



**FOR IMMEDIATE RELEASE**  
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**gener8tor Graduates Six Startups in 13th Program**  
*Six startups to Pitch at May 16th "Premiere Night"*

**MADISON** – gener8tor celebrates its thirteenth program at its Premiere Night event in Madison on May 16, 2018 at The Edgewater.

"We are fortunate to work with an eclectic group of companies, ranging from co-living to predictive voice analytics. We're also thrilled to work with a diverse group of founders; half of this cohort is female-founded and half are also minority-founded," said Program Director Louis Condon.

In this class, two of the six companies are based in Wisconsin, and the other four are headquartered in Chicago, Boston, Miami, and St. Petersburg, FL. gener8tor attracted 683 applicants for this Madison 2018 program, resulting in a less than 1% acceptance rate.

Premiere Night is an invitation-only celebration of gener8tor's latest class of innovative startups and entrepreneurship. For the three months leading up to Premiere Night, gener8tor's group of entrepreneurs have been validating their business models, attracting customers and preparing their pitches. The six companies will pitch their business models to a captive audience of investors, entrepreneurs and community members.

"Each company has seen tremendous success and growth over the last 12 weeks and we are happy to introduce them to the broader Wisconsin entrepreneurial community," said gener8tor Co-Founder Troy Vosseller.

"We founded gener8tor in 2012 with the hope that it would become a vehicle through which we could more effectively invest in the state's best and brightest," said gener8tor Co-Founder Joe Kirgues. "We also couldn't be happier to work with two companies founded by home-grown entrepreneurs."

The six companies presenting at Premiere Night include:

**Advocatia** (<http://www.advocatia.io>) – Chicago, IL  
[Ryan Brebner](mailto:rbrebner@advocatia.io), CEO: [rbrebner@advocatia.io](mailto:rbrebner@advocatia.io)

Advocatia's SaaS platform and account management services help hospitals better identify, assist, and manage eligibility for Medicaid and related government programs for the un- and underinsured. Hospitals rely on Advocatia's products to increase reimbursement, decrease bad debt, improve community health outcomes, and automate enrollment and auditing processes.

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**Alacarte** (<http://www.alacartedelivery.com>) – Miami, FL  
[Ken Ray](mailto:kenray@alacartedelivery.com), CEO: [kenray@alacartedelivery.com](mailto:kenray@alacartedelivery.com)

Alacarte operates an on-demand, delivery-only kitchen network comprising multiple brand and cuisine options to allow for cross-brand ordering within the same delivery. Alacarte curates brand and cuisine options optimized for preparation, delivery, popularity, and margin efficiency. All orders are prepared, packaged, and shipped from same location.

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**Ease** (<http://www.itease.com>) – Milwaukee, WI  
[Nathan Harris](mailto:nathan@itease.com), CEO: [nathan@itease.com](mailto:nathan@itease.com)

Ease manages creative projects for businesses via its "freelancer agency" model. Ease's managed services marketplace selects the freelancers, tracks and manages the projects, and provides enterprise account management. For a typical creative project, Ease is up to 30% less than a traditional agency.

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**PlaceMe** (<http://www.placemeliving.com>) – Boston, MA  
[Clara Arroyave](mailto:clara@placeme.life), CEO: [clara@placeme.life](mailto:clara@placeme.life)

PlaceMe simplifies the rental market for young professionals and grad students by leasing fully-furnished bedrooms at a flat monthly rent with flexible lease terms. PlaceMe is a residential real estate arbitrage model predicated on convenience. Over 80% of PlaceMe tenants are international newcomers and appreciate the no-haggle, no-hassle lease options.

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**RankMiner** (<http://www.rankminer.com>) – St. Petersburg, FL  
[Preston Faykus](mailto:pfaykus@rankminer.com), CEO: [pfaykus@rankminer.com](mailto:pfaykus@rankminer.com)

RankMiner's artificial intelligence SaaS platform analyzes call center phone conversations to enable enterprises to identify:

- (1) which customers are at-risk,
- (2) which customers will buy more, and
- (3) which employees may help, or hurt, their business.

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**TailoredCare** (<http://www.tailoredcare.com>) – Madison, WI  
[Ali Ahmadi](mailto:ali@tailoredcare.com), CEO: [ali@tailoredcare.com](mailto:ali@tailoredcare.com)

TCARE's Medicaid-approved, SaaS platform reduces caregiver burnout and delays nursing home placement. TCARE's evidence-based predictive technology saved Washington State Department of Social and Health Services over \$10M in a 2,300-caregiver pilot by delaying nursing home admission by 18-24 months.

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**gener8tor** is a nationally ranked accelerator that invests in high-growth startups. Three times a year gener8tor invests \$90K in each of five startups who receive a concierge experience during its 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 65 alumni have cumulatively raised more than \$150M in follow-on financing. Of these 65 alumni, 58% 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 \$90K 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](#).

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