



FOR IMMEDIATE RELEASE

NMotion
NMotion.co

MEDIA CONTACT

Christina Oldfather
402-525-7461
christina@nmotion.co

gener8tor and NMotion Join Forces

gener8tor to launch NMotion gBETA programs beginning Spring 2019

Lincoln, NE – Beginning in 2019, gener8tor will be joining forces with NMotion to offer new ways for early-stage, high-growth startups to launch and grow. The partnership will further NMotion’s mission and provide a larger network of mentors, resources, capital, and collaboration for startups in Nebraska and the Midwest.

“Partnerships and collaborations have always been one of the components of NMotion’s success in building community and helping founders. The Lincoln Partnership for Economic Development and the University of Nebraska- Lincoln have been committed to working together and building the startup ecosystem by sponsoring the NMotion Accelerator. We are all excited to move forward with our new partners at gener8tor to continue to level up entrepreneurship in Lincoln and the Midwest,” said Christina Oldfather, Director of Innovation and Entrepreneurship with the Lincoln Partnership for Economic Development and NMotion Board Member.

As part of this relationship, gener8tor will operate three NMotion programs per year under a “free” model. Each program will run for seven weeks, consist of five startups and require no fees and no equity from participating startups. gener8tor started offering this “free” model under its gBETA brand in 2015. Today gener8tor operates gBETA accelerators in Beloit, Cincinnati, Detroit, Indianapolis, Los Angeles, Madison, Milwaukee, Minneapolis, Northeast Wisconsin and Toronto.

“As gener8tor has expanded throughout the Midwest, so has the network we can offer to each participating startup,” said Troy Vosseller, gener8tor Co-Founder. “We are excited to add NMotion to the gener8tor family of accelerators and expand our startup platform across the Midwest to better connect entrepreneurs, startups, mentors, corporations and investors.”

gener8tor will continue to operate this program under the NMotion brand, and five teams will be accepted to each of the three seven-week programs run annually starting in Spring 2019. Two cohorts will be open to startups across all industries, and one cohort will be focused on AgTech/Food-based startups.

Participants receive intensive and individualized coaching and access to gener8tor and NMotion's national networks of mentors, customers, corporate partners and investors. The program is designed to help startups gain early customer traction on their product or idea, and establish metrics that make them competitive applicants for full-time, equity-based accelerators or seed investment.

Brian Ardinger, founder of NMotion, said "When we launched NMotion six years ago our goal was to provide a program and network to help startups move forward, faster. NMotion and gener8tor have been peer programs for years and we are confident that merging our networks together will help us further our mission and provide new opportunities for startups to launch and grow in the Midwest."

NMotion is currently accepting applications for the NMotion Director, which will be responsible for operating the program. Interested applicants can learn more at nmotion.co/careers/. Applications are also open for startups who would like to participate in the program at nmotion.co/2018/12/07/apply/.

Individuals wishing to get involved in other capacities should contact Christina Oldfather (christina@nmotion.co, 402-525-7461). For more information, visit NMotion.co, gener8tor.com and gBETAstartups.com.

###

NMotion

NMotion started six years ago as Nebraska's first accelerator program designed to help startups move forward, faster. Based in Lincoln, Nebraska, NMotion has provided the platform to accelerate early-stage, high-growth startups through curated connections to resources, mentors, and capital. NMotion has partnered with gener8tor to continue to build these programs and opportunities for startups looking to grow in the Midwest.

gener8tor

gener8tor is a turnkey platform for the creative economy that connects startups, entrepreneurs, artists, investors, universities and corporations. The gener8tor platform includes pre-accelerators, accelerators, corporate programming, conferences and fellowships focused on entrepreneurs, artists and musicians.

gener8tor is a nationally ranked, GOLD-tier accelerator in the U.S. as ranked by the Seed Accelerator Rankings Project: <http://seedrankings.com>.