



gener8tor
30 W Mifflin St, 5th Floor
Madison, WI 53703
www.gener8tor.com

FOR IMMEDIATE RELEASE
Media Contact: Troy Vosseller
(608) 354-6606
troy@gener8tor.com

Five Startups Begin gener8tor's Madison 2015 Program
Kickoff Weekend, sponsored by AT&T, Commences Friday

Madison, WI - gener8tor, a startup accelerator, kicks off its Madison 2015 program today at their downtown Madison office. gener8tor's Kickoff Weekend is sponsored by AT&T. This is the sixth gener8tor program since its inception. gener8tor recruits, mentors and trains entrepreneurs leading high-tech business ventures from around the world. Since June 2012, the 28 startup graduates from gener8tor's previous five accelerator programs have gone on to raise nearly \$35 million in financing and created over 250 jobs.

Over the course of the 12-week gener8tor program, which begins on February 6, 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 \$70,000 of additional follow-on investment from gener8tor and its investment partner, Angels on the Water. Companies creating jobs in Wisconsin are also eligible for an additional \$50,000 investment through gener8tor's partner, BrightStar Wisconsin. The program culminates with a Premiere Night event in May, where each entrepreneur will pitch their company to a crowd of community members and potential investors.

gener8tor recently raised a \$2.1M "Fund II" to further support its operations and investments.

"The Madison 2015 program brings our most diverse mix of companies ranging in geography from Wisconsin to Florida in industries ranging from healthcare to wine," said Troy Vosseller, co-founder of gener8tor. "We're excited for these five great companies to join the Madison and gener8tor startup communities."

Out of over 400 applications, the five companies participating in the Madison 2015 Program are listed below:

GrocerKey (<http://grocerkey.com>) – Madison, WI

GrocerKey is an e-commerce platform that helps grocery stores build an online store and implement profitable pick up and delivery systems. GrocerKey empowers grocery stores by providing an online e-commerce store that represents their brand, gives them control of valuable customer data, and provides infrastructure to fulfill on-demand delivery orders. The GrocerKey platform emerged from the founder's experience starting and operating Madtown Munchies (today dba [Munchie Delivery](#)).

Bright Cellars (<https://www.brightcellars.com>) – Boston, MA

Bright Cellars is the subscription wine experience that matches members with personalized monthly selections using an algorithm created by its MIT-grad co-founders. Bright Cellars is a fun way to learn about wine. Members build a profile with a wine quiz and rate wines to improve future matches. Bright Cellars removes traditional marketing and distribution costs to make unique wines accessible for members to try. Driven by digital customer acquisition, Bright Cellars, which was founded in April 2014, currently serves over 1,000 members.

Carson Life (<http://www.carsonlife.org>) – Miami, FL

Carson Life is a health and beauty products company focused on the Hispanic market. Carson Life was founded with the objective of enhancing the quality of life for individuals around the world through its products. Carson Life's products are endorsed by well-known celebrities in the Hispanic market, each of whom are committed to Carson Life's mission and value proposition. Carson Life's products are sold online and through retailers such as Walmart. Carson Life's products provide a premium, natural way to look and feel great.

Passage (<http://gopassage.com>) – Detroit, MI

Passage helps specialty events take control of their ticketing & payments both online and at the door. By combining the worlds of payment processing and event ticketing, Passage has simplified the entire process for organizers and attendees. Passage caters to each specialty event category with branded and unique features designed to serve the needs of that specialty event category. One example is [HauntPay](#), Passage's ticketing & payment solution for the haunted attraction industry vertical.

AltusMedical Group (<http://altusmedicalgroup.com>) – Madison, WI

AltusMedical Group is a healthcare software-as-a-service company focused on achieving better patient outcomes through continuing medical education. Through its AltusCampus SaaS Learning Management System, AltusMedical Group is delivering vital continuing medical education to healthcare facilities and device/pharmaceutical companies across the country.

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.

###