



FOR IMMEDIATE RELEASE

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Five startups selected for accelerator

gener8tor and WEDC welcome new gBETA Madison cohort to
Madison, WI

Madison, WI. - Five companies have been selected to participate in a statewide startup accelerator program. Two companies - HCL and Doogooda - came to Wisconsin through gener8tor and WEDC's Accelerate Wisconsin initiative. 3D Powder Tech, Doogooda, FerroMX, HCL and Nelambos will participate in the gBETA Madison program in partnership with Wisconsin Economic Development Corporation through national venture capital firm [gener8tor](#).

gBETA Madison is a free, seven-week, no-equity accelerator program that provides startup founders with intensive concierge coaching and access to its national network of mentors, customers, corporate partners and investors. The programs are designed to set a path for startups to participate in equity-based accelerator programs and pursue investment opportunities.

gener8tor reviewed applications from across Wisconsin and internationally for the program. The five selected companies were chosen based on their strong growth potential, investor readiness and alignment with Wisconsin industry. Details on each company appear below.

gener8tor operates accelerators that connect local talent with capital, mentorship and opportunity. The Accelerate Wisconsin initiative invites high-potential international startups to establish U.S. headquarters in gener8tor's partner communities, delivering fresh innovation, new jobs and long-term economic growth. The program pairs accelerator participation with a visa pathway tailored for entrepreneurs. The program opens a clear route for founders to expand their early-stage companies into the U.S. market. Each startup represents the potential for



lasting impact as a local employer of American jobs, innovator and community builder in their new American home.

“Cohort-based programs like gBETA do so much for the founder community” said Clayton Custer, Managing Director of gBETA Wisconsin *“The peer collaboration and mutual problem solving that the program offers, paired with dense, relevant feedback and concierge mentorship from ecosystem partners creates ideal conditions for fantastic growth.”*



The program is made possible by a partnership with [Wisconsin Economic Development Corporation](#).

“Startups play a critical role in moving Wisconsin’s economy forward,” said John W. Miller, secretary and CEO of the Wisconsin Economic Development Corporation, the state’s lead economic development organization. “With a history of bringing innovative ideas to life, Wisconsin is an ideal place for startups to put down roots and the WEDC is excited to support gener8tor’s accelerator program.”

At the end of the gBETA program, the startup founders will pitch their companies to investors, community partners, and the public at a showcase event on April 28th at Discovery 2 Product located at 1403 University Ave, Madison, WI 53715 starting at 5pm.

Startup companies and founders interested in learning more about gBETA’s programming and resources or applying to a future program can visit the gener8tor [gBETA website](#), or reach out to Clayton at clayton.custer@gener8tor.com Those interested in mentoring these companies or getting involved in other ways are also encouraged to connect.

gBETA Madison Spring 2026 Cohort

	<p>3D Powder Tech develops solutions for metal additive manufacturing (AM) to improve reliability, consistency, and quality during production across high end industrial applications (i.e aerospace, biomedical, automotive, clean energy). 3D Powder Tech’s core technology provides accurate measurement of the spreadability of the powder feedstock material allowing users to ensure quality during 3D printing production. 3D Powder Tech has raised \$155k pre-seed non-dilutive funds for prototype development and initial customer discovery.</p>
	<p>Doogooda automates the when, where, and why of operational decision-making in healthcare. Every US hospital runs on operational decisions — staffing changes, resource shifts, policy updates — yet almost none document why a decision was made, who approved it, or when it should change. The result: decision fatigue across leadership, millions lost to untraceable choices, and zero audit trail when regulators or boards ask. Entity Flow produces auditable decision packages — structured outputs a COO can defend to a board. No system integration required to start. Doogooda has generated \$500K+ revenue from 5+ institutional clients across hospitals, government, and enterprise. Proven in Korea's</p>

	<p>single-payer healthcare system — now entering the US market where the pain is deepest.</p>
	<p>FerroMX advances the next generation energy storage by developing ferroelectric separator membranes that enable safer and longer-lasting rechargeable metal ion batteries. FerroMX offers built-in dynamic dendrite suppression, delivering a cost-effective solution with great compatibility. Since its launch, FerroMX has conducted over 150 customer discovery interviews with battery manufacturers and industry stakeholders, raised \$50k non-dilutive funding for further market validation, and has an issued patent on our technology.</p>
	<p>HCL develops mineral based soil technologies that help farmers increase fertilizer efficiency and water retention while reducing input costs and environmental impact. HCL's core innovation uses natural zeolites to improve nutrition utilization in agricultural soils— addressing one of the largest inefficiencies in modern farming. HCL has generated \$150,000 in annual revenue with a portfolio of agricultural solutions focused on soil improvement and water efficiency and is now expanding into the US market with innovative zeolite based technologies.</p>



Nelambos provides an affordable solution for the early detection of urinary tract infections (UTIs). Nelambos is an at-home, self-administered diagnostic test for UTIs used by the patients and their care givers to monitor UTI in urine samples on a routine basis. Detecting urinary tract infections early in at-home settings prevents the onset of life-threatening bloodstream infections and sepsis, reducing healthcare costs associated with hospitalization, and improving quality of life. **Nelambos has filed a patent application on the technology and has conducted over 250 customer discovery interviews thus far to determine the need and utility of this test.**

About gener8tor

[gener8tor](#) is a global venture firm and accelerator network that supports [startups](#), [workers](#), [employers](#), [artists](#) and [musicians](#) across race, place and gender. gener8tor partners with companies, governments, universities and nonprofits to operate accelerator programs and [conferences](#) in more than 45 communities across 25 states and territories and three countries. *Fast Company* named gener8tor one of the Best Workplaces for Innovators in 2021 and 2022. The International Trade Council recognized gener8tor as the Global Venture Capital Firm of the Year in 2022.

About gBETA

[gBETA](#) is a non-equity accelerator that facilitates the growth of early-stage companies through a network-driven program. This accelerator supports five startups per cohort and requires no fees for startups and takes no equity. Since launching in 2015, gBETA accelerator alumni have raised \$1B+ in capital and created 7055+ jobs across the U.S. and Canada.

About the Wisconsin Economic Development Corporation

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. Working with more than 600 regional and local partners, WEDC develops



and delivers solutions representative of a highly responsive and coordinated economic development network. Visit wedc.org or follow WEDC on Twitter @WEDCNews to learn more.

