



**FOR IMMEDIATE RELEASE MEDIA CONTACT** November 10, 2022 Danielle Scarzello  
Program Manager  
303-710-5819  
danielle@gener8tor.com

## **gBETA Distillery Labs Accelerator announces third cohort**

**PEORIA, IL** - Global venture firm and startup accelerator, [gener8tor](#), in partnership with [Distillery Labs](#) kicked off the third gBETA Distillery Labs cohort in October of 2022. The gBETA accelerator focuses on early-stage companies working in Peoria and surrounding areas. See details about the selected companies at the end of this release.

gBETA Distillery Labs 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 recruited startups locally for the gBETA program in an effort to support homegrown companies. Each of the companies participating in this cohort all have Peoria roots.

“The County of Peoria has been a supporter of the local entrepreneurship ecosystem for many years. When approached with the opportunity to invest in gBETA Distillery Labs, it was an easy decision,” Peoria County Board Chairman Andrew Rand said. “It is important to invest in local companies and to work to ensure they grow in our community. The County of Peoria believes its investment in gBETA Distillery Labs, in partnership with the other stakeholders and investors, will benefit far more locally born and grown companies than if the county invested in an individual company here and there. The County’s investment in gBETA Distillery Labs is good for our entrepreneurs, good for our regional economy, and good for Peoria County Government.”

“It’s so exciting to see how much growth and potential exists in our community and I’m incredibly proud of the cohort we’ve selected for this fall,” said Danielle Scarzello, gBETA Distillery Labs program manager. “To know we have a chance to make a real impact in our community, as well as our local economy, is motivating. This cohort is composed of companies

from a variety of industries.”

At the end of the gBETA programs, startup founders will pitch their companies to investors, community partners and the public at a showcase event in 2023. More details will be announced at a later date.

Startup companies and founders interested in learning more about gBETA’s programming and resources or applying to a future program are encouraged to visit the gener8tor [gBETA website](#).

## **gBETA *Distillery Labs* Fall 2022 Cohort**



[Alevan Botanica](#) is

a holistic wellness brand rooted in Ayurveda and aromatherapy. Customers find balance and wellness through our holistic product line, yoga and fitness classes, and workshops. Alevan Botanica is an experience for clients that provides techniques and products to find optimal health and wellness.

**Founder and CEO: Alexa Bull | [alexa@alevanbotanica.com](mailto:alexa@alevanbotanica.com) | [alevanbotanica.com](http://alevanbotanica.com)**



[E-Code](#) leverages communication between underground sensors and a corresponding app to optimize water usage while minimizing consumer costs. E-Code allows users to collectively

reduce the American daily irrigation water usage by 4.5-13.5 billion liters and save 10 to 25 percent on individual water bills.

Founder and CEO: Khushi Shah | [ceo.ecode@gmail.com](mailto:ceo.ecode@gmail.com) | [ecodellc.com](http://ecodellc.com)



[Perikles](#) is an election information application focused on reaching apathetic voters. Users will have access to information on their polling location, how they can register to vote, and access to their ballot in an organized user friendly platform.

Founder and CEO: Jonathan Braun | [periklesil2020@gmail.com](mailto:periklesil2020@gmail.com) | [mcduffiegrouppnfp.com](http://mcduffiegrouppnfp.com)



[the CLAW](#) is the world's first epoxy applicator to utilize a screwing system rather than the ratcheting mechanism in current epoxy guns, which maximizes mechanical advantage and efficiency while minimizing effort and reducing injuries for the operator.

Founders and CEOs: Devin Soldati, Matthew Klein and Joe Soldati | [team@clawapplicator.com](mailto:team@clawapplicator.com) | [clawapplicator.com](http://clawapplicator.com)



[WooshBall](#) is the most innovative, inclusive, and status-quo-busting offering to hit the sporting goods market. WooshBall utilizes the *WooshBat* that enables everyone to be a hitter with a wider barrel that uses high tension strings with twice the hitting surface, three times the sweet spot, propelling hits twice as far. It inspired the creation of new, fast-paced, action-packed games – exciting players and spectators alike.

**Founders and CEOs: Mike Jirik, Tazio Grivetti and Shannon Jirik | [hello@wooshball.org](mailto:hello@wooshball.org) | [wooshbat.com](http://wooshbat.com)**

### **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 programs and [conferences](#) in more than 41 communities across 22 states and two 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 more than \$530M in capital and created more than 3,450 jobs across the U.S. and Canada.