

University of Wisconsin-Green Bay & gener8tor Partnership:

Building a Stronger, More Diversified Innovation Economy
Across Northeastern Wisconsin.



PRE-ACCELERATOR
POWERED BY gener8tor



WISCONSIN
ECONOMIC DEVELOPMENT

Meet the Partners

gener8tor and the University of Wisconsin-Green Bay have partnered to create the UW-Green Bay Pre Accelerator, using the gBETA curriculum to provide coaching and national connections, establishing a foundation for a regional innovation economy.



gener8tor is a global venture firm and accelerator network that works with entrepreneurs, workers, and artists across race, place and gender to support their work through innovative programs. As recognized by Fast Company as one of the Top Workplaces for Innovators, gener8tor has created high-impact programs across the United States in more than 45 different cities. The gBETA pre-accelerator model allows early-stage startups to grow rapidly without losing equity or paying fees.



University of Wisconsin-Green Bay is a university that creates resilient problem solvers and is the fastest growing UW campus in Wisconsin. With enrollment exceeding 11,500 students, the University of Wisconsin-Green Bay is a major economic engine for its community. It also serves as a hub for innovation, providing resources such as the Phoenix Innovation Park, which gives startups the opportunity to transition concepts into commercialization.

The Opportunity

Northeast Wisconsin has a strong foundation of industrial productivity and entrepreneurial talent, yet early-stage venture funding opportunities have historically been limited. As a result, many entrepreneurs have had fewer avenues to access institutional guidance, mentorship, and the networks needed to grow beyond the pre-commercial phase. Without a concentrated base of investment firms in Brown County, local founders, including graduates from the University of Wisconsin-Green Bay, have often looked to larger, established innovation hubs to secure the capital required to scale their businesses. This dynamic has created an opportunity for the region to further support and retain high-growth companies, expand access to capital, and capture more of the economic value generated by its own talent and innovation.

The Solution

gener8tor and the University of Wisconsin-Green Bay created a local accelerator that converts raw potential into venture-ready innovations. The University is partnering with gener8tor's gBETA program to provide a fast-growing platform for innovators. Since 2015, gBETA has worked with over 1,551 companies, with its alumni raising more than \$1B in capital.



1,551
Supported Companies

\$1B+
Raised by Alumni

gBETA closes the gap on regional support by giving each founder 7 weeks of one-on-one mentoring, helping them to develop a customized business plan and making 30+ connections to mentors and 25+ connections to investors curated from gener8tor's national network.

Unlike other programs where talented people are allowed to float toward innovation hubs on the coasts, this equity-free model keeps high-growth startups in the Northeast Wisconsin area. As a result of equipping founders with the necessary tools (executive summary, professional pitch deck) to grow, hire and fundraise within their own community, the partnership will provide them with what they need to do so.

Portfolio Companies

The UW-Green Bay Pre-Accelerator's portfolio includes high-growth potential startups selected from competitive applicant pools, representing key industries for the region including Software as a Service (SaaS), Web-based applications, Health Tech, and Consumer Products.



A smart automation tool that produces autonomous testing for web applications, reducing maintenance costs without requiring coding.



A one-stop shop for corporate events that connects companies with top vendors through an AI-powered platform to streamline sourcing, budgeting, and execution.



A HealthTech company developing patented nanocomposite wound care products that accelerate the healing process for patients with chronic wounds and diabetic ulcers.



A continuous health monitoring collar for dogs that tracks heart rate, body temperature, and activity in real time, giving pet parents an early warning system through a companion mobile app.



An anti-fraud platform for small businesses that integrates with QuickBooks to verify financial transactions before they are completed.



A premium frozen dessert brand crafting sugar-free cakes with low net carbs for the GLP-1 market and health-conscious consumers seeking indulgence without the sugar spikes.



A conversational AI platform designed for mid-sized businesses to convert scattered data into reliable and actionable information.



A functional coffee syrup that delivers calm, focused energy within every pump.



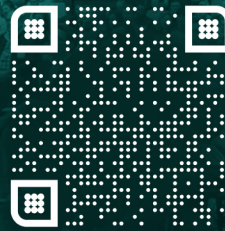
A B2B marketplace where users post service requirements and vendors bid on those services to ensure price optimization and efficiency.



A smart automation tool that produces autonomous testing for web applications using AI, helping engineering teams reduce maintenance costs and improve software reliability without requiring coding expertise.

The Impact

In their own words



Apply today!

"We believe this is the beginning of our journey... Everything we do as a regional comprehensive should be about serving northeast Wisconsin. We should be for the common good and always for the common good."

Michael Alexander - *Chancellor of the University of Wisconsin-Green Bay*

"I wouldn't be anywhere near as confident had it not been for this program. It's given me [the] information to move beyond just making money to generating wealth. Before, I could sell someone their shoes, but I didn't know how to tell them to invest in my shoes; the program provided the clarity I needed to pitch and position the business."

Mike Moran - *Founder and CEO, Copacati*

"[The] appeal of a big city started losing interest because I realized Northeast Wisconsin has everything I'm looking for. There are cool things happening here, and it is a great place for me to do business."

Ashwin Karthikeyan - *Founder and CEO, PhoenixAid*



Your Startup's Next Chapter Starts Here

Do you want to help your startup grow to the next level? gener8tor's 7-week, no-equity, pre-accelerator program is now underway at UW-Green Bay for spring 2026, with future cohorts on the horizon.

If you are a startup founder from Brown county WI or a UW-Green Bay alumni who would like to get your startup idea back to Northeast Wisconsin, please apply to our program.

Program Kickoff: April 23rd, 2026

Showcase: May 13th, 2026

Location: UW-Green Bay campus

Refine your business model, develop new contacts, and prepare for rapid growth with the UW-Green Bay Pre-Accelerator.

Apply today at: www.gener8tor.com/gbeta/uw-green-bay