Entrepreneur & Innovation Exchange
Published online at EIX.org on June 10 2015
DOI: 10.17919/X9001V

How Isomark Turned University Research Into a Life Saving Startup

Jon Eckhardt (University of Wisconsin-Madison)

Joe Kremer explains how Isomark commercialized breath-test technology with help from the Wisconsin Alumni Research Foundation and navigated the challenges of growth.

Joe Kremer's company, Isomark, provides life-saving technology that can detect potentially deadly illnesses early through a simple breath test. In this interview Kremer talks about how Isomark was launched with the help of the Wisconsin Alumni Research Foundation. He also discusses the importance of keeping your cool; how crises in a business can lead to pivot points and new opportunities; and how momentum -- whether it's from a product improvement or a new investor -- helps new and growing businesses break through walls.

Link to video

Copyright © 2015 The Authors. Entrepreneur & Innovation Exchange is published at EIX.org. This is an open access article under the terms of the Creative Commons Attribution-NoDerivs License, which permits use and distribution in any medium, provided the original work is properly cited and no modifications or adaptations are made. View EIX.org Authorship Terms at https://eix.org/terms