
Milwaukee Pandemic Biotech Startup Wins Wisconsin Economic Development Corp. Innovation Award

WEDC, Governor Evers Recognize Testing Firm Novir as Overall Winner of “We’re All Innovating” Contest

MILWAUKEE (Dec. 8, 2020) -- The Wisconsin Economic Development Corp. has recognized Novir -- a Milwaukee-based pandemic biotech startup working to bring rapid COVID-19 testing to businesses, school and other organizations -- as the top winner of its “We’re All Innovating” Contest.

The WEDC announced the awards on Dec. 7.

The contest was created to “recognize and promote the creative ways startups and small businesses are adapting to the challenges of the COVID-19 pandemic,” with a focus on technology, service and business operation innovators. Seventeen top winners were chosen. From the [WEDC press release](#) ...

Milwaukee-based Novir LLC received the top prize for its work developing a test to rapidly detect antibodies found in people who have already contracted COVID-19. Novir’s test can deliver results in minutes rather than the days required for previous tests. Simple to use, portable and not dependent on expensive laboratory equipment, Novir’s serological antibody test is less expensive than polymerase chain reaction (PCR) tests that also detect COVID-19 antibodies. The Novir antibody test is undergoing U.S. Food and Drug Administration review and is expected to be cleared this month. Production of about 100,000 Novir antibody tests per month will begin soon, providing more “early warning” potential to health systems, businesses and a general public eager to see the COVID-19 pandemic pass.

Said Novir CEO Alexander Kempe: “We are honored to receive this award from the WEDC, and excited to play a leadership role in helping businesses, schools, and other organizations reopen safely amid the pandemic. Testing is critical in doing that, and you need both diagnostic and inexpensive antibody testing to do this right. We are helping deliver that at Novir with our valued partners.”

About Novir

Novir, founded in Milwaukee in April, offers a turnkey COVID-19 testing program which includes ready access to FDA-authorized, high-quality rapid serological antibody tests, diagnostic tests (including PCR tests), and shortly point-of-care antigen tests, all supported by a technology platform to provide actionable baseline data to support wide scale testing efforts in managing COVID risk effectively. It seeks to provide a comprehensive, cost-effective and customizable approach to help people get back to work and students and teachers get back to campus confidently and quickly in these uncertain times. Since launching, Novir has partnered with a number of organizations on testing opportunities, including local manufacturer MPE-INC and University School of Milwaukee on broad testing programs for their workers and students, respectively.

Novir's founder, Alexander Kempe, has two and a half decades of operating and investment management experience in the healthcare industry, in majority with GE Healthcare ("GEHC") in a number of strategic, operational and financial leadership positions in the U.S. and in Europe. He is the former Director of Strategic Alliances & Vice President of Home Health at GEHC, and prior roles include: General Manager of GEHC Americas, former Chief Financial Officer, and Vice Chairman GEHC EMEA and GEHC Kretztechnik (NM: KTA). He founded an investment firm, 37celsius Capital Partners, focused on digital health companies on a global basis.

More details on the [Novir website](#).

Media Inquiries

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