



## FOR IMMEDIATE RELEASE

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### **gener8tor Announces 50 Companies Participating in Fall Pre-Accelerators Nationwide**

**PENSACOLA, FLORIDA** - Top-ranked startup accelerator gener8tor announced today the participants selected for 10 of its Fall 2020 gBETA cohorts. The 50 startups are located across the country, and represent a wide variety of industries and verticals, including IIoT, Medtech, SaaS and beyond.

The gBETA Pensacola Fall 2020 program is the inaugural program in Pensacola. The five startups were selected from a large applicant pool and represent diversity in geography, industry, demographic and business stage.

gBETA is a free, seven-week accelerator that works with five startups at a time for no fees and no equity. gBETA is a program of nationally ranked startup accelerator [gener8tor](#). Each cohort is kept small to ensure meaningful engagement with the gener8tor team, network and other resources. Participants receive intensive and individualized coaching and access to gener8tor's national network 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 can make them competitive applicants for full-time, equity-based accelerators or seed investment.

"To make Pensacola the best place for entrepreneurship to shine, we need to have ways for our area to identify amazing young companies and get them to the next level quickly," said DC Reeves, Chief Entrepreneur Officer of The Spring. "gBETA has found five companies in our region that have such promise, scalability and passion for its first cohort. We can't wait to see them shine."

The 10 Fall programs kicked off on Thursday, Oct. 1 and the startups will work with the gener8tor team over the course of seven weeks to meet mentors, gain customer traction and pitch to investors. Due to COVID-19, the Fall 2020 programs are all being held virtually.

These programs will culminate in gener8tor's first gBETA Pitch Series, "[gener8tor is Grateful For...](#)" which will highlight each of the 50 companies via Pitch Night events taking place each night the week before Thanksgiving. This series will be an opportunity to listen and learn more about the companies, network with the founders and other community members, and

celebrate everything we have to be thankful for during this time. To view information about the full Pitch Series, [click here](#). Pensacola's cohort will be highlighted at the Pitch Night on Nov. 18. For more information and to RSVP, [click here](#).

“In the months leading up to the first gBETA Pensacola cohort, there has been considerable community support and a tremendous response from entrepreneurs locally and across the southeast region who are excited about this program,” said Jonathan Kretz, Director of gBETA Pensacola. “Selecting only five teams was difficult, but I am looking forward to working with the cohort of small businesses to positively affect the region through entrepreneurial-based economic development.”

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/regional 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 at [jonathan@gener8tor.com](mailto:jonathan@gener8tor.com). For more information or to apply for the program, visit [gbetastartups.com/pensacola](http://gbetastartups.com/pensacola).

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## gBETA Pensacola Fall 2020 Cohort



**ARGO Cyber Systems'** machine-learning processes protect small and medium-sized businesses against cyber attacks and threats. ARGO Cyber Systems offers customers either a self-service platform or a concierge service to manage their cyber hygiene. ARGO Cyber Systems is a service disabled, veteran-owned small business with over 50 combined years of experience in cyber security. **ARGO Cyber Systems' current monthly revenue is \$12K and is growing by 25% month-over-month.**

CEO: Jim Rogers | [jim.rogers@agocyber.com](mailto:jim.rogers@agocyber.com) | [agocyber.com](http://agocyber.com)



DESHI™

**DESHI** offers the only vegan-friendly, cruelty-free, medical grade skincare line without harsh toxins. Through a personalized experience, DESHI customizes a modern medical skincare solution for each customer. DESHI is a woman- and minority-owned Florida LLC whose founder has 12 years of skincare experience. **DESHI has generated \$23K in product-only sales in 2020, with a 55% increase over the last year.**

Founder: DeSheri McClure | [desheri@deshibeauty.com](mailto:desheri@deshibeauty.com) | [deshibeauty.com](http://deshibeauty.com)

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**National Energy USA's** advanced recycling solutions use proprietary machinery and processes to convert everyday garbage to valuable commodities. National Energy partners with cities and counties to address the growing garbage crisis and save taxpayer dollars. National Energy is a minority-owned Florida-based LLC run by the United States Air Force's former Chief Garbologist. **National Energy has generated \$100K in consulting revenues, and its technology has been vetted by the United States Environmental Protection Agency and the Florida Department of Environmental Protection.**

CEO: Dave Robau | [DaveR@NationalEnergyUSA.com](mailto:DaveR@NationalEnergyUSA.com) | [nationalenergyusa.com](http://nationalenergyusa.com)

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**Qunav** offers software solutions to increase the safety and reliability of semi-autonomous and driverless vehicles in GPS-challenged environments (such as tunnels) for both military and commercial applications. Qunav's technology leverages vehicles' pre-existing hardware and can be inserted via software-only upgrades. Qunav is a Florida-based LLC with technology that is ready for commercialization after being developed over the last 9 years through multiple small business innovation research grants. **Qunav has secured a licensing agreement with a commercial vendor for demonstration purposes.**

CEO: Andrey Soloviev, PhD | [soloviev@qunav.com](mailto:soloviev@qunav.com) | [qunav.com](http://qunav.com)

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**Shipshape Urban Farms** designs and manufactures modular, hydroponic farms that make fresh vegetables accessible in urban markets year-round. Shipshape allows urban “agripreneurs” to produce 5.3 acres of crops within a 500-square-foot “smart space” that is digitally and automatically controlled. Shipshape then provides continued support through ongoing training and supplies. Shipshape is a woman- and combat veteran-owned Delaware C-Corp. **Shipshape Urban Farms has secured three pre-orders set for delivery by Q1 of 2021, representing \$290K in revenue.**

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**To view all the gBETA companies in the Fall 2020 cohorts [click here.](#)**

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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.

#### **About gBETA**

[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**

[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.