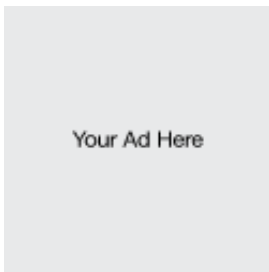




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[Excelerate Labs Announces 2011 Class](#)

April 28th, 2011

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Chicago startup accelerator and incubator

[Excelerate Labs](#) announced its 2011 class Wednesday night—10 startups that will each receive a \$25,000 seed investment, office space, legal assistance, and mentorship from Chicago entrepreneurs.

“In 2010 Excelerate itself was a startup,” [said CEO Troy Henikoff](#). “We had to figure a lot of it out as we were going. Now with a successful year under our belt, we can build on what we learned from last year and do an even better job this year.”

Excelerate’s inaugural class last year raised a total of \$7.2 million in venture funding and hired 65 employees since its demo day. This year, the program received hundreds of applications before selecting the 10 startups for its summer incubator.

The startups of Excelerate Labs’ newest class are:

- [A Space Apart](#): This mobile app works to create local experiences and communities around specific places or events. A Space Apart was a [an mVDEMO exhibitor at midVenturesLAUNCH 2010](#).
- [BabbaCo](#): This startup creates functional and “super cute” products for parents and their children.
- [Beyond Credentials](#): Beyond Credentials helps students create digital resumes. One of its unique factors is that it only allows students and alumni from a top 300 U.S. university to participate.
- [Buzz Referrals](#): This startup’s server creates custom referral programs based on social media.
- [CookItFor.Us](#): A website for sharing recipes and the [winner of the midVenturesLAUNCH 2010 people’s choice award](#), CookItFor.Us is an attempt to connect fine diners with amateur and professional chefs.
- [Exchangery](#): The Exchangery helps create regulator and technology-friendly commodities exchanges.
- [Food Genius](#): A mobile app that provides dish suggestions and matching coupons.
- [Joystickers](#): This startup focuses on creating products that help people interact with their touchscreens. Its big product is “Flow,” a paintbrush for touchscreens that already has some momentum on Kickstarter.
- [MapDing](#): This [newer Chicago startup](#) is a location-based marketplace for smartphones that allows users to set notifications for when items they’re looking for become available.
- [Power2Switch](#): A portal and dashboard that helps people manage their energy costs, Power2Switch finds users cheaper alternatives to their current electricity supplier by analyzing billing info and other data.

For more information about Excelerate Labs 2011, visit [ExcelerateLabs.com](#).

Posted by Shannalee T’Koy

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