**Name:** Files\\Grey Literature\\Case Study\\Berg

¶1: **Startup Failure Post-Mortems 2014 Second Update (9/24/2014)**

### ¶2: Berg

~~¶3: Title: [Week 483](http://blog.bergcloud.com/2014/09/09/week-483/)~~ **(NOT WORKING)**

¶4: Product: [Berg](https://www.cbinsights.com/company/berg)  
¶5: Product Link:

¶6: We’ve not reached a sustainable business in connected products. But: There’s our troop!  
¶7: Cultural inventions! I’m proud of this British Experimental Rocket Group. Thank you fellow travellers, in your thousands. Behind the mountains, there are more mountains.

# ¶8: Berg

¶9: FOOD & BEVERAGES | Alcoholic Beverages

¶10: [bergliquorcontrols.com](https://bergliquorcontrols.com/)

## **¶11:** About Berg

¶12: Berg manufactures a complete range of beverage and liquor control systems for liquor, beer, wine, and other beverages. It is based in Monona, Wisconsin.

## **¶13:** Berg Headquarter Location

¶14: 2160 Industrial Drive

¶15: Monona, Wisconsin, 53713,

¶16: United States

¶17:

**¶18: People**

|  |  |  |  |
| --- | --- | --- | --- |
| ¶19: Matt Webb | ¶20: | ¶21: Chief Executive Officer | ¶22: Current |
| ¶23: Nick Ludlam | ¶24: | ¶25: Chief Technology Officer | ¶26: Current |
| ¶27: Mark Cridge | ¶28: [Blue State Digital](https://www.cbinsights.com/investor/blue-state-digital), [Isobar](https://www.cbinsights.com/investor/isobar), and Modem Media | ¶29: Chief Operating Officer | ¶30: Former |

¶31:

¶32:

**¶33: Competitors & Partners**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ¶34: **Date** | ¶35: **Type** | ¶36: **Business Partner** | ¶37: **Country** | ¶38: **News Snippet** | ¶39: **Sources** |
| ¶40: 11/24/2020 | ¶41: Partner | ¶42: AdventHealth | ¶43: United States | ¶44: | ¶45: |

¶46:

¶47: