companies to stay “cool” while reaching lots of people through social media. (*womstreet.com*)
- **Trinker** is a free app that helps you party with your Buddies anywhere in the world – whether they’re across the street or across the globe. Stop running around and sending endless text messages to track people down. Trinker provides a live feed so you know if you’re rocking out or missing out. By keeping track of everyone – where they are, what they’re doing, and who they’re with – Trinker helps you create and share experiences centered on social drinking. (*trinkerapp.com*)
- **WeMontage** is a simple, photo montage creation tool to build large, custom wallpaper collages for your clients. Photo Wall Art. Your Way. (*wemontage.com*)
- **MobileIgniter** is building mobile services aimed at dramatically reducing the cost and time required to put a native business app in the marketplace. (*mobileigniter.com*)
- **Quietyme** warns noise violators while documenting sound levels. Quietyme monitors temperature, humidity, and wastage. Quietyme saves on heating and cooling costs. (*quietyme.com*)

- **SpanDeX** is the premiere collaborative solution for LaTeX authors. SpanDeX eliminates the need to keep track of different versions of files, manually accept, reject and merge changes, and the endless emails and inconsistent TeX installations. (*spandex.io*)
- **hoos.in** is about sharing ideas- ideas for fun things to do with friends and peers. On your home page, see an array of ideas going on in your city. (*hoos.in*)
- **AppSolute Innovations** aims to combine a comprehensive directory of local events with an effective and multi-faceted mass communication application that will give the user a comprehensive set of information about the social world around them. This will also allow for efficient mobile social networking of people and businesses as the combination of features will make it an essential events-planning application.
- **Sector67** is a start up TechShop / Hacker space / Makerspace / Collaborative Environment in Madison, WI dedicated to providing members the opportunity to work on tomorrow's technology; to build, collaborate, learn, and teach about next generation devices. (*sector67.org*)
- **Horizon Coworking** is Madison's first coworking space, located in the U.S. bank building on the square. (*horizoncw.com*)
- **EatStreet** is essentially an online food court. There are always various daily specials and amazing deals for you to find. The whole process is fast, easy, and free. At the end of your order you may choose a local charity to which we will donate 5% of our profit. (*eatstreet.com*)
- **Bendyworks** is a software firm focusing on mobile and web application development. We deliver value constantly with a unique process that allows our clients to manage and direct their project at all times. (*bendyworks.com*)
- **DineInTime** replaces your restaurant's pagers with a comprehensive software system that allows you to easily manage your waitlist, collect operational statistics, and keep your customers engaged. Our system alerts patrons via phone when their table is ready, without the need for expensive pagers or yelling names. (*dineintimeapp.com*)
- **Portable Scores** has built a connected portable electronic scoreboard and timer, named the DigiTally. Now athletes and spectators can watch recreational sports and know what the score is, how much time is left, AND share it all online. (*portablescores.com*)
- **MoveinMadison** is built to be the website every renter in downtown Madison wished existed. One that finally puts every downtown apartment in one, easy-to-search place. (*moveinmadison.com*)
- **The Doyenne Group** is a networking/mentoring group for women entrepreneurs. We provide support for women as they develop themselves as entrepreneurs, found and build their ventures, and help women become more fully engaged in the broader entrepreneurial community. (*thedoyennegroup.com*)
- **Cbay** is a convenient, charitable selling service for people without the know-how or time to sell their items online. We donate 20% of each sale to charity. We have a passionate and hardworking team focused on providing a valuable service to individuals and their communities. (*cbayonline.com*)