



For Immediate Release  
27 July 2021

## Finalists Announced for 2021 Wisconsin Innovation Awards

*Winners to be announced at awards ceremony on October 5, 2021*

**Madison—July 27, 2021** — Twenty nine companies and nonprofit organizations have been selected as finalists for the 2021 Wisconsin Innovation Awards. In total, over 331 business, products, and services from around the state were nominated. The finalists were determined by a panel of 27 statewide industry experts, with winners to be announced at the annual awards ceremony on October 5, 2021. Nominations spanned across the state of Wisconsin, representing startups, companies, and established businesses of all sizes and industries.

The Wisconsin Innovation Awards Board of Directors is thrilled to hold an in-person ceremony this year, in concordance with requirements set forth by Dane County Public Health and the Centers for Disease Control and Prevention. Discounted early bird tickets are available now until August 15th at [2021wia.eventbrite.com](https://2021wia.eventbrite.com). Further details on the program and event are available at [www.wisconsininnovationawards.com](http://www.wisconsininnovationawards.com).

The Wisconsin Innovations Awards Ceremony is presented by Alliant Energy, American Family Insurance, and Wipfli. Supporting sponsors include Exact Sciences, Green Clock, JP Cullen, Madison Gas & Electric, Neider & Boucher, Perkins Coie, the Wisconsin Union, and Wisconsin Economic Development Corporation. Additional support provided by BioForward, Eppstein Uhen Architects, First Business Bank, gener8tor, HealthX Ventures, Indeavor, Wisconsin Alumni Research Foundation, and Madison Area Technical College.

### 2021 Wisconsin Innovation Awards Finalists

Organization	City
AyrFlo, Inc. <a href="http://ayrflo-inc.com">http://ayrflo-inc.com</a>	Madison
Badger Shield <a href="https://making.engr.wisc.edu/shield/">https://making.engr.wisc.edu/shield/</a>	Madison
Black Oxygen (in partnership with Madison365) <a href="https://madison365.com/category/podcasts/black-oxygen">https://madison365.com/category/podcasts/black-oxygen</a>	Madison
Blexx Technology	Rhineland
Curate <a href="http://curatesolutions.com">http://curatesolutions.com</a>	Madison

Curbside Bicycles LLC <a href="http://www.curbsidebicycles.com">http://www.curbsidebicycles.com</a>	Fitchburg
DataChat <a href="http://www.datachat.ai">http://www.datachat.ai</a>	Madison
Drexel Building Supply <a href="https://www.drexelteam.com">https://www.drexelteam.com</a>	Pewaukee
EnsoData <a href="http://ensodata.com">http://ensodata.com</a>	Madison
Field to Freezer, LLC <a href="https://fieldtofreezer.com">https://fieldtofreezer.com</a>	Hartland
Fox World Travel <a href="http://www.FoxWorldTravel.com">http://www.FoxWorldTravel.com</a>	Oshkosh
Impact Sports, LLC <a href="http://protectthishead.com">http://protectthishead.com</a>	River Falls
Mercury Marine <a href="http://MercuryMarine.com">http://MercuryMarine.com</a>	Fond du Lac
Nelson and Pade, Inc. <a href="http://www.aquaponics.com">http://www.aquaponics.com</a>	Montello
Novir <a href="https://novir-usa.com">https://novir-usa.com</a>	Milwaukee
Octane Coffee <a href="https://www.octanemke.com">https://www.octanemke.com</a>	Waukesha
Our MAP, LLC <a href="http://www.danecenter.org">http://www.danecenter.org</a>	Madison
Rapid Radicals Technology, LLC <a href="http://www.rapidradicals.com">http://www.rapidradicals.com</a>	Milwaukee
RoddyMedical Inc. <a href="http://www.rodymedical.com">http://www.rodymedical.com</a>	Wauwatosa
Ruby Coffee Roasters <a href="https://rubycoffeeroasters.com">https://rubycoffeeroasters.com</a>	Nelsonville
Safepro Technologies <a href="http://www.safeprotechnologies.com">http://www.safeprotechnologies.com</a>	Dousman
SMARTcare Software, Inc. <a href="http://www.smartcaresoftware.com">http://www.smartcaresoftware.com</a>	Eau Claire

StableBody Technologies LLC <a href="http://www.stablebodytech.com">http://www.stablebodytech.com</a>	Middleton
Steady Shot LLC <a href="http://www.mysteadyshot.com">http://www.mysteadyshot.com</a>	Milwaukee
Understory <a href="http://www.understoryweather.com">http://www.understoryweather.com</a>	Madison
Vivid Microscopy LLC <a href="http://www.vividmicroscopy.com">http://www.vividmicroscopy.com</a>	Hartland
Voximetry Incorporated <a href="http://voximetry.com">http://voximetry.com</a>	Middleton
Washbnb <a href="http://washbnb.com">http://washbnb.com</a>	Milwaukee
Wisconsin Telelift Inc. <a href="http://www.WiscLift.com">http://www.WiscLift.com</a>	Three Lakes

### **About the Wisconsin Innovation Awards**

The Wisconsin Innovation Awards (WIA) connects and showcases innovators throughout the state of Wisconsin, across industries and organizations of all shapes and sizes.

By producing and providing educational media content, organizing a statewide network of experts willing to mentor and support each other, and hosting events that highlight groundbreaking work, WIA is building a lasting legacy of instruction inspired by Wisconsin's thinkers, makers, creators, and designers. WIA fosters innovation in this state and helps shine a light on companies throughout Wisconsin that have transformational ideas.

### **For more information, press only:**

Molly Walsh  
608-698-5890  
[molly@wisconsininnovationawards.com](mailto:molly@wisconsininnovationawards.com)

### **For more information:**

[www.wisconsininnovationawards.com](http://www.wisconsininnovationawards.com)  
[info@wisconsininnovationawards.com](mailto:info@wisconsininnovationawards.com)