



## FOR IMMEDIATE RELEASE

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## MEDIA CONTACT

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### gBETA AgTech Companies Graduate at Virtual Pitch Night

**CHAMPAIGN, IL**– Nationally ranked startup accelerator [gener8tor](#) is nearing the end of its [gBETA AgTech](#) Spring 2021 program and preparing for its Virtual Pitch Night (“Demo Day”) at 4 p.m. CT on March 11. This event will be part of [CU AgTech Week](#) and the whole AgTech community is invited to attend the free virtual event.

gBETA AgTech is one of two early-stage business accelerator programs offered by the Illinois AgTech Accelerator and accepts five companies per cohort.

The gBETA AgTech Spring 2021 cohort kicked off Jan. 20 with five startups who worked for seven weeks with the gBETA team to meet mentors, gain customer traction, and pitch to accelerators and investors. The cohort graduates March 11 at Pitch Night, where each company will deliver a five-minute pitch to an audience of mentors, investors and community members. This is an opportunity to hear all about the innovative ideas coming out of our community and support these entrepreneurs. There will be time before and after the presentations to network with the startup companies and other attendees virtually, and giveaways during the event.

“We are fortunate to have had five incredibly talented teams working on impactful and meaningful solutions to our food supply challenges and opportunities,” said Jack Marck, Managing Director of Illinois AgTech Accelerator. “These companies offer a glimpse of what the future of ag and food will be like, and the CU AgTech week is the perfect time to share these solutions with the world.”

“We’re thrilled for the opportunity to partner with gener8tor during the second-annual Champaign-Urbana AgTech Week and showcase the gBETA AgTech Spring 2021 cohort,” said Carly McCrory-McKay, Executive Director of Champaign County Economic Development Corporation. “The Illinois AgTech Accelerator – as well as resources like the College of ACES at University of Illinois, Parkland College, corporate partnerships in University of Illinois Research Park, and direct access to large grower networks – is why Champaign-Urbana is known as an ‘epicenter for AgTech’.”

The gBETA AgTech program is offered thanks to the support of [Serra Ventures](#), [GEM Realty Capital](#), [Fox Ventures](#), [University of Illinois Research Park](#), and [Champaign County Economic Development Corporation](#).

Startups interested in learning more about participating in the program should contact Illinois AgTech Accelerator Managing Director Jack Marck (jack@gener8tor.com). For more information or to register for Pitch Night, visit [live.remoco.co/e/illinois-agtech-accelerator-pitc/register](http://live.remoco.co/e/illinois-agtech-accelerator-pitc/register).

### AgTech | Spring 2021 COHORT

# AGVOICE™

**AgVoice** provides AI-based voice-assisted technology that unlocks digital integration in agriculture. It allows food production professionals to keep and access detailed and critical records, using the hands-free power of the voice. **AgVoice has 8 paid pilots with 3 of the 4 largest seed and chemical companies in the world.**

[agvoiceglobal.com](http://agvoiceglobal.com)

CEO: Bruce Brasa, [brasa@agvoiceglobal.com](mailto:brasa@agvoiceglobal.com)



### ClearLeaf

**ClearLeaf** uses patent-pending technology, organic certified in the EU and Japan, to control and manage a wide range of harmful pests while maintaining natural balances on the farm, protecting farmers and consumers. **ClearLeaf** currently has pre- and post-harvest solutions for the coffee, banana, multiple vegetables, sugar cane, strawberries, and flower sectors.

**GotaBlanca® is currently sold online in Costa Rica with total sales exceeding \$10,000 since launching its direct sales program in 2020. ClearLeaf is close to entering into an**

**exclusive commercial agreement with the biggest agrochemical distributor in the Central American Region.**

[clearagro.com](http://clearagro.com)

**Co-founder:** Néstor Zúñiga Arias, [nza@clearagro.com](mailto:nza@clearagro.com)

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**Otrafy** is an enterprise quality assurance software that automates mundane document processing by managing the collection, storage, and transfer of certification data across the food chain. Otrafy leverages natural processing language and machine learning to reduce at least 40% of manual activities, helping food manufacturers reach compliance and regulatory requirements faster. **Otrafy has paid pilots with Cargill and Kemps and has generated \$110k in revenue since launching in 2020.**

[Otrafy.com](http://Otrafy.com)

**CEO:** Nhat Nguyen, [nhat@otrafy.com](mailto:nhat@otrafy.com)

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The logo for Spira consists of the word "Spira" in a bold, rounded, green sans-serif font.

**Spira** produces algae-derived industrial raw materials to create a more efficient, environmentally and economically sustainable supply chain. Spira uses proprietary technology to engineer and grow and purify algae into dyes and proteins that are sold to food, cosmetic and textile companies. **Spira has successfully piloted dozens of end-products, generated over \$125,000 in sales, engaged with 32 global production partners, filed 6 provisional patents, and has been awarded a NSF SBIR Phase 1 grant.**

[spirainc.com](http://spirainc.com)

**CEO:** Elliot Roth, [elliott@spirainc.com](mailto:elliott@spirainc.com)

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**TellTail** software provides a digital platform that improves the management of pig production by digitizing & simplifying the daily operations of barn labor, the number one factor affecting animal health, welfare, and productivity in pig production systems. TellTail offers decision-ready information delivered simply and features a smooth communication bridge between production company personnel and contract growers about daily activities in the barns, as well as actionable recommendations for improved production outcomes and catastrophic risk mitigation.

**TellTail is a Champaign-Urbana, Illinois-based Delaware C-Corp that received the \$5000 2019 Illinois AgTech Summit Moore Innovation Prize.**

[telltai.ag](http://telltai.ag)

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