

# START-UP BUSINESSES GET HELPING HAND AT IRONTEK

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Austin Montgomery Beloit Daily News The IronTek facility in downtown Beloit provides work space to over 30 small businesses. The gBeta program soon will be offered at Irontek to help start-up businesses in the area.

BELOIT — A nationally-ranked small business start-up accelerator program is expanding to Beloit in the Irontek space in the Ironworks campus.

Gener8tor, a private Wisconsin business investment collective, will offer its gBeta program in Beloit to help start up businesses raise capital and grow.

“We are very excited to have partnered with gener8tor to launch gBeta in Beloit this spring,” said Irontek Community Manager Erin Clausen. “The first cohort is off to a great start and it’s been awesome to see the gBETA Beloit companies using the Irontek space and engaging in the local startup community.”

On April 13, Beloit start ups and others from the Madison and Milwaukee programs will give business plan pitches for four minutes to an audience of investors from across the nation, including the East and West coasts.

“One of Beloit’s biggest assets over the last several years has been Hendricks Commercial Properties’ ability to create a density of high-tech companies and jobs at their Ironworks development,” said gBeta Director Abby Taubner. “We’re so honored to be working with them to complement the amazing work they’ve been doing for the community. There are more employees of venture-backed, digital technology startups in Beloit than in Milwaukee, and Hendricks Commercial Properties is a huge reason why.”

Area start ups include, Classmunity, GenoPalate, Klover Products Inc., Push Daily and Upper Room Technology.

- Classmunity: The fundraising management software helps kindergarten through 12th grade schools raise funds efficiently while reducing the risk of fraud. The software was developed by educators for teachers. So far, the start-up has helped 10 state school districts manage over \$1.3 million in funds since last May.

- GenoPalate: This DNA-analysis company looked to examine individuals’ genetic data, along with demographic and lifestyle information to give personalized insight for optimal healthy living and eating. The start-up’s gene collection kits and biomarkers provide customers with information about what foods are scientifically best for them and which to avoid. The company plans to develop a line of personalized nutrition snacks, set for sale this summer.

- Klover Products Inc.: The audio-visual accessory company makes parabolic microphones and other accessories for sports broadcasters, security agencies and video recording enthusiasts. Klover is the leading manufacturer of parabolic microphones to the U.S. sports industry, with exclusive rights to provide microphones to FOX Sports. The company’s consumer division, Sound Shark, sells a version of the professional microphones to wedding videographers and video production teams. Since starting, the company has sold over 440 microphones to date.

- Push Daily: This fitness start up looks to streamline workouts led by fitness experts. Each expert posts packages of branded workout videos for users to stream at home or on the go. The release will feature a former Nike brand representatives and the company’s top executive who previously created a hip-hop dance class that reached thousands weekly at Like Time Fitness gyms across North America.

- Upper Room Tech: The software start up looks to provide tools needed by professional bond investors to make recommendations on which bonds to buy or sell. The proprietary algorithms will be released within the coming months, and two investment firms have committed to the beta test.

