



FOR IMMEDIATE RELEASE

July 27, 2020

MEDIA CONTACT

Lauren Usher
305-607-3265
lauren@gener8tor.com

gBETA Pensacola Announces Director, Accepting Applications for First Cohort

PENSACOLA, FLORIDA – Nationally-ranked startup accelerator gener8tor will soon launch its first gBETA program in Pensacola, an offering brought to the community by Studer Community Institute as part of The Spring, a new entrepreneurial hub and initiative. gBETA Pensacola has hired a program director and is now accepting applications for local startups to participate in the inaugural gBETA Pensacola, Fall 2020 program.

gBETA Pensacola is a free accelerator for early-stage companies with local roots. The seven-week program will work with five local startup companies at a time. Participants receive intensive and individualized coaching and access to gener8tor’s national network of mentors, customers, corporate partners and investors. gBETA is designed to help startup founders gain early customer traction on their product or idea, and establish and execute on metrics that make them competitive applicants for full-time, equity-based accelerators or seed investment.

“At The Spring Entrepreneur Hub, it is our mission to serve Pensacola area entrepreneurs at any point along their entrepreneurial journey,” said D.C. Reeves, Chief Entrepreneur Officer of The Spring. “Through the partnership with gBETA, we are able to bring unprecedented support to local, high-growth potential businesses, and we are excited to see how this program will aid in our efforts of making Pensacola the best place to live and start a business.”

gener8tor is proud to have brought on [Jonathan Kretz](#) as the Director of gBETA Pensacola. Jonathan is a transplant to Pensacola, coming from Fort Worth, Texas. Jonathan has seven years of experience supporting product development and commercialization efforts for businesses small and large. He also founded an artificial intelligence and machine learning startup. Jonathan will serve as the local conduit between the Pensacola startup ecosystem and the broader gener8tor network.

“In just a few weeks of working with the team at The Spring and getting moved into the Pensacola area, I have learned so much about the community and the desire to build strong, sustainable growth for Pensacola entrepreneurship. I look forward to connecting with

community members to share more about how the gBETA program supports that mission” said Jonathan Kretz, Director of gBETA Pensacola.

Jonathan is available for [one-on-one virtual meetings with entrepreneurs](#) in the Pensacola area to get support for their businesses and learn more about applying for the gBETA Pensacola Fall 2020 program. Although only five companies will be accepted to each program, gBETA will offer free community “Lunch & Learn” sessions to the broader public on a weekly basis. Currently, with the COVID-19 pandemic, all programming will be held virtually. When in-person gathering is safe, all gBETA Pensacola programming will be held at The Spring, an entrepreneurial support hub created by the Studer Community Institute.

The gBETA program is offered in Pensacola thanks to the support of the [Studer Community Institute](#) and [The Spring](#).

gBETA Pensacola is held twice per year, with five local companies accepted per cohort to ensure a high level of individualized attention. gBETA works with companies across all industries and business models. Startups interested in applying should contact gBETA Pensacola Director Jonathan Kretz (jonathan@gener8tor.com). For more information or to apply for the program visit www.gBETAstartups.com/pensacola. The deadline to apply is September 7, 2020.

###

About gener8tor

www.gener8tor.com

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.

About gBETA

www.gBETAstartups.com

gBETA is a program of nationally ranked startup accelerator gener8tor. gBETA is a free accelerator for early-stage companies. Each program is capped at five teams and requires no fees and no equity.

About The Spring

<https://thespringpensacola.com/>

The Spring Entrepreneur Hub is a program of the [Studer Community Institute](#) and exists to empower, connect and grow small businesses in the Pensacola area, serving as the front door to our community’s entrepreneurial ecosystem. The Spring focuses on three key areas –

mentorship, connection to resources and scaling/acceleration – to bring unprecedented structure and aid to local small businesses in Escambia and Santa Rosa County.