

W I S C O N S I N  
**Tech Summit**

Lambeau Field | Green Bay | March 16, 2020



# WISCONSIN HEALTHCARE BUSINESS FORUM



Wisconsin  
Technology  
Council



## WHY SHOULD I GET INVOLVED?

The mission of the membership-based Wisconsin Healthcare Business Forum is to promote one of Wisconsin's most valuable assets – its high-quality, innovative healthcare sector.

It is a forum for members of the business community, hospitals, health systems and others to talk about challenges and to work together to improve the health and wellness of their employees while better managing costs.

Activities will include sharing best practices and innovations through events, publications and roundtables; connecting emerging high-tech companies with providers; and using compelling stories and examples to connect with policymakers and the news media.

## MEMBERSHIP LEVELS

With a variety of levels to choose from, you and/or your company will be sure to find a membership that fits your business goals. Learn more at **[WisHealthBizForum.com/membership](http://WisHealthBizForum.com/membership)** or contact Angela Schlobohm.

### ANNUAL MEMBERSHIP LEVELS:

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Affiliate Membership **\$1,500**

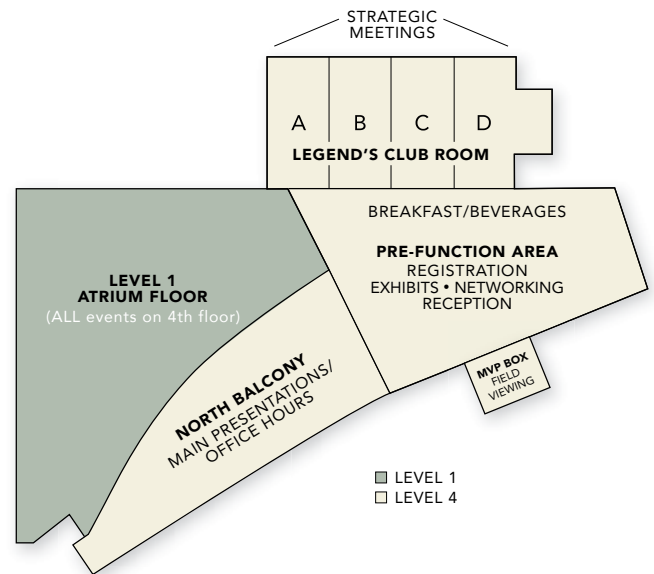
Emerging Company Membership **\$500**

To learn more about memberships, please contact  
Angela Schlobohm, [angela@wisconsintechnologycouncil.com](mailto:angela@wisconsintechnologycouncil.com) or call 608-442-7557.



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### WIRELESS INTERNET

WIFI is complimentary.

**Lambeau Field** – no password is required.



GE Healthcare continues to support technology development in Wisconsin.

WE ARE PROUD TO PARTICIPATE  
IN THE TECHNOLOGY COUNCIL.



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# AGENDA

## SPECIAL PRE-SUMMIT EVENTS (Sunday, March 15)

3:00-4:00 p.m.  
4:15-5:45 p.m.  
6:00-8:00 p.m.

Packers Hall of Fame tour  
TitletownTech tour  
Networking reception at Lodge Kohler

9:00 – 9:35 a.m.	<b>Registration &amp; continental breakfast</b>	Pre-function area
9:35 – 9:55 a.m.	<b>Summit welcome* and overview with Tom Still, Tech Council president</b> <i>Sponsored by Husch Blackwell</i>  <b>Panel: How corporate resources can help emerging firms</b> Wisconsin's infrastructure includes a number of institutions and businesses, public and private, that can help young companies find a pathway to success. The public side of the picture is relatively well-known, but entrepreneurs aren't always aware of private resources that can be brought to bear. We'll hear from four major companies and colleges taking part in the Wisconsin Tech Summit on what they do to help emerging firms gain traction in areas such as research, law, accounting and general business practices. They are <b>Concordia University, Husch Blackwell, Marshfield Clinic Health System and WIPFLi.</b>	North Balcony
10:00 – 12:00 p.m.	<b>Strategic Meetings** Session 1 - see individual schedules</b> <i>Sponsored by Concordia University</i>	Legends Room
10:00 – 12:00 p.m.	<b>Office Hours*</b> Session 1  <div>10:00 – 10:30 a.m. ➔ <b>Fueling innovation in Wisconsin: Programs designed to help early-stage businesses succeed</b> Host: Joey Frayne, Wisconsin Economic Development Corp.</div> <div>10:45 – 11:15 a.m. ➔ <b>Taking it to the next level: Advice for intermediate and experienced entrepreneurs</b> Hosts: Paul Hager, Information Technology Professionals</div> <div>11:30 – 12:00 p.m. ➔ <b>Budget-friendly marketing strategies for all entrepreneurs:</b> Hosts: Jackie Hermes and Jenny Weeden, Accelity Marketing</div>	North Balcony
12:00 – 1:00 p.m.	<b>Lunch</b> <i>Sponsored by WIPFLi</i>	4th Floor Indoor Clubs
1:30 – 4:30 p.m.	<b>Strategic Meetings** Session 2 - see individual schedules</b> <i>Sponsored by Concordia University</i>	Legends Room
1:30 – 4:30 p.m.	<b>Office Hours*</b> Session 2  <div>1:30 – 2:00 p.m. ➔ <b>Wisconsin's startup ecosystem: Opportunities and resources for growth-focused entrepreneurs</b> Host: Matt Cordio, Startup Milwaukee</div> <div>2:15 – 2:45 p.m. ➔ <b>Incorporating diversity and inclusion into your network</b> Host: Amanda Daering, Newance</div> <div>3:00 – 3:30 p.m. ➔ <b>Fueling innovation in Wisconsin: Programs designed to help early-stage businesses succeed"</b> Host: Joey Frayne, Wisconsin Economic Development Corp. (repeat session)</div> <div>3:45 – 4:15 p.m. ➔ <b>Wisconsin Healthcare Business Forum discussion</b> Hosts: Mark Grapentine, Wisconsin Hospital Assn and Tom Still, Wisconsin Technoogy Council</div>	North Balcony
4:30 – 6:00 p.m.	<b>Networking reception (on site)</b> <i>Sponsored by Marshfield Clinic Health System</i>	Pre-function area

\*Sponsoring companies and general admission registrants are welcome to attend general sessions, lunch and the reception.

\*\*The "speed dating" meetings are closed-door, pre-scheduled private sessions.



# WELCOME FROM TECH COUNCIL

We know major firms working on a national or global scale can travel in different business orbits than emerging companies – even if those companies are operating in the same general technology or commercial universe.

A young company developing a novel way to help existing devices better communicate with one another in a supply chain, for example, may not know that a much larger company is looking for exactly that kind of solution to improve its business efficiency and flow.

Helping those “orbits” come together in ways that foster connections between the large and small planets in Wisconsin’s business solar system is the goal of today’s Wisconsin Tech Summit.

Produced by the **Wisconsin Technology Council**, the **Wisconsin Healthcare Business Forum** and partners that include the **Wisconsin Economic Development Corp.**, the Tech Summit will provide an organized way for young companies and corporate leaders to meet and explore likely business relationships around technology needs and innovation.

Those relationships might include research and development partnerships, direct investments, strategic partnerships as vendors or sales outlets, even merger and acquisition.

The seventh annual **#WisTechSummit** will bring together 20 major firms with emerging companies in a “speed-date” setting. That setting will allow a series of brief meetings in which both sides learn whether there’s enough chemistry to keep talking.

While larger, more general events can produce such business-to-business interactions, and often do, a targeted approach allows major companies and young companies alike to be efficient in exploring ideas and connection.



A broader goal of the conference is to fuel two important sectors of the **Wisconsin** economy – its major firms, which are often world leaders, and its early stage sector, which is a source of innovation but may lack access to the right markets and potential users of those ideas.

*Sunday, March 15* included tours of the Green Bay Packer Hall of Fame and TitletownTech, followed by a networking reception at Lodge Kohler. Other features of our *Monday, March 16* full day event include:

- Welcoming remarks and an opening panel to discuss how corporate resources can help emerging firms, with participants from **Concordia, Husch Blackwell, WIPFLi and Marshfield Clinic.**
- Office Hours, which will be available to all participants during those times in which they are not scheduled for individual meetings. More information on these sessions can be found on page 17.
- A continental breakfast, lunch and celebratory networking onsite post-event reception.

We are thrilled to produce the **2020 Wisconsin Tech Summit** and welcome you to Lambeau Field. We wish you a busy and productive day – and many follow-up meetings to come!

**Tom Still**, president  
**Laura Kaiser**, conference director + social media  
**Bram Daelemans**, Tech Council Investor Networks director  
**Angela Schlobohm**, development + member relations director  
**Julie Johnson**, operations director  
**Tammy Ehrmann**, event specialist



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At AT&T, we know businesses help communities thrive. In Wisconsin and across the nation, we empower connections that help to build a better tomorrow.

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**Aurora  
Research  
Institute**

Aurora Research Institute is a not-for-profit, limited liability company of Aurora Health Care. Aurora has emerged as a national destination for patient-centered bench, translational and clinical research, and Aurora Research Institute unifies the innovative research efforts throughout the health system. Aurora researchers focus on rapidly translating new discoveries from the scientist's bench to the patient's bedside and into the community we serve to improve options and outcomes that change not only the lives of individuals but transform the health of populations. Our mission is helping people live well and we are looking to collaborate with companies focusing on medical devices & diagnostics, drug development, clinical trials, AI and data analytics in progressing our mission.



With 77,500 professionals, CGI is one of the world's largest IT and business process services providers. We have over 200 offices worldwide, including an office in Madison and an onshore delivery center in Wausau. We deliver services and solutions to 7 of the top 10 global insurers, 2,000 government clients in 15 countries, 250 utility clients, 700+ manufacturing clients and 15 of the top 20 global banks. We have 175+ IP solutions, and also work with partners to make our customers successful. We are interested in collaborating with those that bring knowledge of advanced analytics, intelligent automation, blockchain, cloud native, cybersecurity, internet of things, video analytics, and other emerging technologies.



Dedicated Computing's mission is Powering the World's Most Important Devices®. As an original design manufacturer (ODM) of proprietary, highly engineered computing systems, Dedicated Computing serves global original equipment manufacturers (OEMs) in the healthcare, life sciences, training & simulation and industrial markets. Dedicated Computing is seeking emerging companies with computing and application related technology, products and services to extend our capabilities within focused markets.



A leading provider of cancer screening and diagnostic tests, Exact Sciences relentlessly pursues smarter solutions providing the clarity to take life-changing action, earlier. Building on the success of Cologuard and Oncotype DX, Exact Sciences is investing in its product pipeline to take on some of the deadliest cancers and improve patient care. Exact Sciences unites visionary collaborators to help advance the fight against cancer.



Findorff's breadth of knowledge has led us to become one of the Midwest's most trusted builders. With offices in Madison, Milwaukee, and Wausau servicing our community by helping support growth industries in Healthcare, Science & Technology, Industrial, Education, Corporate, and Residential Markets. To thrive for the past 130 years, Findorff invests in their people and advanced technologies such as, virtual construction... 3D modeling (BIM) and lidar & infrared scanning, drones, robotics, prefabrication, LEED, and Lean Construction Practices to support the delivery of projects with reliability and certainty and speed-to-market precision, making an impact on our community through the built environment. We are seeking partners who may need assistance with scaling their business or has an innovative technology that supports the real estate, design, and construction industries.



**GE Healthcare**

GE Healthcare is the \$19 billion healthcare business of GE, and a leading provider of medical imaging equipment and diagnostics pharmaceuticals, clinical care solutions, and Biopharma products and solutions. With a track record of more than 100 years in the industry and more than 50,000 employees across 100 countries, we transform healthcare by delivering better outcomes for providers and patients. We are on a journey to deliver precision health and looking for ideas and partners that enable us in the areas of hardware, software, biotech, and harnessing data and analytics.



J.P. Morgan is a leader in financial services, offering solutions to clients in more than 100 countries with one of the most comprehensive global product platforms available. We have been helping our clients to do business and manage their wealth for more than 200 years. Our business has been built upon our core principle of putting our clients' interests first. We are a specialized Commercial Banking team working with Technology and Disruptive Commerce companies, focusing on early-to-late stage technology companies as well as Consumer Products companies with hyper growth and disrupting commerce. We would appreciate the opportunity to meet with companies needing a robust banking platform to support scalability.



Kimberly-Clark and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we create products that help individuals experience more of what's important to them. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Viva and WypAll, hold the No. 1 or No. 2 share position in 80 countries. We use sustainable practices that support a healthy planet, build stronger communities, and ensure our business thrives for decades to come.



Marshfield Clinic Health System's mission is to enrich lives to create healthy communities through accessible, affordable and compassionate health care. With this, we constantly seek opportunities that will contribute to our mission. We want to learn more about new trends and technology in the health care, biotech and security. As a large, growing organization, we also rely on opportunities to add to our strong IT practice, augment our professional services with consulting resources and support our overall efforts through the implementation of innovative products and services.



Mayo Clinic Health System experts are some of the best in the world. In the U.S. News & World Report rankings of top hospitals, Mayo Clinic is consistently ranked among the top hospitals in the nation. Every year, more than a million people come to Mayo Clinic for care. Our highly specialized experts are deeply experienced in treating rare and complex conditions. We are seeking innovation that helps us accomplish our important mission for healthcare.



Northwestern Mutual is working to reshape the way consumers experience financial security by combining technology and a trusted advisor with best in class products. We are looking to partner with early stage technology companies solving problems in a variety of areas including financial technology, data analytics, enterprise software and digital health. Join with us as we create the distinct client experience today's consumers are seeking out.



Oshkosh Corporation is a different integrated global industrial. We design, develop and build some of the world's toughest and most durable specialty trucks and access equipment. And while machines are our business, our business is much more than machines. We are about building, serving, defending and protecting communities around the world. We know that people across the globe depend on us to help them do their work and make a difference every day. At Oshkosh, we are inspired to make that possible. We have an evolving and connected tech strategy with a focus on alignment to relevant industry trends. As we narrow the aperture for available funds we are actively investing in electrification, autonomy, mobility systems, active safety, connected products and digital manufacturing. Oshkosh Corporation is also exploring innovative solutions outside of these focus areas that have non-traditional paths to incremental revenue.



Promega is a Life Sciences company that addresses a variety of markets. We are most well known as a supplier of advanced research reagents and instrumentation for the academic, pharmaceutical, and biotech segments of the market. We also are a major player in the application of genomics for forensic applications (crime labs, etc.), and as a supplier to the clinical diagnostic markets where we supply clinical diagnostic manufacturers and CLIA laboratories. Our technologies are also utilized in a variety of applied markets such as food, hygiene, and water testing. We attend the Tech Summit to identify companies that may want to collaborate with Promega in commercializing advanced technologies or who have services that we can utilize. Over half of Promega's suppliers are in Wisconsin.



Rockwell Automation is interested in innovation relative to its core mission of industrial automation and information. The Wisconsin Technology Council Tech Summit offers an opportunity to meet a variety of emerging companies and organizations geographically local to major RA operations. Potential collaboration offers access and quick integration of new inorganic technologies/concepts. We are interested in meeting with companies working on technologies which would enhance our offerings in the Industrial Internet of Things, Data Analytics/Machine Learning, Functional Safety, Cyber Security, AR/VR, wearables and mobility.



Schreiber Foods nourishes people around the world. Based in North America, we specialize in customer-brands and our portfolio includes cream cheese, natural cheese, process cheese, yogurt and UHT products. Our more than 8,000 employees and presence on four continents enables us to be an essential ingredient in our customers' success. With annual sales of more than \$5 billion, we're a customer-brand leader partnering with the best retailers, restaurants, distributors and food manufacturers in the world. Innovation is a key part of our Growth strategy and we are looking to collaborate with companies that have technologies, services or solutions applicable to the Food & Beverage space.



Schneider is a premier provider of transportation and logistics services. Offering one of the broadest portfolios in the industry, Schneider's solutions include Regional and Long-Haul Truckload, Expedited, Dedicated, Bulk, Intermodal, Final Mile, LTL, Brokerage, Warehousing, Supply Chain Management, and Port Logistics. A \$4.9 billion company, Schneider has been delivering superior customer experiences and safely getting it done for over 80 years. Schneider is always interested in new and emerging ideas in the transportation and logistics space, as well companies that utilize automation and data science to help drive business outcomes.



Formed out of a partnership between the Green Bay Packers and Microsoft, TittleTownTech builds and funds early-stage high-growth businesses. We create solutions, build startups, and invest in entrepreneurs across five key verticals: sports, media & entertainment; digital health, agriculture; water & environment; advanced manufacturing; supply chain technology. Our regional industry strengths amplify startup success by providing expertise, customers, mentors, talent, and capital to our portfolio companies.



WEA Trust has been providing health insurance to public employees since 1970, with administrative services for the health plan provided by the shared services organization, NeuGen. We know that together we can create a world where healthcare is safer, more effective, approachable, and affordable. We are proud to support partners who reduce unintended variation in care that is often costly and harmful. We seek partners who provide the right information to families and physicians, so they can choose the safest options that meet their needs and their budget. We partner with technology solutions that support our overall mission and vision, dedicated to high-quality care and serving our members with heart.



Technology and technology services have been core to WIPFLI for 40+ years. Today, we have over 250 technology consultants and advisors who are helping our clients strategize, evaluate and implement technology solutions to enable their businesses to reach new markets, become more profitable and competitive. The accounting industry is undergoing significant change. Artificial intelligence, big data and blockchain technologies will disrupt the industry. Our interest in this event would be to meet with start-ups that might have technology ideas that can be leveraged either internally for our accounting business or externally for our clients. This aligns directly with our Innovation Lab initiative.



# EMERGING COMPANIES

**Sandalphon Capital** (Chicago, Ill.) - Sandalphon Capital is a venture capital firm focused primarily on Pre-Seed to Series A stage investing in the Midwest and underserved markets. We invest in problem solving, scalable, recurring revenue technology and tech-enabled companies, with a top tier track record to-date.

**Aptus** (Sun Prairie, Wis.) – Aptus bridges the gap between people and smart home solutions to enable them to live a more fulfilled life. Specifically, we engage with people to identify, install, and maintain smart home applications to improve security, stay organized, and make it easier to connect with friends and family.

**Blue Line Battery** (Whitewater, Wis.) - Blue Line is an engineering-driven technology company that designs and manufactures lithium-ion power systems for a variety of market applications including; industrial, stationary, small electric vehicle and solar.

**Bunker** (Madison, Wis.) - Bunker was founded in 2015 to remove insurance as a barrier in the supply chain between Enterprises and their Providers - suppliers, vendors, sub-contractors and gig workers. Since its inception, Bunker has provided its compliance suite to clients across industries to reduce enterprise operating costs, effectively mitigate billions of dollars in risk exposure and level-set the insurance economic inequality for the supply chain.

**CAPTIVATE** (Madison, Wis.) - CAPTIVATE is a financial services firm focused on making venture capital investing more attractive and accessible to the general public. Our goal is to normalize venture capital investing so that it is as commonplace as investing in an ETF, index fund, or mutual fund.

**Chronetic Software** (Oregon, Wis.) – Chronetic Software is a 'custom contract software development team' for hire. We come equipped with a fully trained and managed team of developers. We practice the Agile method in all aspects of business; from daily stand-up meetings to billing and contracts. We deliver high-quality software that is usable much faster than traditional companies can offer.

**Clandestine Materials Detection** (Madison, Wis.) - Developed and patented a technology that can detect the explosives in land mines and IEDs using drones

**CLOCworks** (Madison, Wis.)- CLOCworks helps commercial and industrial facilities save money through the reduction of energy waste by using AI-powered software to optimize the control of energy assets like solar panels, energy storage, and HVAC systems

**Energy Tech Innovations** (Milwaukee, Wis.) - Energy Tech Innovations is a start-up company that was formed in 2015 to focus on development of its new patented biogas purification process that produces renewable natural gas. In June of 2017, ETI was one of the technology winners of the Business Research Entrepreneurship in Wisconsin Accelerator program at the annual Water Summit in Milwaukee for this new biogas purification process.

**Entremere** (Madison, Wis.) - Entremere is a business IT company that markets intelligent business solutions in international markets. It has partnered with a Germany company to develop and launch a new digital media management system and ad app for live digital broadcasts in the digital media industries worldwide. The system tracks digital transactions to capture hard-to-get data across digital broadcasters, sales platforms and social media networks for our big data analytics initiative.

**Fasetto** (Superior, Wis.)- Fasetto creates technology solutions for an increasingly connected world. We believe in seamless connectivity between people, their content and the devices they use regardless of platform, device or network.


**Flowsoft Group** (Madison, Wis.) – Flowsoft focuses on cybersecurity training and job placement programs for US-based candidates and companies.

**Franklin Industries** (Green Bay, Wis.) – Franklin Industries is in the business of saving lives and preventing heartbreak. With the focus of protecting those who can not protect themselves, our children, FI seeks to find unconventional ways to solve real life problems.

**Future State** (Green Bay, Wis.) – The people in our communities don't live their lives in silos, and the data we use to support their health, education and wellbeing shouldn't either. Future State sparks the potential energy of data currently trapped within multiple organizations to forge a singular knowledge base, leading to smarter communities where everyone learns and grows together.

**Headway.io** (Green Bay, Wis.) - Headway is a startup-minded agency that partners with startups and corporations to bring entrepreneurial ideas to market and keep them there. Our product teams come alongside your teams and own the problem together through four phases; idea, build, grow, transform. Throughout all phases, we align the needs of your customers with the needs of the business to build a sustainable product that serves all involved.

**health-e** (Milwaukee, Wis.) – health-e is an intelligent health management service that can detect, predict, and prevent heart failure (HF) readmissions, creating economic value for third-party players. This is achieved by HIPAA compliant monitoring of patients' weight, activity level, and medication adherence through connected devices and artificial intelligence that predicts the likelihood of readmission.



**Ideawake** (Milwaukee, Wis.) - Ideawake's SaaS idea management platform enables employers to (1) solicit and crowdsource ideas of employees, customers and vendors to reduce costs, generate additional revenue and engage employees, (2) evaluate and select the best ideas, and (3) manage the implementation of those ideas.

**Kiio** (Madison, Wis.) - Kiio is a digital therapeutic for musculoskeletal. Our platform uses advanced software to deliver evidence-based, consumer-centric care, improving quality of life for people with back pain while reducing opioid use, medical costs, and employment costs. We sell our product B2B to health insurance companies and large self-funded employers.

**Kilter Rewards** (Madison, Wis.) - Kilter Rewards is a mobile platform that redefines employee engagement by combining healthy living programs with charitable giving. Kilter uniquely assists employers in their efforts to reduce avoidable costs related to health issues, reduce costs associated with turnover and recruitment processes, and helps improve external customer satisfaction ratings and brand image in the community.

**LegalTech WI** (Waukesha, Wis.) - Our firm is creating cutting edge divorce financial planning software that incorporates data science to provide custom financial strategies for family law attorneys. Our strategy utilizes machine learning and neural networks to provide the best financial outcome for both parties and their children.

**LetsTHRIVE360** (Beloit, Wis.) - LetsTHRIVE360 created the Altruize App where compliance meets ease. We enable volunteers to control their volunteer data and prove their impact with less paperwork. For a fee, individuals can create reports verifying/showcasing their activities for parole/probation and graduation requirements, college application, resume building, etc. For a fee, organizations that require this data from its members can gain access to members' volunteer data; reducing fraud, paperwork and increasing compliance.

**LogicGate** (Chicago, IL) - Headquartered in Chicago, LogicGate is a venture-backed agile Governance, Risk, and Compliance (GRC) software solution that enables organizations to automate and centralize risk and compliance programs. The company has made the Global RegTech 100 list two years in a row and was recently named the #1 GRC Software on the G2 GRC Grid.

**Matrix Production Development** (Sun Prairie, Wis.) - Matrix Product Development is an all-inclusive engineering company implementing the latest technology through innovative design for clients both big and small. Matrix is a research and design firm with focused experience involving IoT, LoT (indoor location), electronics, software, sensors, and cloud services.

**The Mechatronic Works** (Richfield, Wis.) - The Mechatronic Works is an engineering consulting company that can provide simple-to-complex electrical, software, and mechanical engineering services. Whether it is designing new products or developing test equipment, we take the time to truly understand our customer's needs. Our specialty is mechatronic systems - electromechanical systems controlled by real-time software. MTW also designs and built customer automatic test equipment.

**OnLume** (Madison, Wis.) - OnLume is a medical device company that has developed a next generation fluorescence guided surgery (FGS) system. OnLume's team consists of experts in medical device commercialization, development, imaging, and FDA guidance. Our first product received FDA 510(k) clearance in Jan 2020, scalable contract manufacturing is in place, and early adopter sites are confirmed. Our mission is to improve patient outcomes and reduce healthcare costs through widespread adoption of FIGS with best-in-class imaging and surgical workflow integration.

**Otologic Technologies** (Madison, Wis.) - Otologic Technologies is developing a clinical decision support system to improve accuracy of primary care ear disease diagnosis from 30% (current model) to 85% using our system. Our system utilizes advanced artificial intelligence algorithms and a software-as-a-service infrastructure and will provide access to a global market of up to 2 billion annual primary care visits. Our technology is protected by patents under license from The Ohio State University.

**Part Analytics** (Brookfield, Wis.) - Part Analytics' SaaS sourcing and quoting platform transforms electronics procurement for enterprise customers by digitizing manual, excel-based spend management and automating the quoting process for electronic manufacturing services (EMS) companies. After launching the first product in Nov '19, Part Analytics closed the year with \$68,000 in ARR.

**Perceptive** (Madison, Wis.) - We are a cybersecurity startup applying decision science and statistics to the vulnerability management problem.

**PixelHangers** (Milwaukee, Wis.) - Pixel Hangers is a woman-owned technology company established in 2000. With roots in technology training the company expanded into network consulting in 2010 and beginning in 2015 digital signage software development started. In 2018, while still offering digital signage, the company pivoted to focus on mobile conversion tools and began work on the ScanForAction (SFA) software suite. Staffing consists of a product manager, system architect/programmer, a software engineer and two part-time software engineers.

# EMERGING COMPANIES

**PoWER & Beyond** (Milwaukee, WI) - PoWER & Beyond is a platform agnostic app and proprietary certification service that ensures safety and security in rideshare and the sharing economy. PoWER & Beyond's initial niche includes rideshare for healthcare as patients are at-risk and systems face cancellations and fiscal loss due to transport restrictions. PoWER & Beyond includes in-depth security clearances, ongoing background checks, pre-ride biometric identity verifications, in-ride real-time travel safety features and geo-fencing.

**Premier Tech Shop** (Milwaukee, Wis.) - Premiere Tech is the greater Milwaukee area's only Apple Authorized Service Provider. We specialize in software training, hardware repair and maintenance and the practice of hardware sustainability.

**Prodex** (Appleton, Wis.) - Prodex is an enterprise social platform connecting (b2b) product end users, designers, marketers and sales representation. We simplify product search, development and procurement. Prodex reduces supply chain inefficiencies, standardizing enterprise marketing throughout the entire product life cycle. We are disrupting the \$12tTrillion enterprise product market and their \$1.3 trillion marketing expenditures through network.

**PumpHero** (Milwaukee, Wis.) - PumpHero is a mobile application that connects on-the-go breastfeeding mothers to a curated list of safe, secure and comfortable places to pump when away from baby. PumpHero geo-locates approved PumpSites via the user's location or by a search function. We are empowering the new mom to reach and exceed her breastfeeding milestones and empowering employers to support this fastest growing demographic in the US labor force.

**Pythonic AI** (Madison, Wis.) - Pythonic AI automates labor-intensive steps in document workflows involving unstructured text, such as PDFs. We build domain-specific optical character recognition (OCR) models and natural language models that enable deduplication, extraction, and enhancement of this unstructured data. We have deployed applications that process unstructured medical records as well as real estate mortgage documents.

**Quigistics** (Madison, Wis.) - Quigistics is an Information Technology company who makes streamlined and cloud-based ERP software with built-in Food Safety Modernization Act (FSMA) compliance that is customized for small to medium sized food companies. We currently serve the following verticals: dairy, bakeries, artisanal snacks, cbd processors, beverages, probiotics, commissary kitchens and grocers. We have plans to expand into pet food, meat and seafood.

**Radiant Logic** (Downers Grove, IL) - Radiant Logic, Inc. is the market-leading provider of federated identity systems based on virtualization, and delivers simple, logical, and standards-based access to all identities within an organization.

**RedFox AI** (Madison, Wis.) - Founded in 2017, RedFox AI helps give brands a voice by leveraging the power of AI and voice assistant technology. RedFox AI focuses on helping medium to enterprise-level companies deploy voice assistant technologies like Alexa and Google Assistant to streamline internal processes or increase customer engagement to lower costs and increase revenue.

**Rowheels** (Middleton, Wis.) - Rowheels is known for "successfully doing what has never done before" to connect and find solutions to meet the complex demands of people with disability. Whether it is in the product space or Digital marketplace, from developing the world's first therapeutic wheelchair technology that greatly reduces the pain and injuries common to traditional wheelchairs, we further reinvented a unique online ecommerce distribution model not only for its proprietary products but for the entire rehabilitation industry: Rehabpulse.com.


**RS InfoCon** (Oak Creek, Wis.) - RSI is a Minority owned business (MBE) certified by the state of Wisconsin. We are partners with SAP, Oracle and Microsoft. We focus on making a difference for our customers, employees, suppliers and partners by listening, understanding, and helping them become more productive, sustainable, and globally competitive through innovative and creative solutions and services.

**Safeli** (Shorewood, Wis.) - SafeLi will help power the wireless world with next generation materials while offering a safer solution for users of electric vehicles, power tools, consumer electronics, and many other devices that draw energy from lithium ion (Li-ion) batteries. When commercialized, SafeLi's novel, patented material, Graphene Monoxide (GmO), has the potential to disrupt the Li battery market by doubling the lifetime of these batteries and charging them six times faster than today's batteries.

**Safelumin** (Oconomowoc, Wis.) - We created the Safelumin light after working on commercial projects involving emergency lighting. Then we focused on bringing a daily-use light with battery backup into the home. It will disrupt the market because it offers safety when there's no power, has longevity, less power consumption, better illumination, and all at an affordable price. We own US and China patents.

**Safio Solutions** (Brookfield, Wis.) - SAFIO Solutions operates as a SaaS software solutions firm utilizing a proprietary sales analysis and forecasting platform. We provide companies the tools and vision to manage inventory, improve forecasting efficiency and make strategic decisions resulting in improved key performance indicators like increased sales & turn, improved profits and optimal cash flow.

**Saggezza** (Chicago, IL) - Clients around the world count on us to guide them through digital complexities and disruptions. Our goal is not only to provide full-stack capabilities for you, but to consistently build new levels of confidence. We listen carefully to your challenges, then get to work as a team to connect ideas with unique thinking that will quickly deliver substantial value for your business.



**Sift Healthcare** (Milwaukee, Wis.) - Sift equips healthcare providers with a complete payments analytics and data science platform. Sift enables providers to access real-time payments intelligence, prioritize revenue cycle workflows around ROI, implement 1-to-1 billing, accelerate cash flow and increase collections.

**SMARTcare Software** (Eau Claire, Wis.) - SMARTcare is advancing home healthcare. We are a complete SaaS business automation platform for home healthcare providers that drives best practices in care and elevates patient/caregiver engagement and satisfaction. SMARTcare uses connected technologies that enable home care providers to organize, optimize and simplify care delivery while saving time and improving outcomes.

**Speak!** (Whitewater, Wis.) - The idea of Speak! is focused on animal translation, at one's fingertips. The app will have logs of common sounds and facial recognition made by dogs, which have been translated by animal behaviorists and specialists, to determine what they mean. When a user wants to find out what a sound means, they can either record it and then input it in the app, or get information from a collar, while the vocalization is happening, for the sound to be computed.

**Specialized Computing Tech** (Burlington, Wis.) - eCourt Reporters' marketplace enables law firms, government entities, and court reporting firms and agencies to directly schedule court reporters and legal videographers with live search capabilities across all 50 states.

**Squiglit** (Minneapolis, MN) - We offer an AI-driven Content Creation Platform to educators, teachers and corporate trainers. We help them transform speech and text into animated videos with ease to create highly effective content that captures the mind.

**Tanium** (Emeryville, CA) - Tanium is a privately held endpoint security and systems management company based in Emeryville, California, founded in 2007 by father and son co-founders of IT management company BigFix.

**Teqnizan** (TwinCities, MN) - Teqnizan has invented a novel wearable technology pilot product and tested it with 100s of local pilot customers. Teqnizan has the mission of developing advanced manufacturing workflow to enable traditional jewelry designers to easily design and fabricate uniquely personalized jewelry grade wearable devices. The wearable device will encase a range of transducers, computing, micro and mini energy storage and wireless connectivity.

**TESCHGlobal** (Grafton, Wis.) - TESCHGlobal guides start-up to Fortune 5 organizations in healthcare, financial services, manufacturing, retail and more on their journey to digital modernization. We're a team of change agents and problem-solvers dedicated to bridging the gap between business and IT operations for our customers by bringing alignment of business strategy and digital technologies into focus.

**ThaddeusMed** (Rochester, MN) - Thaddeus Medical Systems protects high margin biological therapies and temperature sensitive controlled substances via an IoT-enabled, reusable, active temperature-controlled, secure packaging and software. Thaddeus offers the only small parcel, all-in-one solution that proactively protects against spoilage, chain-of-custody and security failures of high-margin, temperature sensitive products.

**Ultra Tendency** (Stevens Point, Wis.) - Ultra Tendency is a Big Data Systems Integrator working mostly in Europe, and currently establishing a presence in Wisconsin. We write customer analytics applications for large enterprises, integrating open source software with data science and cloud computing platforms.

**Ultronic Systems** (Mequon, Wis.) - Ultronic Systems is an Engineering Services provider. We deliver engineering support, on a contractual basis, to high-tech companies requiring assistance in product design and development. Our clients may be seeking turnkey product development or additional support for their engineering team. We work in a wide range of industries ranging from consumer and industrial electronics, medical devices, automotive systems, and more.

**Upstream** (Eau Claire, Wis.) - UpStream was founded in 2019 with a simple goal; to introduce wireless solutions to the \$247+ billion audiovisual industry. We are developing hardware and software that will eliminate the need for wiring AV equipment together and limit dependency on non-value-added labor costs in commercial installations. We are doing so by creating patentable, custom electronics supported by next generation software systems that enable cloud and mobile control and management.

**URLgenius** (Madison, Wis.) - Pure Oxygen Labs Inc was founded in 2011 by search marketing technologist and serial entrepreneur Brian Klais. Pure Oxygen began as a mobile marketing consultancy focused on propelling higher mobile SEO results for brands. The company developed a proprietary cloud app linking solution called URLgenius in 2013. A \$1 million seed round was completed in Q2 2019 with Rock River Capital, focused on expanding sales and product development for URLgenius. The company has 10 employees headquartered at Starting Block in Madison.

**Varonis** (New York, NY) - Varonis is a pioneer in data security and analytics, specializing in software for data security, governance, compliance, classification, and threat detection. We protect our customers from insider threats and cyberattacks.

**Vehroot** (Waunakee, Wis.) - Vehroot is a consumer electronics company developing both hardware and software to integrate Artificial Intelligence within vehicles. Vehroot offers a unique and scalable development path for vehicle technology, beginning with placement of mobile devices as the dashboard technology.

## EMERGING COMPANIES, cont.

**VibeTech Enterprises** (Sheboygan, Wis.) – VibeTech Enterprises is a privately held B2B medical device manufacturer. The company's devices provide therapeutic vibration to the lower body to strengthen muscles and reduce pain, resulting in patient falls reduction in healthcare facilities ranging from acute care to independent living. Falls reduction generates significant cost reductions for provider businesses, as well as life-changing benefits in patients suffering from all forms of dys-mobility, and particularly to cognitively impaired individuals who have fallen or are at risk of falling.

**Vivid Microscopy** (Wauwatosa, Wis.) - Vivid Microscopy is a company that was started in May of 2018 to commercialize technology developed at Marquette University. The currently available products, (which are covered by patents), include a research tool for measuring oxidative stress without the drawbacks of currently available technologies.

**Zendesk** (San Francisco, CA) - The best customer experiences are built with Zendesk. Our customer service and engagement products are powerful and flexible, and scale to meet the needs of any business. Zendesk serves businesses across hundreds of industries, with more than 125,000 paid customer accounts offering service and support in over 30 languages.

**Zerology** (Madison, Wis.) - Zerology is an environmentally friendly transportation ecosystem. Leveraging zero-emissions electric vehicles through an innovative technology infrastructure — we provide communities easy, sustainable, and affordable mobility services.



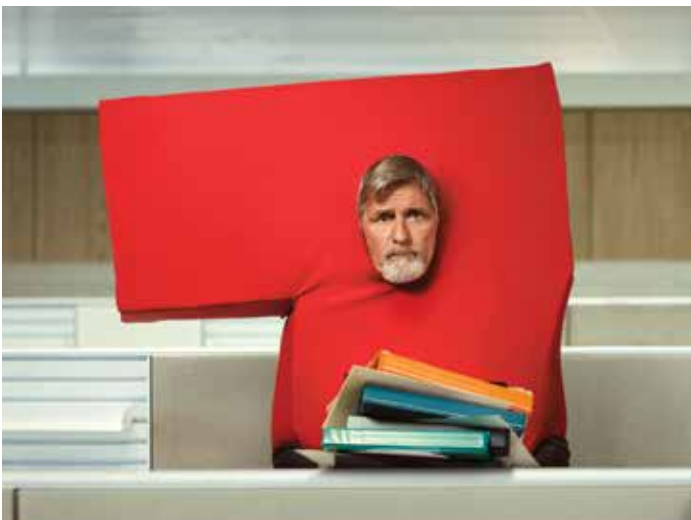
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# OFFICE HOURS

## SESSION ONE



10:00 - 10:30 am

### **FUELING INNOVATION IN WISCONSIN: PROGRAMS DESIGNED TO HELP EARLY-STAGE BUSINESSES SUCCEED**

**Joey Frayne, Wisconsin Economic Development Corp. @InWisconsin**

The Wisconsin Economic Development Corp. and its partner networks support technology-based companies through a variety of initiatives. WEDC will provide an overview of key programs and resources available to innovative startups and emerging firms.

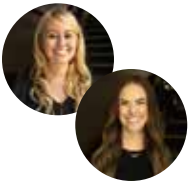


10:45 - 11:15 am

### **TAKING IT TO THE NEXT LEVEL: ADVICE FOR INTERMEDIATE & EXPERIENCED ENTREPRENEURS**

**Paul Hager, Information Technology Partners @itprosusa**

Depending on the stage of your company's growth, different advice applies to get you to where you want to be. This session will discuss the distinctions in your actions and goals in order to grow or sustain your momentum.



11:30 - 12:00 pm

### **BUDGET-FRIENDLY MARKETING STRATEGIES FOR ALL ENTREPRENEURS**

**Jenny Weeden and Jackie Hermes, Accelity Marketing @AccelityMktg**

Contrary to what you might think, marketing doesn't have to be expensive or time-consuming. Join us to learn five smart strategies you can leverage to market your company on the cheap.

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## SESSION TWO



1:30pm - 2:00 pm

### **WISCONSIN'S STARTUP ECOSYSTEM: OPPORTUNITIES AND RESOURCES FOR GROWTH-FOCUSED ENTREPRENEURS**

**Matt Cordio, Startup Milwaukee @StartupMKE**

Do you have innovative technology that has the potential to be commercialized and generate high societal and As Wisconsin's economy continues its transformation, Matt Cordio from Skills Pipeline and Startup Wisconsin outlines opportunities for entrepreneurs and the resources available for entrepreneurs to seize them.



2:15 - 2:45 pm

### **INCORPORATING DIVERSITY AND INCLUSION INTO YOUR NETWORK**

**Amanda Daering, Newance @newance\_co**

This session will highlight ways to consider inclusion and diversify when building and growing your network. Your network today may look a lot like you in terms of age, race, abilities or even role or industry. But your next hires, clients and even friends may not. Join us to learn how to build a personal and professional network that reflects a variety of perspectives and encourages more innovative ideas.



3:00 - 3:30 pm

### **FUELING INNOVATION IN WISCONSIN: PROGRAMS DESIGNED TO HELP EARLY-STAGE BUSINESSES SUCCEED**

**Joey Frayne, Wisconsin Economic Development Corp. @InWisconsin**

The Wisconsin Economic Development Corp. and its partner networks support technology-based companies through a variety of initiatives. WEDC will provide an overview of key programs and resources available to innovative startups and emerging firms.



3:45 - 4:15 pm

### **WISCONSIN HEALTHCARE BUSINESS FORUM DISCUSSION**

**Mark Grapentine, Wisconsin Hospital Assn @WIHospitalAssn**

**Tom Still, Wisconsin Technology Council @WiscTechCouncil**

Learn more about the Wisconsin Healthcare Business Forum, which is an independent organization that sprang out of a partnership between the Wisconsin Hospital Association and the Wisconsin Technology Council. The WHBF provides a platform for healthcare providers and young companies to talk about innovation needs and solutions, and to generally support Wisconsin's overall high quality of health care. Hear from two of the group's principals, Mark Grapentine of the WHA and Tom Still of the Tech Council.





TECH COUNCIL  
**INNOVATION  
NETWORK**

## WHY SHOULD I GET INVOLVED?

The Tech Council Innovation Network is your connection to entrepreneurs, investors, policymakers, press and other thought leaders like you throughout the state. There is strength in numbers and your engagement will have a bottom-up effect on the Wisconsin Technology Council's policy and economic development efforts in the state as well as regionally.

## MEMBERSHIP LEVELS

Membership applies to all chapters statewide. With a variety of levels to choose from, you and/or your company will be sure to find a membership that fits your business goals. Learn more at **[WisconsinTechnologyCouncil.com/Innovation](https://www.wisconsin technology council.com/Innovation)** or contact Angela Schlobohm.

### **Annual membership levels:**

Corporate Unicorn Membership **\$4,500**

Corporate Innovator Membership **\$3,500**

Corporate Entrepreneur Membership **\$2,500**

Corporate Incubator Membership **\$650**

Individual Plus Membership **\$550**

Individual Membership **\$120**

To learn more about our Non-Profit, Municipal and Affiliate Membership(s) please contact Angela Schlobohm, [angela@wisconsintechcouncil.com](mailto:angela@wisconsintechcouncil.com) or call 608-442-7557.

# SAVE THE DATE!

JUNE 4th with a  
JUNE 3rd evening reception



## 2020 ENTREPRENEURS' CONFERENCE

**NEW LOCATION: NORTHWESTERN MUTUAL, MILWAUKEE**

The annual **Wisconsin Entrepreneurs' Conference** will again return to Milwaukee with a spectacular view from Northwestern Mutual's headquarters in downtown Milwaukee. The #WiTreds conference is one of the Midwest's premier "how to" hands-on events for entrepreneurs of all ages and experience levels. Attendees range from 'treds who are still developing their ideas to emerging company leaders who have already attracted angel and/or venture funding. These businesses cover a broad span of categories, from information technology to food innovation, from advanced manufacturing to healthcare, and from consulting to business services.

### CONFERENCE HIGHLIGHTS INCLUDE:

- Nationally-known inspiring speakers
- The annual Ken Hendricks Memorial "Seize the Day" award
- Presentations by the "Diligent Dozen" in the Governor's Business Plan Contest
- Panel discussions and educational seminars for emerging companies on how to "LAUNCH, GROW and SUCCEED"
- Innovation showcase featuring a wide variety of Wisconsin companies
- Plenty of chances to connect with seasoned entrepreneurs and investors over food and refreshments.

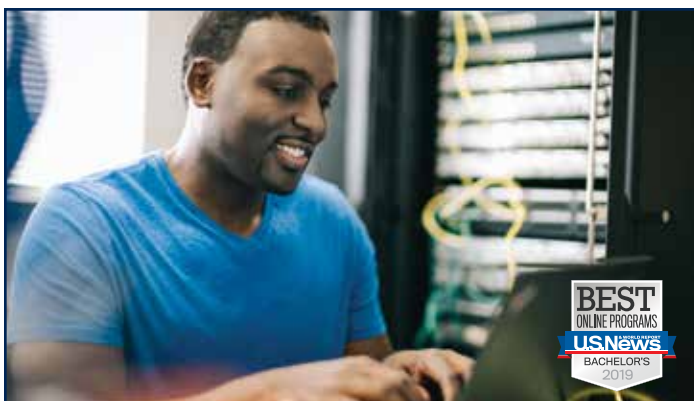
The 2019 conference drew more than 500 people, including investors, entrepreneurs, service providers, economic development partners, educators, researchers, government officials and more.

Watch for more details on the **2020 ENTREPRENEURS' CONFERENCE** on our social media channels or [witrepsconference.com!](http://witrepsconference.com!)



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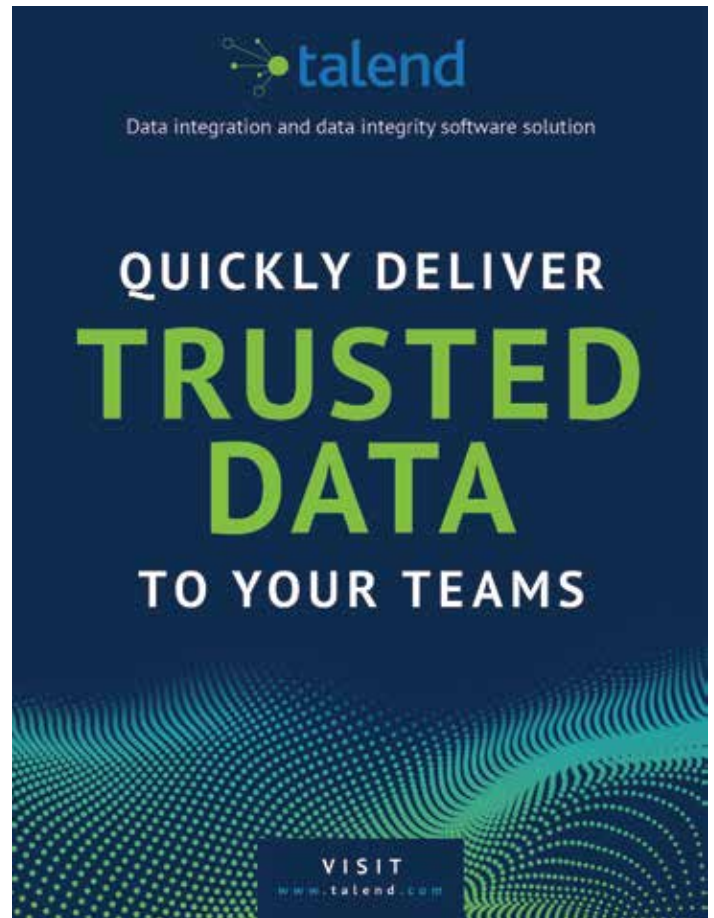









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# RESOURCE GUIDE

## WISCONSIN TECHNOLOGY COUNCIL

The Tech Council is the science and technology advisor to Wisconsin's governor and Legislature. It is an independent, non-profit and non-partisan board with members from tech companies, venture capital firms, public and private education, research institutions, government and law. The Tech Council Investor Networks (see below) is among its programs.

Tom Still, president

(608) 442-7557 | [Tstill@wisconsintechcouncil.com](mailto:Tstill@wisconsintechcouncil.com) | [wisconsintechcouncil.com](http://wisconsintechcouncil.com)

## TECH COUNCIL INVESTOR NETWORKS (TCIN)

A program of the Wisconsin Technology Council, the mission of the TCIN is to fuel the growth of entrepreneurial, early stage financing throughout Wisconsin. TCIN produces and provides resources to the early stage investing community. Those resources include the "Deal-flow Pipeline," an online connection point for investors and entrepreneurs; assisting with angel network and early stage fund formation; facilitating investor collaboration, investor education events, communications, and other resources designed to help entrepreneurs seeking capital.

Bram Daelemans, director

(608) 442-7557 | [Bram@wisconsintechcouncil.com](mailto:Bram@wisconsintechcouncil.com)

## STATE OF WISCONSIN INVESTMENT BOARD (SWIB)

SWIB is the state agency that invests the assets of the Wisconsin Retirement System, the State Investment Fund and other state trust funds. As of December 31, 2017 SWIB managed about \$117 billion in assets.

Chris Prestigiaco, portfolio manager, private markets group

(608) 266-6723 | [Chris.Prestigiaco@swib.state.wi.us](mailto:Chris.Prestigiaco@swib.state.wi.us) | [swib.state.wi.us](http://swib.state.wi.us)

## WISCONSIN ALUMNI RESEARCH FOUNDATION (WARF)

WARF is a non-profit organization that supports research, transfers technology and ensures that the inventions and discoveries of UW-Madison benefit humankind. The UW-Madison is a premier research institution with world-class faculty and staff who attract more than \$1 billion in sponsored research each year. WARF receives about 350 disclosures per year and has taken an equity share in 38 active companies.

Erik Iverson, managing director

(608) 263-9396 | [eiverson@warf.org](mailto:eiverson@warf.org) | [warf.org](http://warf.org)

## WISCONSIN SYSTEM TECHNOLOGY FOUNDATION (WISYS)

WiSys is a non-profit WARF subsidiary established to identify innovative technologies developed beyond the UW-Madison campus, primarily within 11 other UW System campuses and the UW Extension. It helps to bring those technologies to the marketplace for the benefit of the inventors, their universities, Wisconsin's economy and society.

Arjun Sanga, executive director

(608) 316-4015 | [ASanga@wisys.org](mailto:ASanga@wisys.org) | [wisys.org](http://wisys.org)

## UWM RESEARCH FOUNDATION

UW-Milwaukee has annual research expenditures of about \$60 million. UWM Research Foundation's mission is to foster research, innovation and entrepreneurship at the UW-Milwaukee. The Foundation manages a growing portfolio of patents, with more than 100 issued or applied-for patents. The UWMRF Catalyst grant program has provided about \$4 million to seed projects with strong commercial potential.

Brian Thompson, president

(414) 906-4653 | [briant@uwmfdn.org](mailto:briant@uwmfdn.org) | [uwmfdn.org](http://uwmfdn.org)

## WISCONSIN DEPARTMENT OF FINANCIAL INSTITUTIONS (DFI)

DFI's mission is to ensure the safety and soundness of Wisconsin's financial institutions, to protect the consumers of financial services and to facilitate economic growth. The agency regulates and licenses financial service providers who do business in Wisconsin.

Kathy Blumenfeld, secretary

(608) 264-7800 | [dfisecretary@wisconsin.gov](mailto:dfisecretary@wisconsin.gov) | [wdfi.org](http://wdfi.org)

## WISCONSIN ECONOMIC DEVELOPMENT CORP.

This agency offers technology loans and grants to qualified companies, assists in site and location matters, and manages the Qualified New Business Venture (QNVB) program for investor tax credits, among other programs.

Missy Hughes, chief executive officer and secretary

(608) 210-6701 | [kathie.colbert@wedc.org](mailto:kathie.colbert@wedc.org)

FOR SPECIFIC QNVB INFORMATION CONTACT: Chris Schiffner

(608) 210-6826 | [chris.schiffner@wedc.org](mailto:chris.schiffner@wedc.org) | [inwisconsin.com](http://inwisconsin.com)

## MEDICAL COLLEGE OF WISCONSIN OFFICE OF TECHNOLOGY DEVELOPMENT

The MCW Office of Technology Development is responsible for managing the discoveries, inventions and other intellectual property assets of the Medical College of Wisconsin and advancing these discoveries. The MCW conducts about \$140 million in sponsored research each year.

Kevin Boggs, director

(414) 955-4381 | [kpboggs@mcw.edu](mailto:kpboggs@mcw.edu)

[mcw.edu/departments/technology-development](http://mcw.edu/departments/technology-development)

## WISCONSIN MANUFACTURING EXTENSION

### PARTNERSHIP / Center for Manufacturing and Productivity

The WCMP is part of a 59-center national network set up by the Department of Commerce to help small and medium manufacturers stay competitive. We are a true public-private partnership that delivers exceptional results for our clients. Our manufacturing specialists have created more than \$3.5 billion of impact for our clients.

Buckley Brinkman, chief executive officer/executive director

(608) 729-4160 | [brinkman@wicmp.org](mailto:brinkman@wicmp.org) | [www.wmep.org](http://www.wmep.org) | [wicmp.org](http://wicmp.org)

## GENER8TOR

gener8tor is a Wisconsin-based accelerator that invests its community, capital, expertise, mentorship and network in capable, early-stage entrepreneurs with innovative business models. gener8tor works with the startups in its portfolio to create successful, scalable companies. Sponsored by American Family Insurance, gener8tor seeks to invest in technology-enabled businesses. Accepted companies receive \$70,000 and 12-weeks of mentorship-driven programming.

Troy Vosseller, co-founder; Joe Kirgues, co-founder

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ACA is a collective of accredited investors that supports the success of angel and private investors in high-growth, early-stage ventures. The organization is the source for critical information and data that aligns the needs of angels, entrepreneurs, and the startup support community. Among its members are more than 240 angel groups and platforms and more than 13,000 individual accredited investors.

Sarah Dickey, ACA membership director

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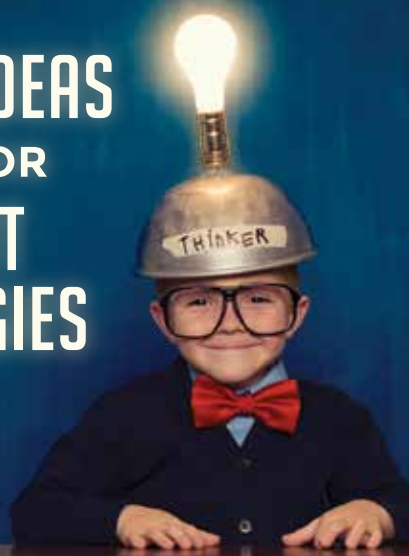
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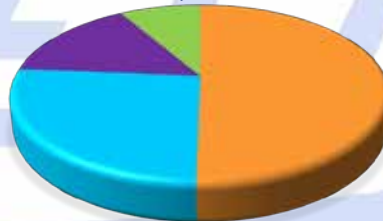
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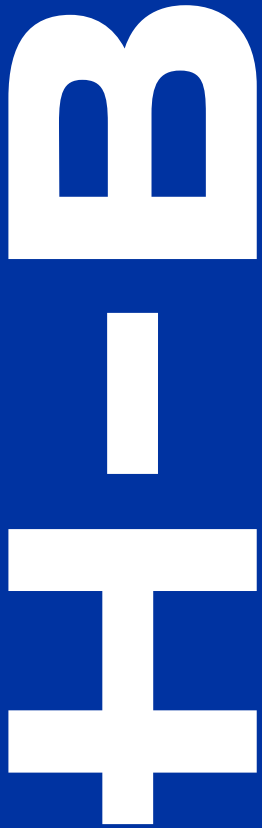
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