



**FOR IMMEDIATE RELEASE**

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## **gener8tor Madison Accelerator Announces Four Startups Selected for 2021 Cohort**

MADISON, WISCONSIN – Nationally ranked startup accelerator gener8tor announced this year’s cohort for its 12-week accelerator in Madison.

Each of the four companies selected from around the world to participate have received a \$100,000 investment. Due to the pandemic, the accelerator programming has been virtual this year. The cohort kicked off on March 11 and will conclude with an in-person [Premiere Night](#), where the startups pitch their businesses to investors and the public, on Aug. 17.

The Madison 2021 cohort is composed of startups in the fashion, music, AI and beverage industries. Three were founded by women and three are led by minority founders. Chosen from over 1,500 companies, the four startups selected to participate and receive investment are:

[Wildwonder](#) (San Francisco, CA): Founded by Rosa Li, Wildwonder makes wellness accessible, starting with a better drink for gut health. Inspired by the healing tonics Li’s grandma brewed for her, Wildwonder offers the first microbiome expert-approved symbiotic (prebiotic + probiotic) beverage for the \$125B functional beverage market, and broadens the market for Kombucha with no fermented taste and low sugar. Wildwonder employs a unique multi-prong distribution strategy that’s more capital efficient. **Wildwonder has sold over 700K bottles since launch, online and in select Whole Foods and Sprouts stores.**

[Dora Maar](#) (New York, NY): Founded and led by Lauren Wilson, Dora Maar’s influencer marketplace allows influencers to sell luxury consignment to their consumers and become their own personal luxury brands by monetizing their closets. Dora Maar allows luxury consumers to have a truly personalized shopping experience by giving them

access to shop the closets of influencers, known as muses, they trust and follow every day. **Dora Maar has been featured in VOGUE and features 33 Muses.**

[Awayr AI](#) (Boston, MA): Led by co-founders Adam Beal and Dr. Ben Sawyer, Awayr AI's modeling and simulation software helps automotive engineers run virtual experiments to determine how people will interact with vehicle user interfaces in the real world with a high degree of accuracy. Rather than needing to build a complete car and hire dozens of people to perform months-long road tests, Awayr AI completes testing using only digital designs of a proposed vehicle interface, one employee, and about an hour. Awayr AI is proven to be 5,700x faster, and 600x less costly than human safety and usability testing with eye tracking (HSUT). **Awayr AI is currently in negotiations for paid pilots with major automakers.**

[Streo](#) (Los Angeles, CA): Under the leadership of Arush and Pre Dhawan, Streo's on-demand live events platform enables DJs and live bands to stream their events from all over the world. Artists can archive and distribute their live streamed gigs for paid access. Audiences can stream live events on demand for \$10/month. **Streo has live streamed 5,200 events with 1,400 artists at 600 nightclubs, and has had 250K user signups.**

"We are honored to add these four startups to the gener8tor family," said Jenni Le, Managing Director of gener8tor Madison. "Over the last few months, the gener8tor team has been working closely with each founder to focus on growth, mentorship and fundraising. We are so excited about the momentum each of these teams has going forward and cannot wait to see where they go."

All four companies will pitch their business models to investors, entrepreneurs and the community during gener8tor's Premiere Night. Premiere Night will be held at Garver Feed Mill in Madison on Aug. 17 at 6 p.m. The event will be part of Forward Fest, Wisconsin's largest technology and entrepreneurship festival.

Please direct any questions about the gener8tor Madison program to managing director Jenni Le at [jenni@gener8tor.com](mailto:jenni@gener8tor.com).

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**About gener8tor**

[gener8tor](#)'s turnkey platform for the creative economy connects startup founders, musicians, artists, investors, universities and corporations. The gener8tor platform includes pre-accelerators, accelerators, corporate programming, conferences and fellowships.

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