



## The Odyssey of Isomark's Life-Saving Technology

Jon Eckhardt (University of Wisconsin-Madison)

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](#)

