

*Dec 1, 2017 Episode 195*

*The latest episode of "WisBusiness.com: The Show" features an interview with Tamara Kleinberg of Denver-based Launch Street, who talks about her rousing "unkeynote" talk at the Wisconsin Early Stage Symposium. Here are highlights:*

LS: "We're back with Tamara Kleinberg, who lit up opening day at the Wisconsin Early Stage Symposium in Madison. Welcome Tamara!"

TK: "Thank you so much for having me. It's been so wonderful."

LS: "First, tell us a bit about your Denver-based company LaunchStreet."

TK: "LaunchStreet plays in the innovation space. We help entrepreneurs, individuals and organizations tap the power of innovation to dominate their marketplace. We do that through assessments, through live events, through workshops, through a whole on-demand library of innovation because we believe that innovation is your competitive advantage and the way to stand out in a rising, crowded marketplace..."

LS: "Describe your Innovation Quotient Edge and how entrepreneurs who take the assessment can use it to their advantage."

TK: "The IQE is the only proprietary assessment that tells you how you innovate; your unique innovation strengths. I think as entrepreneurs, that is tapping the power of our greatest point of differentiation, in fact – our greatest competitive advantage, is where we get that wellspring of ideas and innovation so that we can have greater impact and go further faster. It's cool that people recognize it, because they can use that to create a business strategy and a life and work that they love."

LS: "This was your first Early Stage Symposium. What's your impression of the conference?"

TK: "This has been an amazing event and I have to tell you: I travel across the country talking at various kind of conferences for entrepreneurs and intrapreneurs. This is the only one I've seen where, first of all, people have been this excited, this engaged, in actually being here. But to me, I think more important, is that this conference and the people and the resources they bring together, actually give the entrepreneurs the tools and the resources to take their ideas and move them into implementation, which honestly is the hardest part. And I think on top of that, what I've seen and experienced all day is incredible collaboration and energy, and conversation because we're all here together, talking about our dreams, talking about how we're going to implement them. I will tell you, I live in Denver, and I was just complaining earlier why we don't have one of these there. I think it is an amazing resource that every entrepreneur, regardless of where they are in the stage, should attend, because you get so much out of it."

LS: "Thanks Tamara."