



BELOIT | SPRING 2017 COHORT



Classmunity is a fundraising management software for K-12 schools. Developed for educators by educators, Classmunity makes fundraising more efficient while reducing fundraising fraud risk. **Classmunity has helped 10 Wisconsin school districts manage over \$1.3m in funds since their soft launch in May 2016.**

**CEO:** Alana Platt, [alana@classmunity](mailto:alana@classmunity)



GenoPalate analyzes genetic data along with demographic and lifestyle information to deliver personalized insights for optimal healthy eating. GenoPalate's DNA collection kits and biomarkers provide customers with data-driven information about what foods are scientifically best for them, and which to avoid. **GenoPalate will use this data to develop GenoNourish, a line of personalized nutrition snacks that will be available Summer 2017.**

**CEO:** Yi (Sherry) Zhang, [sherry@genopalate.com](mailto:sherry@genopalate.com)



Klover Products, Inc. engineers and manufactures parabolic microphones and audio/visual accessories for customers ranging from sports broadcasters to security agencies to video recording enthusiasts. Klover Products is the leading manufacturer of parabolic microphones to the sports broadcasting industry and is the exclusive supplier of parabolic microphones to FOX Sports. Sound Shark, the consumer-facing division of Klover Products, sells a version of their parabolic microphones to wedding videographers and video production houses. These microphones capture audio from greater distances with less ambient noise. **Klover Products has sold over 440 parabolic microphones to date.**

**CEO:** Paul Terpstra, [pterpstra@kloverproducts.com](mailto:pterpstra@kloverproducts.com)



Upper Room Technology's first product, Savant, is software for professional bond investors. Savant's patent-pending algorithm delivers customized recommendations as to which bonds to buy and sell. Although the bond market capitalization is \$39 trillion, almost 50% larger than the stock market, bond managers currently have no easy way to determine which bonds to buy and sell. Potential customers range from Tier 1 institutions managing trillions or hundreds of billions of dollars (Vanguard or Fidelity) to small credit unions with only several billion under management (UW Credit Union). **Savant will be available in Q2 2017, with two investment management firms already committed to beta test.**

**Vice President:** Matthew Kee, [Matthew.Kee@UpperRoomTechnology.com](mailto:Matthew.Kee@UpperRoomTechnology.com)



Push Daily is a mobile fitness application designed to connect consumers with workout videos from partnered fitness brands that can be streamed at home or on the go. Push Daily plans to begin distributing branded fitness content, including STREET VYBE®, to consumers April 1. **STREET VYBE® is a high-energy hip-hop dance class that reaches 3,400 people weekly at Life Time Fitness locations in the U.S. and Canada.**

**CEO:** Nnanna Egbujiobi, [Nnanna@newvybe.com](mailto:Nnanna@newvybe.com)



MADISON | Spring 2017 COHORT



## ClusterScope

ClusterScope turns workplace communication tools (e.g. Slack, Skype) into an AI-powered hub that centralizes all IT management and analytics tasks via a powerful and intuitive natural language interface. ClusterScope allows users to issue commands in plain English to deploy, monitor, and manage all of their infrastructure and online services (e.g. Google analytics, AWS).

**Co-Founder:** Saket Saurabh, [saket@clusterscope.com](mailto:saket@clusterscope.com)



## ComfortApnea

Comfort Apnea's patent-pending sleep therapy device uses a novel, CO<sub>2</sub>-based technique to treat sleep apnea. Comfort Apnea allows for a more comfortable, patient-preferred treatment alternative to current standard of positive airway pressure (CPAP). **Comfort Apnea was developed based on 30 years of ongoing sleep research. The most recent human trial showed effective in reducing most obstructive and central apnea in 81% of sleep apnea patients.**

**CEO:** Dr. Icaro Dos Santos, [icaro@comfortapnea.com](mailto:icaro@comfortapnea.com)



**EASY WAY TO HEALTH** creates IoT devices that continuously monitor key health indicators. EW2H's first product addresses overweight and obesity through a high-traffic smart scale that measures weight trends rather than numbers. For employees, EW2H's mobile application tracks their personal weight trends. For employers, EW2H's administrative dashboard provides insight into participation levels, the health profile of their workforce and validation of corporate investment in health initiatives. Easy Way to Health (EW2H) is a Madison, WI based C-corp. **EW2H is currently piloting its first product at two companies with 1000 unique users.**

**CEO:** Dr. Renato Romani, [renato.romani@easywaytohealth.com](mailto:renato.romani@easywaytohealth.com)



Kilter's fitness and wellness platform connects users with a growing network of fitness partners (e.g. gyms, studios) and holistic service providers (e.g. personal trainers, massage therapists) across a local and national scale. Kilter users check in on tablets at fitness partner locations, and earn points. Points accumulate over time and can be used towards discounted or free services offered through the platform (e.g. massage, nutrition, apparel). Fitness partners use Kilter as a loyalty program to keep their members coming back. **Kilter currently has 534 unique users and 1260 user check-ins representing a 350% increase in user growth and 20% week-over-week check-in growth since launching Kilter Rewards on February 13. Monthly revenue is approaching \$5,000 per month.**

Co-Founder: Seth Braddock, [seth@kilterwellness.com](mailto:seth@kilterwellness.com)

## Simbicon

Simbicon's software platform draws on 15 years of research to provide real-time, virtual tissue simulations for reconstructive plastic surgery. Simbicon provides surgeons and medical students a safe and controllable environment in which to perform surgical planning and collaboratively practice a surgery before reaching a patient. **Simbicon's working prototype for the craniofacial region has been tested by surgical residents at the University of Wisconsin-Madison School of Medicine.**

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