Distributed by UW News Service, October 27, 2025

Links to story: <https://news.uwgb.edu/phlash/news/09/30/university-of-wisconsin-green-bay-join-forces-with-gener8tor-announce-startup-accelerator-program/>

University of Wisconsin-Green Bay joins forces with gener8tor, announce startup accelerator program

Written by Kristin Bouchard

The University of Wisconsin-Green Bay and the University of Wisconsin-Green Bay Foundation have partnered with global venture firm and startup accelerator, gener8tor, to announce the inaugural [gBETA UW-Green Bay pre-accelerator program powered by gener8tor](https://www.gener8tor.com/gbeta/uw-green-bay). The accelerator focuses on early-stage companies working across all industries.

gBETA UW-Green Bay is a free, seven-week, no-equity accelerator program that provides startup founders with concierge coaching and programming, along with access to a large network of mentors, customers and investors. The program is designed to set a path for startups to participate in equity-based accelerator programs and investment opportunities.

gener8tor and UW-Green Bay will seek startups across Northeast Wisconsin and Brown County to apply for the accelerator in an effort to support new startups as well as founders driving innovation in the region. UW-Green Bay alumni no longer stationed in the region are also encouraged to apply. It will follow the curriculum of gener8tor’s global pre-accelerator, gBETA.  
  
As UW–Green Bay and the UWGB Foundation champion early-stage entrepreneurship through the inaugural gBETA UW-Green Bay program, they’re more than empowering startups — the partnership aims to lay the groundwork for a broader regional innovation ecosystem. This initiative arrives at an opportune moment as UW–Green Bay continues to build on its momentum and further connect what it does to the economy and quality of life of Northeast Wisconsin.

“Collaboration with gener8tor allows us to create new opportunities for entrepreneurs right here in Northeast Wisconsin,” said UW-Green Bay Chancellor Michael Alexander. “The partnership highlights how regional comprehensive universities can provide tremendous economic value to our communities while providing experiential learning for UW-Green Bay students and anyone in the region who wants to grow their ideas and companies.”

Together, UW-Green Bay, UWGB Foundation and gener8tor aim to bring early-stage startup programming to the region and create an environment that will embrace and support founders -right in their own backyard.

“As the Phoenix Innovation Park continues to take shape it is essential we begin the process of creating an environment for aspiring entrepreneurs to recognize our university is a place that welcomes and encourages their presence,” said Troy Streckenbach, Brown County Executive.  “This is another step in our journey of cementing our university as a space for business startups and an incubator for ideas to commercialization.”

“Special thank you to WEDC, Brown County and Associated Bank for their investment to kickstart this program,” said Alan Peters, economic development executive for UW-Green Bay.  “Cultivating an entrepreneurial ecosystem will incubate and drive growth, allowing the next generation of businesses to flourish in the region.”

The inaugural gBETA UW-Green Bay program will begin recruiting startups immediately and will kick off October 28. Startup companies and founders interested in applying or learning more about gBETA -UW-Green Bay or similar gBETA programming and resources are encouraged to visit the gener8tor [website](http://www.gener8tor.com/).

Emma Snyder has joined as the first Program Manager for gBETA UW-Green Bay. Founders with questions or interest in applying are encouraged to reach out to her directly at [emma@gener8tor.com](mailto:emma@gener8tor.com).