

# 2020 WISCONSIN ENTREPRENEURS' CONFERENCE

June 4th: A virtual event



Crossing the  
**Coronavirus**  
**Chasm**

Surviving and prospering  
during a 'new normal'  
for young companies



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CONFERENCE



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June 4th: A virtual event

## Crossing the Coronavirus Chasm

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*VIRTUAL FOR THE FIRST TIME!*

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# WELCOME!



## Greetings from the Tech Council Staff

Entrepreneurs are known for their ability to adapt and pivot to circumstances. At the Wisconsin Technology Council, our team aspires to exhibit that entrepreneurial trait in our own actions:

- The conference theme of “**Crossing the Coronavirus Chasm**” has been a consistent theme of resilience and recovery for the entrepreneurial ecosystem and broader Wisconsin economy.
- This is the 18th annual Wisconsin Entrepreneurs’ Conference, a run that speaks to the Badger state’s ability to sustain a startup culture. A pivot to a virtual platform is representative of our state’s ability to adapt and adjust on a dime!
- The conference will feature six panel discussions (two sets of three concurrent tracks) and five concurrent workshops. The focus of the post-COVID recovery is to provide guidance, hope and resources to every stage of entrepreneur.
- The panels and workshops feature a “who’s who” lineup of industry-leading experts, successful entrepreneurs and experienced investors to help guide your day’s insights, intake and networking.
- An added bonus of a virtual conference? You won’t miss a session. All sessions will be recorded, so you can watch sessions you didn’t choose live at a later time!
- We are lucky enough to have UW-Madison graduate **BRIAN PINKERTON** for our live morning keynote speaker. He’s the chief architect of Siri at Apple, and will be sharing insights into his experience, journey and entrepreneurial roots.
- We are excited to honor Exact Sciences’ **KEVIN CONROY** with the 17th annual Ken Hendricks Memorial “Seize the Day” award. His accomplishments are both impressive and far-reaching for the health-care community.
- After a contest that began in late January, the “Diligent Dozen” will again compete for the top prize in the 17th annual Governor’s Business Plan Contest to conclude the conference.

We’re pleased to produce the Entrepreneurs’ Conference in 2020, and we trust you will enjoy the virtual pivot with the affiliated networking, exhibitor booths, awards, keynote, panels and workshops.

Welcome to the conference: We’re counting on you to lead Wisconsin’s recovery!

**Tom Still**, president

**Laura Kaiser**, conference director + social media

**Bram Daelemans**, Tech Council Investor Networks director

**Angela Schlobohm**, development and member relations director

**Julie Johnson**, operations director

**Tammy Ehrmann**, event specialist



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# THE CONFERENCE



## About the 18th Annual #WITREPS Conference

### *VIRTUAL FOR THE FIRST TIME!*

Hear from nearly 30 successful entrepreneurs, investors and startup business experts to be featured in six panel discussions and 5 “birds of a feather” concurrent workshops organized around issues that matter most to Wisconsin entrepreneurs during these unusual COVID-19 pandemic times. We hope to provide insight into how companies can survive during these unprecedented times and thrive into the future.

We'll feature two sets of concurrent **PANEL TRACK** sessions and exact times, featuring industry-leading experts, entrepreneurs and investors. See the full agenda on pages 10-11 for the who's who.

- Things COVID-19 taught us, why they may be here to stay - and how 'treps can capitalize
- Negotiating “down” rounds with investors: How entrepreneurs should prepare
- Cybersecurity and COVID-19: How to make working from home safer
- Securing your first customers: How to make sales in a challenging time
- What kind of deals are getting funded (and what is not) in 2020?
- On-shoring: COVID-19 is accelerating the trends technology created

**“BIRDS OF A FEATHER” WORKSHOPS** are new to the #WiTreps conference, and will take place concurrently (see agenda page 11 for exact times and hosts):

- Furloughs, layoffs and rehiring, oh my! Tips on how to handle personnel issues
- I got my SBA loan, what next? Legal perspectives
- If you think you're worried, imagine how investors feel!
- Leading your business through recovery: Financial do's and don'ts
- Marketing and social media: More important than ever?

#### **OTHER CONFERENCE ELEMENTS WILL INCLUDE:**

- Live keynote presentation on June 4 by **BRIAN PINKERTON**, chief architect of Siri at Apple.
- The annual Ken Hendricks Memorial “Seize the Day” award, which will go to Exact Sciences CEO **KEVIN CONROY**
- **Diligent Dozen**: Top 12 finalists from the **Governor's Business Plan Contest** recorded their presentations for all attendees to watch. Find them at [govsbizplancontest.com](http://govsbizplancontest.com) and on our BPC website.
- Presentation by the **2020 Wisconsin YES!** grand prize winner Ayla Mollen from Lakeland Union High School
- **Virtual Exhibitor Hall** featuring more than 40 companies from around the state
- Plenty of chances to **network** with seasoned entrepreneurs and investors via 1:1 private video meetings on June 4 and June 5 as well.
- **BPC Awards Ceremony** to conclude the day, featuring a **grand prize winner**, **category winners**, a new **“People's Choice”** award and a **“Bright New Idea”** award.

*We hope you enjoy the newly virtual format  
and look forward to seeing you there!*





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**COVID-19:  
COMING  
INTO  
FOCUS...**

Several University Research Park tenants are part of an elite group of companies enlisted to create COVID-19 tests and vaccines. **Thank You!**



**VACCINE**

Flugen, a company based on research by UW-Madison scientists Yoshihiro Kawaoka and Gabriele Neumann, has joined the race to develop a vaccine working to develop CoroFlu, a nasal spray Covid-19 vaccine that might also protect against the flu.



**TESTING**

Exact Sciences is leveraging their flexible, automated, platform to support Covid-19 testing. Exact Sciences is scaling up to offer as many as 20,000 Covid-19 tests per week.



**TESTING**

GoDx is developing a rapid, instrument-free Covid-19 diagnostic that won't require sending samples to a lab, offering results at the point-of-care in about 30 minutes. The goal is to democratize diagnostics so GoDx can bring rapid, low-cost diagnostics to everyone.



**VACCINE**

Pan Genome Systems, a company created by UW-Madison professor Adel Talaat, is also working on a nasal spray-based Covid-19 vaccine adapted from an experimental DNA-based vaccine developed for another type of Corona virus.



**TESTING**

Nimble Therapeutics is partnering with Roche Diagnostics to help diagnose patients with COVID-19 by leveraging the power and breadth of the Nimble platform to rapidly discover and develop novel peptide-based molecules.



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Brian Wong, Co-founder of Kiip



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8 a.m.	<b>Conference open</b>
8:45 a.m.	Welcome and keynote by <b>BRIAN PINKERTON</b> , Chief Architect of Siri at Apple
10:00 a.m.	<b>Networking break</b>
10:30 a.m.	<p><b>Things COVID-19 taught us, why they may be here to stay - and how 'treps can capitalize</b></p> <p>Not so long ago, startup companies were more of a curiosity than the norm. That has changed – to the point that Milwaukee-area startups are popping up in all sector. Hear from 'treps who are redefining the region and why they're on a successful path.</p> <p><b>Moderated by</b> Mark Ehrmann, Quarles &amp; Brady</p> <p><b>Panelists:</b> Taralinda Willis, Curate Solutions; Matt Howard, EatStreet and Deb Archer, Destination Madison</p>
	<p><b>Negotiating “down” rounds with investors: How entrepreneurs should prepare</b></p> <p>A “down round” refers to a private company offering additional shares for sale at a lower price than those sold in a previous round or rounds. It's not anyone's first choice, but sometimes a reality when valuation dips and cash is needed to keep the company alive. Learn what to expect if your company finds itself in a 'down round' position in these uncertain times.</p> <p><b>Moderated by</b> Erin Ogden, Ogden Glazer + Schaefer</p> <p><b>Panelists:</b> Andrea Dlugos, Wisconsin Investment Partners; John Neis, Venture Investors and Paul Jones, Michael Best</p>
	<p><b>Cybersecurity and COVID-19: How to make working from home safer</b></p> <p>A recent survey revealed that about 42% of Americans can work at home, but the security challenges of doing so are complicated by how that “home office” is configured and maintained. Hear from experts who want to keep you productive ... and the “bad guys” out of your work lives.</p> <p><b>Moderated by</b> Steve Lyons, SJL Government Affairs &amp; Communications</p> <p><b>Panelists:</b> Lois Brooks, UW-Madison Information Technology; Jim Blair, Aberdeen Consulting and Sarah Sargent, Godfrey &amp; Kahn</p>
11:30 a.m.	<b>Networking break</b>
12:00 p.m.	<b>Ken Hendricks Memorial “Seize the Day” award presentation</b> <b>KEVIN CONROY</b> , CEO Exact Sciences
12:30 p.m.	<b>Exhibitor Hall session</b>

“Being a woman in business doesn't come without challenges. My advice? Surround yourself with other supportive women that encourage you, share ideas, and get you motivated.

Jessica Alba, Founder of The Honest Company





1:30 p.m.	<b>Workshop: Furloughs, layoffs and rehiring, oh my! Tips on how to handle personnel issues</b> <b>Led by</b> Jeff Sachse, UW-Oshkosh <b>Sponsored by</b> Northwestern Mutual
1:30 p.m.	<b>Workshop: I got my SBA loan, what next? Legal perspectives</b> <b>Led by</b> Joe Camilli, Neider & Boucher <b>Sponsored by</b> Northwestern Mutual
1:30 p.m.	<b>Workshop: If you think you're worried, imagine how investors feel!</b> <b>Led by</b> Zach Brandon, Greater Madison Chamber of Commerce <b>Sponsored by</b> Northwestern Mutual
1:30 p.m.	<b>Workshop: Leading your business through recovery: Financial do's and don'ts</b> <b>Led by</b> Ron Bote, WIPFLi <b>Sponsored by</b> Northwestern Mutual
1:30 p.m.	<b>Workshop: Marketing and social media: More important than ever?</b> <b>Led by</b> Jenny Weeden, Accelity Marketing and Steve Holzhauser, EUA <b>Sponsored by</b> Northwestern Mutual
2:30 p.m.	<b>Securing your first customers: How to make sales in a challenging time</b>  With face-to-face meetings out of the picture for now, companies are relying on other formats and tools to connect with customers, to make sales and to maintain healthy relationships. Innovation is yet again changing how companies market their goods and services and demonstrate their value to customers who they may have never met "live." Learn some tips and practices from our experts. <b>Moderated by</b> Nathan Hammons, Marquette Law <b>Panelists:</b> Jackie Hermes, Accelity Marketing; Regina Newcomb, Northwestern Mutual and Joe Scanlin, Scanalytics
	<b>What kind of deals are getting funded (and what is not) in 2020?</b>  A Barring an existing investor relationship or current portfolio status, entrepreneurs may find it harder to raise angel and venture capital money during the COVID-19 pandemic. That's not an absolute, however. Investors are still putting money into sectors that reflect the "new normal" of the market. Hear about trends from a veteran investor and two young companies. <b>Moderated by</b> John McDonald, Godfrey & Kahn <b>Panelists:</b> Amanda DoAmaral, Fiveable; Kyle Weatherly, FrontDesk and Tim Keane, Golden Angels Investors
	<b>On-shoring: COVID-19 is accelerating the trends technology created</b>  One of the lessons of the COVID-19 outbreak in the United States was the shortage of personal protection equipment, or PPE, in the domestic pipeline. There were similar supply-chain issues in other sectors that exposed both weaknesses and opportunities. Hear from people who can help young companies identify opportunities that might involve people as well as products and services. <b>Moderated by</b> Kathy Henrich, MKE Tech Hub <b>Panelists:</b> Buckley Brinkman, WCMP, Bill Berrian, Pindel Global Precision, Sandipan Gangopadhyay, Galaxe.Solutions
3:30 p.m.	<b>Networking break</b>
4:00 p.m.	<b>BPC and Wisconsin YES! awards</b> <b>Awards Sponsored by</b> Madison Development Corporation



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**BRIAN PINKERTON**

Brian Pinkerton is the Chief Architect, Siri at Apple and the former CTO of the Chan Zuckerberg Initiative, a philanthropic entity formed by Facebook founder Mark Zuckerberg and his spouse, Dr. Priscilla Chan.

Previously, Pinkerton was VP & General Manager at A9.com, and Chief Architect at Lucid Imagination, an open-source search firm. Other past roles include Vice President of Engineering at Scout Labs, a social media analysis firm. Scout Labs acquired Minimal Loop, a search technology startup that he co-founded in 2007. Prior to that, Pinkerton held the position of Director of Search at Technorati and was responsible for Technorati's blog search product. Pinkerton held the positions of Senior Architect, Chief Scientist, and Vice President of Engineering at Excite@Home.

Pinkerton created WebCrawler, the first Internet search engine, while working on his Ph.D. at the University of Washington in 1994. WebCrawler quickly became a popular resource on the Net, and Pinkerton sold it to AOL in 1995.

Prior to the development of WebCrawler, he spent four years in NeXT's highly regarded software group, where he led the system performance effort and was instrumental in several key projects.

Dr. Pinkerton holds a B.S. in computer science from the University of Wisconsin-Madison, and an M.S. and Ph.D. in computer science from the University of Washington.



Computing is increasingly central to Wisconsin's economy. It transforms existing sectors and creates new ones. Sectors critical to our economy, from manufacturing to agriculture and insurance, are becoming more data-driven. Other sectors profoundly affected by computing include health care, medicine, and biotechnology. Computing is generating tens of thousands of jobs in Wisconsin, many of which currently go unfulfilled as we are unable to educate enough workers. Computing is also changing the way people work, shop, and relax, profoundly impacting both urban and rural Wisconsin. Having a strong research and teaching program in Computer Sciences at The University of Wisconsin is essential to this transformation in the State. Not only does the Department do fundamental research to that can create improvements in all areas of the economy, but it teaches important computing skills to the next generation. Today, aided by the new School of Computer, Data & Information Sciences at UW-Madison, these skills are being taught more widely than ever, creating the opportunity for all students to learn the skills they will need in this economy.

Brian Pinkerton

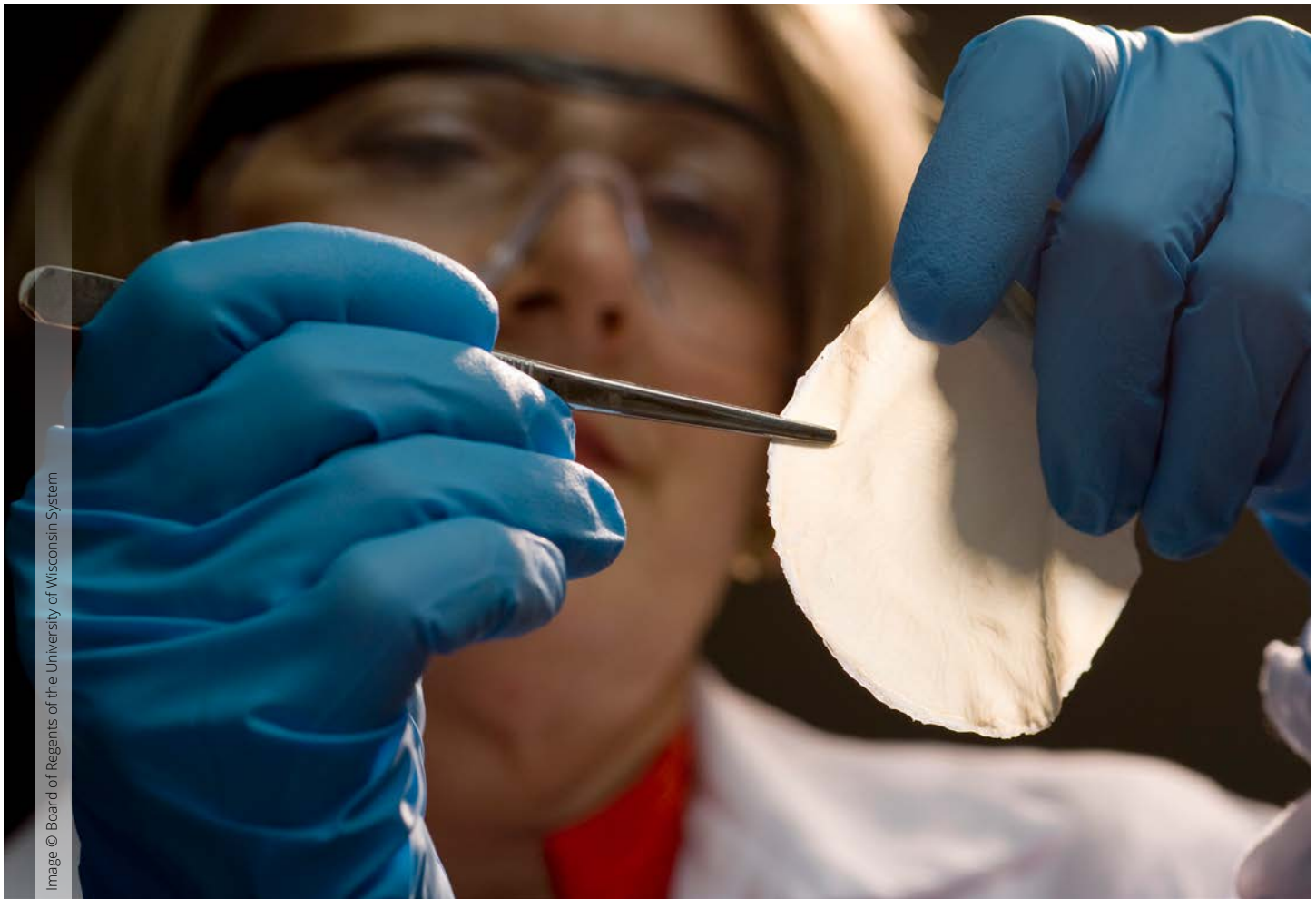


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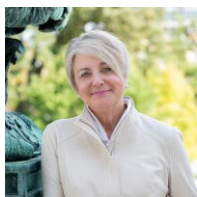
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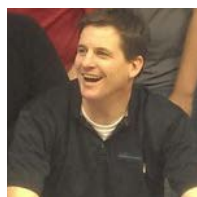
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**DEB ARCHER** is CEO of Destination Madison, known for attracting visitors, conventions and sporting events to greater Madison. Highlights of Archer's 25-year tenure include attracting Ironman, CrossFit, US Conference of Mayors, World Stem Cell Summit, Congress for the New Urbanism, staging Bucky on Parade and numerous recognitions for marketing, innovation and community contributions. Archer serves as lead faculty for Destinations International's professional certification program. She served as CEO of the Park City (UT) Chamber/Bureau and DoS at the CVB of Greater Kansas City. Deb lives in Cross Plains and enjoys swimming, walking and looks forward to welcoming her first grandchild in July.



**JIM BLAIR** is the Managing Partner at Aberdeen Consulting, a Madison-based Information Technology and Managed Services Provider he co-founded in 2003. Jim is responsible for strategic direction, business development, and serves as a virtual Chief Information Officer for Aberdeen Clients.

In 8 out of the prior 16 years, Aberdeen has been nominated as a finalist for the Best Local IT Consultant by IN Business Magazine Executive Choice Awards. Aberdeen also received a 2009 Dane County Small Business Award. Jim is a Veteran of Operation Iraqi Freedom and also retired from a 23-year career as an Army Reserve Officer.



Prior to joining the Greater Madison Chamber, **ZACH BRANDON** was the director of the Wisconsin Angel Network, an early stage investment organization focused on increasing equity investments in Wisconsin's entrepreneurs. Zach also served as the vice chair of public policy for the national

Angel Capital Association. Previously, Zach served as Deputy Secretary of the Wisconsin Department of Commerce and served in the agency's senior policy and external affairs role. Zach advised the Governor, Commerce Secretary and the Legislature on global trade and business development strategies with a heavy emphasis on expansion, investment and entrepreneurial development.



**LOIS BROOKS** is the CIO and Vice Provost for Information Technology at the University of Wisconsin-Madison. In this role Lois has direct and indirect responsibility for the entire sphere of information technology (IT) related activities at the university. She is active nationally in the higher education community, serving in many leadership

and governance roles. In her free time Lois enjoys being active including biking and hiking and also enjoys taking in the arts through concerts, theatre and the ballet.



**BILL BERRIEN** – CEO, Pindel Global Precision - After serving nine years as a Navy SEAL Officer leading special operations units globally to his years helping run and scale smaller companies, Bill fashions himself as a servant-leader whose principle responsibility is to remove obstacles from his team's paths and help cultivate their individual development. As a Presidential Leadership Scholar, Bill created a new model for manufacturing and technical workforce development for already employed and underemployed individuals that better aligns the individual's success, the company's success, and collective opportunity and growth



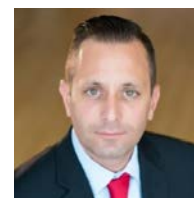
**RON BOTE** is a seasoned accountant with over 25+ years in public accounting and private industry. He is a core leader of Wipfli's growing technology industry practice and is passionate about assisting startups and emerging companies get connected with resources and facilitate their growth from formation to exit. He serves on the

Madison Public Library Foundation and Wisconsin Innovation Awards boards. Ron holds a BS in accounting and masters in taxation from DePaul University in Chicago. Since moving to Madison 13 years ago, Ron has taken advantage of Madison's outdoors thru running, biking, kayaking and participating in numerous Ironmans and marathons.



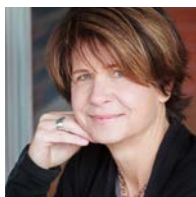
**BUCKLEY BRINKMAN** has led the WCMP since 2011, bringing more than 25 years of transformational manufacturing leadership and experience in a variety of companies, helping businesses drive growth, world-class competitiveness and performance excellence. Brinkman is an industry thought leader who has authored several white papers on

innovation, corporate culture, business strategy and other topics. A Wisconsin native, Brinkman holds a Business degree from the University of Wisconsin and an MBA from the Harvard Business School.

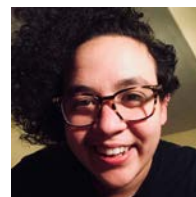


Attorney **JOSEPH CAMILLI** practices business and employment law as part of Neider & Boucher, S.C.'s business team. He was recognized as a 2019 Up and Coming Lawyer by the Wisconsin Law Journal and is co-chair of the firm's COVID-19 response team. A graduate of Hamline University School of Law, Attorney Camilli's practice is focused in the areas of Employment Law, Health Law, Mergers

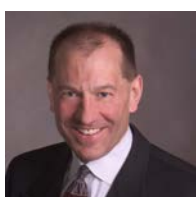
and Acquisitions, and Business Start-ups. He enjoys helping clients solve their problems, achieve equitable solutions, and improve business efficiencies.



**ANDREA DLUGOS** is a co-manager of Wisconsin Investment Partners, Wisconsin's largest angel investor network. WIP is primarily focused on early stage investments in biotech, health technology, IoT sectors. WIP has been one of the 10 most active angel groups in the U.S., and has an invested portfolio exceeding \$24 million. Andrea received an MBA from UW-Madison, and has previous executive and operating experience in health insurance industry, as well as executive sales experience with Johnson Controls, and sales & marketing operations experience with GE Healthcare.



**AMANDA DOAMARAL** is an educator, entrepreneur, and activist on the frontline of the educational opportunity gap. As a classroom teacher in Oakland, CA, she worked to increase the number of students earning college credit through AP classes. When the College Board announced dramatic changes to the AP World History curriculum in 2019, which would cut 9,000 years of global history from the exam, Amanda publicly fought to preserve the diverse curriculum. Now, as the founder of Fiveable, Amanda has expanded the size of her classroom to include over 35,000 students as they prepare for AP exams.



**MARK EHRRMANN** is a partner at the Quarles & Brady Business Law practice group with over 20 years' experience. He represents companies, owners and investors in domestic and international stock and asset acquisitions, divestitures, mergers and other corporate reorganizations and public and private financings. Additionally, Mark has worked with several startup and emerging companies and their investors by assisting them with forming their companies, completing agreements among founders and employees, protecting intellectual property and securing angel and venture capital financing. He was named Best Lawyers 2014 Mergers & Acquisitions "Lawyer of the Year" Madison for transactional advocacy and experience.



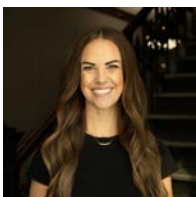
Playing a key role in GalaxE's continued worldwide expansion and operational success, **SANDIPAN GANGOPADHYAY**, GalaxE President and COO, has been a valuable member of our team for over 15 years. Prior to his position at GalaxE, Sandipan spent over a decade in high profile roles in both Pharmaceutical and Information Technology companies around the globe. One of his most notable achievements prior to joining GalaxE included setting up one of India's first private Software Technology Parks. Sandipan has a bachelor's degree in Computer Engineering from Bombay University, is a member of the Indian Institute of Chemical Engineers, and is certified in the Governance of Enterprise IT. He is married with three children and enjoys reading, photography and travelling.



**NATHAN HAMMONS** is a clinical professor at Marquette University Law School and director of its Law and Entrepreneurship Clinic. The clinic, which Professor Hammons launched, operates as a law office that provides pro bono legal services to startups and entrepreneurs in southeastern Wisconsin. He is a member of Marquette University's Innovation Council, and he has served as a mentor for or advisor to gener8tor, gBETA, Startup Milwaukee, BizStarts, The Commons, and Marquette University's Kohler Center for Entrepreneurship.



**KATHY HENRICH** is currently the CEO of the Milwaukee Tech Hub Coalition. She has over 25 years in the technology industry, including executive leadership of sales and partnership organizations, including a start-up between large corporate partners. In 2017, she dedicated herself to ensuring individuals and organizations have the skills to succeed in the era of AI and automation by pursuing her masters in Workforce and Talent Development from LSU. Most recently, Henrich served as the senior manager of the Future of Workforce at Accenture where she leveraged her line executive experience to help clients with organizational design, talent planning, upskill planning, and change management required by digital transformation. In addition, she's been involved in many tech and talent non-profit projects in Wisconsin.

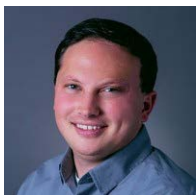


**JACKIE HERMES** is the CEO of Accelity, a Milwaukee-based agency that helps software-as-a-service (SaaS) startups get to revenue and grow faster, and a co-founder of Women's Entrepreneurship Week. Very active on LinkedIn, Jackie has an audience of over 50,000 followers and publishes content about the daily life and challenges of growing her company. Jackie is an advisor to early-stage startups as a mentor at The Commons, a co-organizer of Startup Milwaukee EMERGE, and a member of the Golden Angels Advisors. In addition to her professional involvement, Jackie is an adoptive foster parent and future pilot.



**STEVE HOLZHAUSER** is a strategic partner to companies that are looking to study the feasibility of an expansion or a construction project. He is a principal at Eppstein Uhen Architects. With over 30 years' experience as a licensed architect, he has designed and built hundreds of projects throughout Wisconsin. His firm has over 230 staff in Madison, Milwaukee and Denver. EUA designs high technology labs, corporate offices, mixed-use urban multi-family, higher education, and healthcare projects. Sustainability is a core value of the firm. Wellness and the environment are always considered. Good designs help people exceed their potential.





**MATT HOWARD** is the CEO at EatStreet, a food delivery platform that connects diners with local restaurants. Founded in 2010, EatStreet has expanded to over 250 cities and 15,000 restaurants under Howard's leadership. His primary responsibilities include driving the strategic vision of the company,

spearheading business development initiatives, and overseeing all expansion efforts. Howard received his undergraduate degree in Economics and Political Science from the University of Wisconsin (Class of 2011) and was named to the Forbes 30 Under 30 list in 2017.



**TIM KEANE** has spent the last 30 years in startup and growth company environments, first as the founder and CEO of a successful software company, RTMS, Inc. and, since 2002, as director of Golden Angels Investors - a group of about 170 members, primarily in Illinois and Wisconsin. He was the cohost of "How Did You Do That?"

a podcast in the Apple Store and on WUWM. He is an LP in several Silicon Valley Venture Capital funds, two Midwest private equity funds, board director of three portfolio companies, as well as First Business Bank (NASDAQ:FBIZ), Marolina, Inc., and Student Treasures of Kansas City. He was Entrepreneur in Residence and taught in the MBA program at Marquette University for fifteen years. He is a principal in a data analytics practice, Keane Consulting. Getting to work with entrepreneurs is his favorite thing and he's grateful every day for the opportunity. You can find his photography at [www.timkeanephoto.com](http://www.timkeanephoto.com)



**JOHN MCDONALD** is a shareholder in Godfrey & Kahn's Corporate Law Practice Group, Technology & Digital Business Practice Group and co-chair of the Emerging Companies Practice Group. He is a member of the firm's Pro Bono and Knowledge Management Committees. John counsels clients on all stages of a business;

formation, financing and capitalization to exit strategies. John has a passion for working with entrepreneurs, early stage companies and venture investors. He is proud of G&K's support of Wisconsin's entrepreneurial community and its efforts to help organize and educate investors and founders through various sponsorships and its Project Innovate program.



**REGINA NEWCOMB** is Lead Product Manager of Digital Innovation at Northwestern Mutual, a leading financial services company headquartered in Milwaukee, WI. Regina is responsible for innovation engagement strategy across the company, including entrepreneurial-focused programs like Reverse Pitch MKE. When she's

not innovating in the office, Regina enjoys concocting new creations in the kitchen, running, golf, traveling and taking advantage of the great Milwaukee arts scene.



**PAUL JONES**, Counsel at Michael Best, began his legal career in Silicon Valley in 1985. He has quit practicing law three times, twice to join founding teams of venture-backed startups in North Carolina (the first effort resulted in "Entrepreneur of the Year" recognition by the Council for

Entrepreneurial Development; the second a \$60 million IPO 10 months after a \$250,000 seed round), and once to co-manage a \$26 million early stage venture fund. Returning to Wisconsin in 2003, he has been an angel investor; the "Entrepreneur in Residence" at UW-Oshkosh; and blogger, author and speaker on entrepreneurship and risk capital investing.



**STEVE LYONS** has nearly 30 years of experience in state government and politics, including as a former Governor's Deputy Chief of Staff, Deputy Secretary of a state agency, and Chief Policy Advisor to Senator Scott Fitzgerald (Current Senate Majority Leader). An experienced strategic commu-

nication and political tactician, he has successfully implemented legislative agendas for corporate and business clients throughout Wisconsin. Steve has done more than 400 interviews with international, national and Wisconsin media, including interviews with "Good Morning America," CNN, ABC World News Tonight, and the BBC. He also served as the spokesperson for numerous corporations, businesses and individuals.



**JOHN NEIS** is a Managing Director of Venture Investors LLC. He serves on the Board of Directors of CellerBio Sciences, Prevacept Infection Control, Delphinus Medical Technologies, TAI Diagnostics, Health Scholars, the Wisconsin Technology Council, and the Wisconsin Venture Capital Association,

and on the Board of Trustees at the Morgridge Institute for Research. John serves on the Advisory Boards of the Weinert Applied Ventures Program and Tandem Press at UW - Madison. He holds a B.S. in finance from the University of Utah, and a M.S. in Marketing and Finance from the UW - Madison. John is a Chartered Financial Analyst.



**ERIN OGDEN** is a business attorney, true. But her passion for good food and good drink can be traced back far before her law degree. Growing up on a Wisconsin dairy farm will do that to you. This same passion is found in everyone else at the law firm of Ogden Glazer + Schaefer, which is why they

are always excited to talk about the state of Wisconsin's food and beverage scene. Come join the discussion wherever you see her or on Twitter.



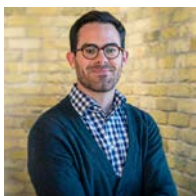
**JEFF SACHSE** is the Director of the Center for Customized Research and Services at UW Oshkosh. CCRS provides consulting, customized training, and market research services to support entrepreneurs and also serves as the gateway to connect with the faculty, students, and facilities of the University. Jeff is

also founder of Rawley Point Economic Advising, a board member of Two Rivers Main Street and the Wisconsin Downtown Action Council, and a skilled baker.



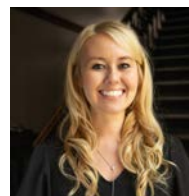
**SARAH SARGENT** is an attorney in the Data Privacy & Cybersecurity Practice Group of Godfrey & Kahn. She regularly assists clients in handling data breaches and security issues. Sarah specializes in implementing innovative technology and finding practical business solutions for privacy and cybersecurity compliance. She also advises clients

on software licensing, vendor management, GDPR, CCPA, software development contracting, and more. Sarah recently joined the board of Code the Way, an organization that collaborates with high schools and technology companies to offer students advanced computer science training and real-world job experiences, a role which will help her bring her passion for technology to the next generation.



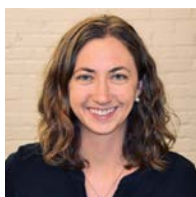
**JOE SCANLIN** cofounded and is the CEO of Scanalytics, the leading Internet of Things company focused on sensor-fusion for physical environments that pioneered the smart-flooring sensor. Prior to Scanalytics, Joe studied a range of subjects from Organizational Behavior to Applied Neuroscience, and is

a veteran of the United States Marine Corps. He sits on the board of multiple technology companies in the computer vision, artificial intelligence, and medical device fields. Joe has contributed to and authored books, papers, and patents in the fields of spatial science, sensor design, and natural language processing.



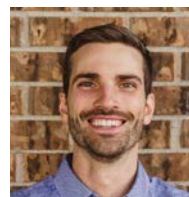
**JENNY WEEDEN** is the director of Strategy and Operations at Accelity, a Milwaukee-based agency that drives growth at B2B software startups. Jenny manages Accelity's brand, processes, and people, and consults with clients on best practices to help them market to, sell to, and retain customers. Out-

side of work, Jenny co-founds & runs Women's Entrepreneurship Week, and enjoys public speaking, advising early-stage startups through Gener8tor and the Commons, cooking, running and cheering for the Badgers.



**TARALINDA WILLIS** is the CEO of Curate Solutions, a VC-funded startup making local government data more accessible than ever before through its AI platform. Prior to co-founding the Madison-based software company in 2016, she earned an MBA in operations and project management from

UW-Whitewater. She began her career in project management, overseeing the construction of a \$94 million multi-use facility for the state of Wisconsin. An active member of her local community, Taralinda was recognized as one of InBusiness Madison's 40 Under 40 class of 2020 for her board service, advocacy, and volunteering in both the startup and nonprofit realms.



**JESSE DEPINTO** is a growth-oriented serial entrepreneur with a passion for product development, user experience, and technology. Along with his co-founder and talented team, Jesse started Frontdesk in 2017 and helped the company grow from scratch into a 200+ employee, \$20 million revenue run rate technology company in less than four years. Jesse holds a bachelor's degree in Mechanical Engineering from the UW-Milwaukee. Jesse is a proud husband and father of two (and soon, three) boys, and a complete nerd at heart.

“If you are working on a product that's going to be consumer-facing, then feedback is invaluable. You should be out there being brave and talking to people and asking for feedback as much as possible.

Emily Brooke, Co-founder of Blaze



# 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:

Core Membership **\$3,500**

Affiliate Membership **\$1,500**

Emerging Company Membership **\$500**

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



# 2020 SEIZE THE DAY AWARD WINNER



KEVIN CONROY

**Kevin Conroy**, the chairman and chief executive officer of Madison-based Exact Sciences, will be honored during the **June 4 Wisconsin Entrepreneurs' Conference** with the 17th annual Ken Hendricks Memorial "Seize the Day" award.

The award, which celebrates entrepreneurial leaders who have been crucial to Wisconsin's economic growth, is named for the late Ken Hendricks, a Beloit businessman and 2006 "Seize the Day" award winner who died in an accident in late 2007.

Conroy was part of a small team that moved the nearly defunct Exact Sciences (NASDAQ: EXAS) from Boston to Madison in 2009, recognizing that Wisconsin offered the talent, research capacity and overall climate to turn around the company and build on some existing cancer-detection technology.

Conroy and Maneesh Arora, who later served as Exact's chief operating officer, knew from previous stints at other Madison-based companies it would be possible to develop a non-invasive colorectal cancer test using a combination of DNA-based techniques.

Today, Cologuard is a leading non-invasive alternative to conventional colorectal cancer screening. Most recently, the precision oncology company pivoted to help provide COVID-19 testing supplies by converting laboratory space to that use.

*"What excites me most about working at Exact Sciences is solving hard problems with exceptional people," Conroy said. "It's incredibly energizing to know that our collective ability and experience is making a real difference in the early detection of cancer, a space in which few companies have been able to carve out a leadership position. I'm just as excited that we're putting our skills and know-how to work bringing other products to market where we can make a similar difference."*

The June 4 conference will be held on a virtual platform under the theme of Crossing the coronavirus chasm: Surviving and prospering during a 'new normal' for young companies. The "Seize the Day" presentation with remarks by Conroy will take place mid-day.

## BACKGROUND ABOUT THE AWARD

The award, which celebrates entrepreneurial leaders who have been crucial to Wisconsin's economic growth, is named in honor of the late Ken Hendricks, a Beloit businessman and 2006 "Seize the Day" award winner who died in an accident in late 2007. The award is not given for technical innovation but for innovative leadership – the ability to take hold of business opportunities and transform them into successes.

Candidates for the award will have demonstrated:

**Vision** — Recognizing opportunities where others do not

**Courage** — Vigorous, dedicated pursuit of opportunities in the face of risk and skepticism

**Adaptability** — Rapid and repeated reinvention in response to changing markets

**Persistence** — Maintaining optimism and effort in the wake of setbacks

**Resourcefulness** — Overcoming obstacles and finding ways to fund growth

Recognizing the important role the arts play in nurturing a vibrant entrepreneurial culture, this year's award will be created in conjunction with **Hendricks Holding Co.**. The award is generously provided by the Hendricks family.

**HENDRICKS**  
HOLDING CO., INC.



The mission of the Wisconsin Governor's Business Plan Contest is to encourage and educate entrepreneurs in the start up stage of tech-based businesses in Wisconsin. The contest goals are to:

- Cultivate an entrepreneurial culture in Wisconsin that values risk-taking and encourages innovation; and
- Advance Wisconsin's competitiveness in the 21st century "knowledge based" economy.

The contest links up-and-coming entrepreneurs with a statewide network of community resources, expert advice, high-quality education, management talent and possible sources of capital.

Since the contest's inception in 2004, about 3,900 entries have been received across four categories – advanced manufacturing, business services, information technology and life sciences. Including 2020 awards, the contest has led to cash and in-kind prizes valued at about \$2.4 million.

More important: finalists have collectively raised hundreds of millions in angel, venture and venture debt over time. Those same finalists have stayed in business much longer than normal when compared to U.S. startup rates – and they are creating jobs.

The **2020 Governor's Business Plan Contest** began in late January when 200 qualified entries were received from about 198 individuals representing 56 communities across the state. From the initial submissions, 52 semi-finalists were chosen to write and submit 1,000-word executive summaries. That field was narrowed down to 28 finalists, representing 12 communities who submitted 15-to-20 page business plans.

Finalists' covered eight fields: company overview; product or service description, size and sales strategy; competition; management team; financials; and capital needs. The final business plans were reviewed by over 90 judges in May. They are competing for more than \$100,000 in cash and in-kind prizes.

The "**Diligent Dozen**," or top 12 business plans announced in late May, will be videotaped and shown at the Virtual Entrepreneurs' Conference on a digital platform in June. Category winners, as well as the 2020 Grand Prize Winner, will be announced during the conference.

To the **Wisconsin Technology Council** – the producers of the contest – this broad cross-section sends a clear message that Wisconsin's entrepreneurial roots run deep.





The presentations are available to view on the BPC website.

PRESENTER	CITY	CATEGORY
Chad Mason, <i>Advanced Ionics</i>	Milwaukee	Advanced Manufacturing
Jeffrey Lord, <i>Agent Plus Solutions</i>	New Berlin	Advanced Manufacturing
Karen Renee, <i>eCourt Reporters</i>	Burlington	Business Services
Thomas Olscheske, <i>Entremere</i>	Madison	Information Technology
Eric Christensen, <i>IVO Systems</i>	Madison	Information Technology
Jack Ryan, <i>Last Lock</i>	Milwaukee	Business Services
Trevor Santarius, <i>ModuTree</i>	Milwaukee	Advanced Manufacturing
Annette Gilchrist, <i>MyGenomeRX</i>	Wisconsin Dells	Information Technology
Xiaoxiao Han, <i>OncoGone</i>	Potomac	Life Sciences
Jackie Hind, <i>Plumb Pharmaceuticals</i>	Madison	Life Sciences
Melissa Gaglione, <i>Safety4her</i>	Milwaukee	Business Services
Shawn Michels, <i>Steady Shot</i>	Milwaukee	Life Sciences

**Advanced Ionics** is developing hydrogen production systems for industrial consumers that will offer zero-emission, on-site, on-demand hydrogen at the lowest cost of any source.

**AGent Plus Solutions** is a nanotechnology co. providing naturally derived household and commercial cleaning products using two natural elements with a long history of protecting mankind, Copper and Silver. AGent+® Cleaner & Protectants are environmentally safe cleaners that also protects surfaces against cross-contamination for up to 3 days.

**eCourt Reporters** is a two-sided marketplace that connects law firms, government entities, and court reporting agencies directly to court reporters and legal videographers across the U.S. with live search capabilities.

**Entremere's** media-driven live event ad and monitoring system enhances clients' abilities to manage and control their ads and digital products as they are broadcast to consumers beyond the control of their networks.

**IVO Systems** is a mobile friendly web software that helps construction companies better manage and track their operations and equipment between the field and office.

**Last Lock** has designed a self-powering smart lock cylinder that allows for easy installation into any door's existing hardware; augmenting any mechanical entry system into a best in class smart lock.

**ModuTree** is a modular tile-based hunting blind system that gives hunters an intuitive e-commerce experience to design and build their own blinds.

**MyGenomeRx** provides an online portal that identifies potential gene-drug interactions based on at home genetic tests. Clients upload their raw DNA file along with their current medication list. Results are provided in educational reports that can be used to guide their medication therapy with the help of a healthcare provider.

**OncoGone** is developing a hydrogel implant that delivers a combination chemotherapy for treating brain cancers.

**Plumb Pharmaceuticals** has a platform technology for extended-release medications. The first application of the platform is for the treatment of opioid addiction.

**Safety4her** designs high visibility reflective safety wear with adjustable features for women working in the trades, trucking, and towing industry.

**Steady Shot** is an OTC needle stabilizer that makes injecting insulin easier.





## Congratulations to this year's Top 28 entries!

### ADVANCED MANUFACTURING

Impact Sports  
AGent Plus Solutions  
Pedal-motive  
Energy Tech Innovations  
ModuTree  
Advanced Ionics  
Von Buck

Joshua Cleveland  
Jeffrey Lord  
Nickolas Hein  
Bryan Johnson  
Trevor Santarius  
Chad Mason  
Bob Buck

River Falls  
New Berlin  
Madison  
Milwaukee  
Milwaukee  
Milwaukee  
Holmen

### BUSINESS SERVICES

Last Lock  
eCourt Reporters  
Safety4her  
Bizzy Bizzy  
YDY, Sweets  
Partita

Jack Ryan  
Karen Renee  
Melissa Gaglione  
Candy Phelps  
Jaimie Sherling  
April Weir-Hauptman

Milwaukee  
Burlington  
Milwaukee  
Madison  
Madison  
Waunakee

### INFORMATION TECHNOLOGY

Entremere  
MyGenomeRx  
UpStream AV  
Gyld  
Da Vinci Industries  
FixdPicks  
Proceed.app  
IVO Systems

Thomas Olscheske  
Annette Gilchrist  
Jim McDougall  
Kahloong Teh  
Anthony Valiulis  
Caleb Dykema  
Andrew Schmitz  
Howard Lien

Madison  
Wisconsin Dells  
Eau Claire  
Madison  
Janesville  
Appleton  
Appleton  
Madison

### LIFE SCIENCES

Plumb Pharmaceuticals  
Atrility Medical  
Steady Shot  
OncoGone  
GoDx  
Gud Medical  
Ascending Hearing Technologies

Jacqueline Hind  
Nicholas Von Bergen  
Shawn Michels  
Xiaoban Xin  
Chang Hee Kim  
Joseph Ulbrich  
Christina Runge

Madison  
Madison  
Milwaukee  
Potomac  
Madison  
Madison  
New Berlin

### THANKS TO OUR 2020 CATEGORY SPONSORS:



Advanced Manufacturing



Business Services



Information Technology



Life Sciences

# BPC SPONSORS, JUDGES & MENTORS



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Versiti  
Wisconsin Alumni Research Foundation

## 2020 JUDGES

George Arida, 30Ventures  
Aimee Arnoldussen, UW Madison Discovery to Product  
Greg Baker, Bascom Ventures  
Mark Barnard, Edgewood College  
Dennis Barnum, Thalchemy  
Tim Bartholow, WEA Trust/NeuGen Health  
Abram Becker, UW-Madison Discovery to Product  
Eli Blee-Goldman, Capital Midwest  
Kevin Boggs, Medical College of Wisconsin  
Ron Bote, Wipfli  
Nicolas Cindric, pharmaseek  
Casey Collins, Waddell & Reed  
Will Conley, Perkins Coie  
Nick Cray  
Jay Creagh, Godfrey & Kahn  
Jacquin Davidson, Davidson Associates  
William Dougan, UW - Whitewater  
Tania Dsouza, BVK  
Max Duckworth, MaSa Partners  
Mark Ehrmann, Quarles & Brady  
Daniel Einhorn, Capital Midwest  
Andy Fields, Golden Angels Investors  
Joey Frayne, Wisconsin Economic Development Corp.  
Jonathan Fritz, CHIME  
Kieran Furlong, UW Discovery to Product  
Arvind Ganesan, Amazon  
Charlie Goff, NEW Capital Management  
Terry Grosenheider, U.S. Bancorp  
Jim Guither  
Bart Halderson, BDO  
Brent Halfwassen, Halfwassen & Assoc.  
Amanda Handlos, ideawake  
Valerie Hildebrandt Zibell, Wisconsin School of Business  
Rich Hogle  
Tom Holdorf, Software Pumps  
Earl Humphrey, SCORE Wisconsin  
Jason Hunt, Boardman & Clark  
Steve Jahn, Momentum West  
Jim Jermain, AT&T - Wisconsin  
Paul Jones, Michael Best  
Nicole Justa, N29 Capital Partners  
Ryan Kauth, UW-Green Bay School of Business  
Matt Kelly, Venture Management  
Don Kerber, Material Interface

Erik Kesting, Epic  
Steve Klodd, 32auctions  
Tony Koblinksi, Wisconsin Investment Partners  
Mike Kollath, Kollath & Associates  
Jennifer Le, gener8tor  
Linda Leikness, NVNG Ventures  
KC Lerner, Quincy Bioscience  
Tom Lieven, Applied Management  
Greg Lynch, Michael Best  
Sean Mannion, Keane Consultants  
Sandra Maples  
Joel Martin, HealthX Ventures  
Michael McDonagh, Mallery & Zimmerman  
John McDonald, Godfrey & Kahn  
Craig Miller, Neider & Boucher  
Chandra Miller Fienen, StartingBlock Madison  
Joe Miotke, DeWitt Ross & Stevens  
KaraLynne Moore, Community First Credit Union  
Donna Moreland, Perkins Coie  
Dawn Mortimer, Guidewire Software  
Rachel Neill, Carex Consulting Group  
Rick Nelson, Strategic Frontiers  
Erin Ogden, OgdenGlazer,  
Randy Popp  
Bob Puissant, We Enable  
Angela Ryan, Promega Corp.  
Tom Schwei, DNASTAR  
Coby Skonord, ideawake  
Russ Smestad, Biotech Profiles  
Anne Smith, Madworks Seed Accelerator  
Steven Sprindis, Waypoint Private Capital  
Janet Staker Woerner, UW-Madison Distance Education Professional Development  
Genia Stevens, Belwah Media  
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Justin Webb, Godfrey & Kahn  
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Bob Wood, Wisconsin Investment Partners  
Idella Yamben, Center for Technology Commercialization  
Luyu Yang, Brown Bridge Capital  
Allyn Ziegenhagen, MIT Club of Wisconsin

## 2020 MENTORS

Valuable support was provided to the contestants throughout the contest by the Center for Technology Commercialization, SCORE Wisconsin, 37 Celsius Capital and Baker Tilly. Special thanks to Dave Linz, Todd Strother, Earl Humphrey, Alexander Kemp and Dan Anderson



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# WISCONSIN YES!



Wisconsin Youth Entrepreneurs in Science (YES!) is a statewide youth business plan contest modeled after the successful Governor's Business Plan Contest.

Public, private and home-schooled students across Wisconsin were eligible to turn their science – and tech – related ideas into business plans and compete for cash and prizes. The contest began with a 250-word summary submitted through the website – [WisconsinYES.com](http://WisconsinYES.com).

Over 50 entries were received from around the state this year. Those entries represented more than 55 students. In April, 19 of those entries advanced to Phase 2, which included a 1,000-word executive summary.

The contest is an opportunity for students to get hands-on experience in developing ideas into business plans. Throughout the process, students received feedback from professionals throughout Wisconsin who served as judges.

The Tech Council produces the contest, with major sponsorship provided by **WEA Trust** and the **UW-Madison Office of Business Engagement**.



Contest partners have included the Department of Financial Institutions, Department of Public Instruction, the Association of Wisconsin School Administrators, Make a Difference Wisconsin, Project Lead the Way Wisconsin, STEM Forward, Wisconsin Association of School Boards, Wisconsin Society of Science Teachers and Wisconsin Association of School Business Officials.

The 2020 Grand Prize Winner is Ayla Mollen from Lakeland Union High School. She will have her presentation posted on the Entrepreneurs' Conference website and will be shown during the BPC afternoon ceremony at the conference. Ayla is an aspiring veterinarian who will be attending the University of Wisconsin-Green Bay in the fall. She is going to major in biology with an emphasis in veterinary medicine. Throughout high school, Ayla has managed to obtain high honor roll each year while taking advanced placement and college-level courses. In addition to school, Ayla has been an active participant in her school's Spanish club, Environmental Science club, and National Honors Society. She also has been a student in the University of Wisconsin-Madison's Information Technology Academy (ITA) during sophomore, junior and senior years of high school. Outside of academics and extracurriculars, Ayla has volunteered at her local animal shelter, as well as the Fix is In mobile spay and neuter clinic. She also works at a small animal veterinary clinic as a kennel assistant during the winter and as a full-time veterinary assistant during the summer.

For information on the contest, visit [WisconsinYES.com](http://WisconsinYES.com). To get involved as a judge or sponsor, email [info@wisconsinyes.com](mailto:info@wisconsinyes.com).

## CONGRATULATIONS TO ALL OUR 2020 FINALISTS!

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**CoolSticks**, Middleton High School, Oliver Ehrhardt, Wyatt Ehrhardt, Noah Ehrhardt  
**Eco Earrings**, Brookfield Academy, Molly Seeger, Mary Ratnayake, Morgan Allen, Suzanne Ackley  
**Envine**, Brookfield Academy, Tennyson Matthews, Serena Suson, Ashley Zhu, Leo Astorga  
**Flippin Tires**, Brookfield Academy, Peter Mueller  
**H2-Brew**, Longfellow Middle School, Ellasyn Korb  
**Hygge Bear**, Longfellow Middle School, Emerson LaWall-Shane  
**Infinite Pen**, Longfellow Middle School, Nathan Gendrich  
**Playful Pets**, Brookfield Academy, Allison Courtright  
**Seninaturals**, Lakeland Union High School, Ayla Mollen  
**TeaPop**, Brookfield Academy, Mishaal Omer, Charlotte Aexel, Joe Zhu, Akshay Saluja  
**The Benchwarmer**, Neenah High School, Michael Hasler  
**The Interactive Online School for the Blind (BIOS)**, Whitman Middle School, Emily Scott  
**Trash Clean-up Rewards App**, Crivitz High School, Eli Gruszynski, Brayden Marvin  
**Z Hire**, Middleton High School, Noah Ehrhardt, Oliver Ehrhardt, Wyatt Ehrhardt

## A SPECIAL THANK YOU TO OUR 2020 WISCONSIN YES! JUDGES:

Jody Andruss  
Vallari Chandna  
Erin Clausen  
Nick Cray  
Bram Daelemans  
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The 2020 Grand Prize Winner Ayla Mollen from Lakeland Union High School will have her presentation shown during the 2020 Entrepreneurs' Conference.



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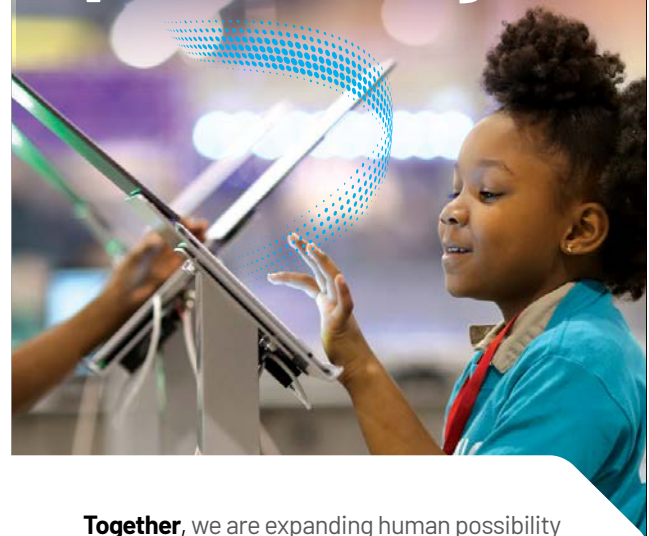
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## Welcome to the 2020 Wisconsin Entrepreneurs' Conference!

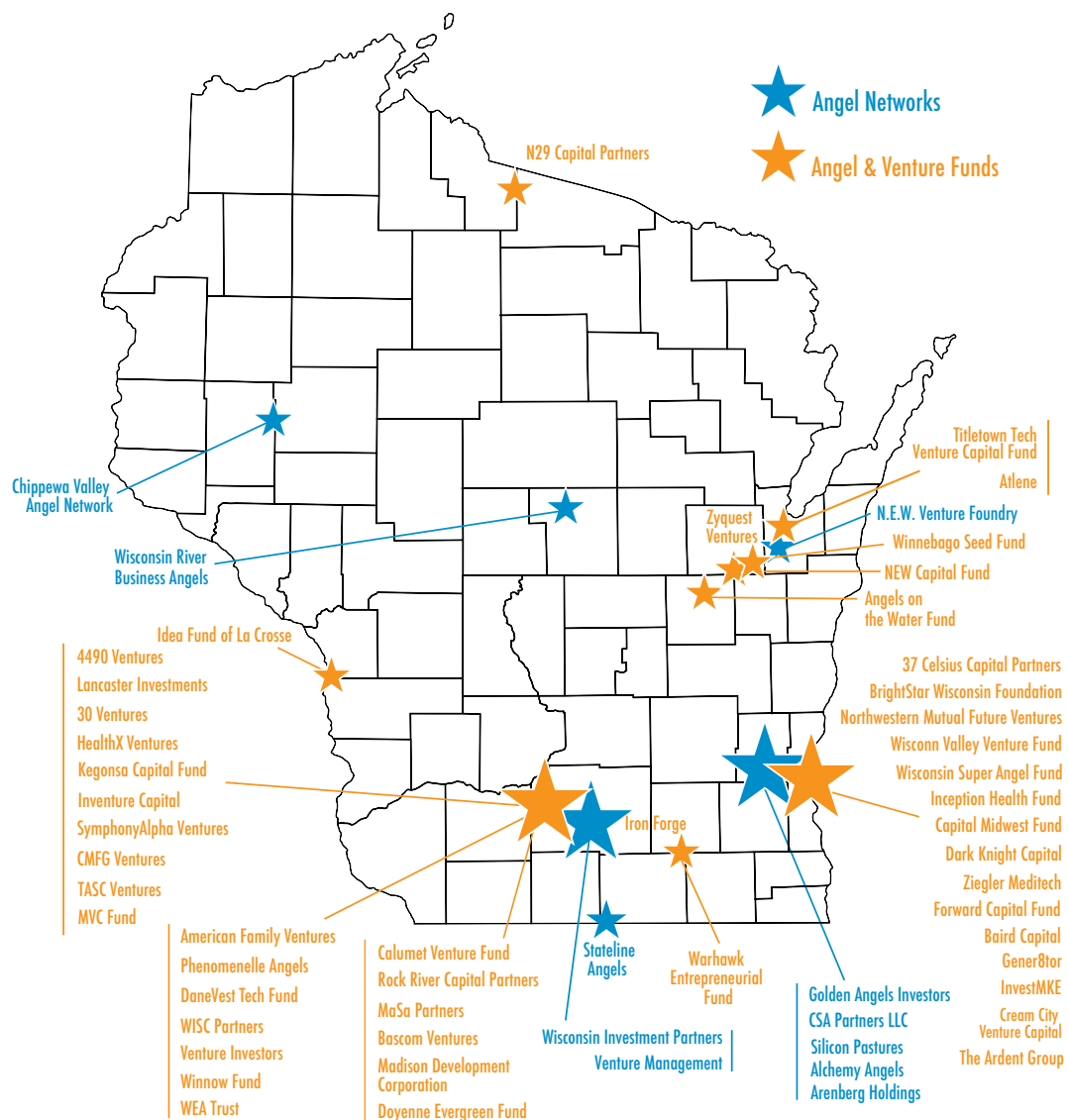
Investors from around Wisconsin, the Midwest region and the country are here to help support innovation in the state. A number of Tech Council Investor Networks members have played a pivotal role in this year's conference. Some are providing expertise on panels, a select few mentored and provided feedback to the finalists in the Wisconsin Governor's Business Plan Contest, and others are here to scout for their next investment opportunity.

Through a concerted public-private effort, the Tech Council Investor Networks has helped to develop a broad state infrastructure of angel and other early stage investment groups that has grown to more than 40 active groups in just a few years (see map below).

New programs and funds continue to sprout up, with some of the most active angel investors in the United States right here within our borders. Such efforts match the energy of our state's entrepreneurs, as evidenced by the finalists in this year's Wisconsin Governor's Business Plan Contest.

The Tech Council Investor Networks is excited to be here to help support them and other entrepreneurs growing their companies in our state!

For more information, visit [wisconsintechcouncil.com/investors](http://wisconsintechcouncil.com/investors) or contact Bram Daelemans at 608-442-7557 [bram@wisconsintechcouncil.com](mailto:bram@wisconsintechcouncil.com).



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Tech Council Investor Networks  
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Visit [wisconsintechcouncil.com/investors](http://wisconsintechcouncil.com/investors) for more information on the state's angel and venture capital funds.

If you are an investor and would like to be added to our investor map, please contact Bram Daelemans

# 2020 WISCONSIN PORTFOLIO



In terms of investment dollars, 2019 was another successful year for the early stage community in the state. At least 123 Wisconsin early stage companies raised more than \$450 million in investment capital in 2019, eclipsing the \$400 million mark for the first time in a single calendar year in Wisconsin.

Using public reports, filings and surveys, the Wisconsin Technology Council and its Tech Council Investor Networks tracked a total of \$454,363,987 that was invested in the 123 companies. This past year we saw an increase in market participation in more companies. During the 2019 calendar year, 43% percent of companies (52) raised at least \$1 million.

The largest deals reported were **SHINE Medical Technologies** (\$132 million), **NorthStar Medical Radioisotopes** (\$75 million), **Redox** (\$36.1 million), **Fetch Rewards** (\$25 million), and **Fasetto** (\$20 million).

In early stage investing, timing is very everything: timing when contacting investors, timing when launching your product, and timing when closing a funding round. As we have seen in the past, no one year is like any other. Based on the five-year rolling average we calculated to account for this snapshot look. We take every year and to smooth out some of (un)fortunate timing that may occur, we can clearly see a positive trend of growing investor participation in the state.

In 2019, we saw continued growth in median and average round sizes after a bit of a slump in 2017.

Average round size is at a new all-time high of \$3.8 million while the median round size eclipsed \$700,000 for the first time. We also found a larger share of companies (41.5%) raised funding for the first time than we have the past three years – an important finding to ensure the pipeline of funded remains filled.

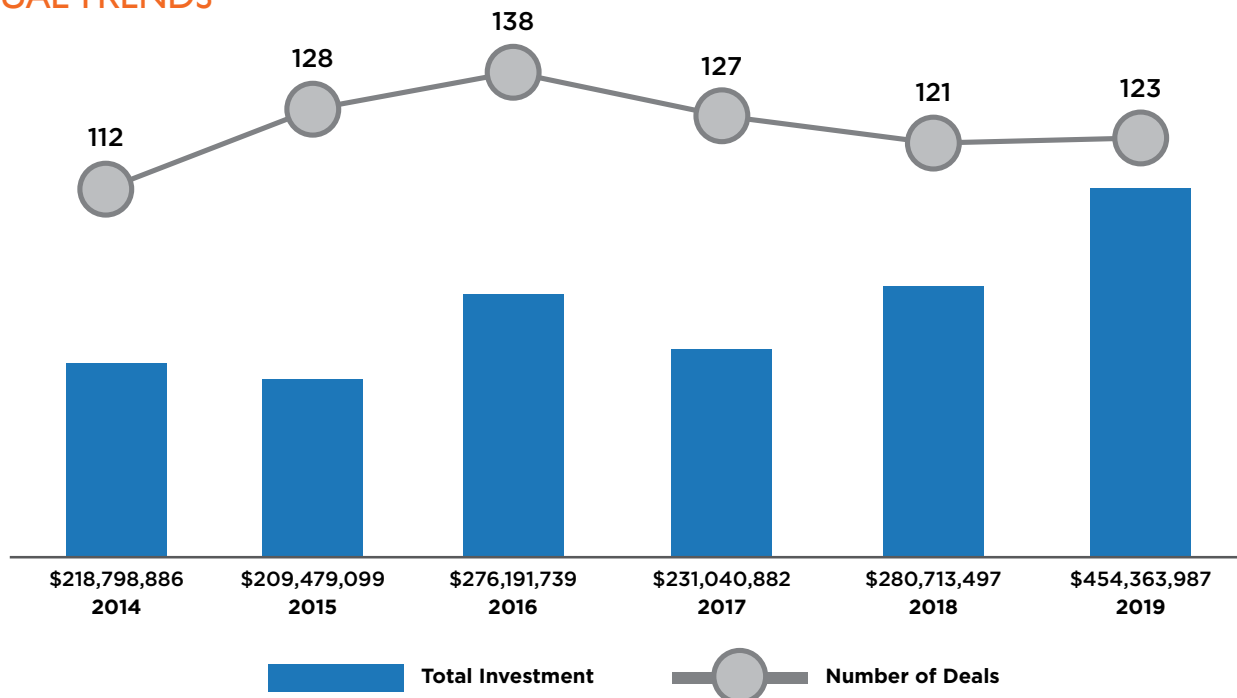
We were also excited to conclude that more women-led or women-owned business raised funding this past year (22%). With the national average between 20% and 25%, Wisconsin is competitive for women entrepreneurs who seek funding. That's not always the case in the Midwest, according to a May 2020 Crunchbase study.

Investors from outside Wisconsin's borders continued to play a significant role in funding state companies in 2019. Investors from Chicago, Boston, New York and California showed up in about 39% percent of deals in which the investors are known. That is consistent with trends noted in other reports, such as Crunchbase.

The use of Angel and Early Stage Seed tax credits dropped slightly from the levels of 2018. A lot of the companies that raised large rounds hit the cap or were not eligible for tax credits. The five largest deals received a total of \$1 million in tax credits on a total of \$288 million in investment.

While the full effect of COVID-19 on early stage investments will not be known for some time, the Wisconsin ecosystem continues to grow and mature. We are seeing continued growth in companies, investors and deal sizes. New funds continue to form and more capital is available for our growing and maturing startups.

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# 2020 WISCONSIN TECH SUMMIT



tough, last-minute decision to pivot to a virtual format.

While some of the major firm participants were swept up in crisis communications and strategy mode, most of the meetings took place virtually as scheduled via video conferencing. In fact, about 75 percent of the “speed dates” took place March 16 and the bulk of the rest followed in the weeks to come.

Produced by the Wisconsin Technology Council and partners that include the **Wisconsin Economic Development Corp.** and the **Wisconsin Healthcare Business Forum**, the Tech Summit provides an organized way for young companies and corporations with a national and global footprint to meet and explore likely business relationships around technology needs and innovation. Those relationships include research and development partnerships, direct investments, strategic partnerships as vendors or sales outlets, even merger and acquisition.

Twenty major firms were scheduled for 250 strategic “speed dating” meetings with more than 60 emerging companies during the 7th annual **Wisconsin Tech Summit**, slated for March 16, 2020, at Green Bay’s Lambeau Field. As the COVID-19 pandemic closed in on Wisconsin, we made the

Major firms participating in 2020 included **AT&T, AURORA RESEARCH INSTITUTE, CGI, DEDICATED COMPUTING, EXACT SCIENCES, FINDORFF, GE HEALTHCARE, J.P. MORGAN, KIMBERLY-CLARK, MARSHFIELD CLINIC HEALTH SYSTEM, MAYO CLINIC, NORTHWESTERN MUTUAL, OSHKOSH CORP., PROMEGA, ROCKWELL AUTOMATION, SCHNEIDER, SCHREIBER FOODS, TITLETOWN TECH, WEA TRUST** and **WIPFLI**.

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

A broader goal of the conference was 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 often disconnected from the right markets and potential users of those ideas.

We thank all of our emerging companies who participated, office hours hosts, major firm participants and sponsors for helping us work through the pivot. We look forward to seeing you in 2021!

Watch for more information on the 2021 Wisconsin Tech Summit later in the year at [wistechsummit.com](http://wistechsummit.com)!

**2020**  
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**Tech Summit**

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Reid Hoffman, co-founder of LinkedIn



## Guarding Wisconsin's growth in tech jobs should be part of COVID-19 strategy

By Tom Still

Before the COVID-19 epidemic buried its bristly microscopic nodes into the economy, Wisconsin's tech-based sector was making solid progress in jobs, salaries and contribution to the state domestic product.

As the outlines of a broader recovery plan emerge, state policymakers should be careful not to conclude that tech businesses will simply take care of themselves.

Wisconsin was 15th among the 50 states and the District of Columbia in boosting the size of its tech-based labor force over the past decade, according to a report by CompTIA, the nation's largest association of tech companies and other associations.

In fact, Wisconsin outperformed Minnesota, a neighboring state often cited by those who have long aspired to "keep up with the Joneses" to our west.

Wisconsin added 44,389 tech workers during the 10 years ending in 2019, compared to 41,623 for the decade in the Gopher state. Minnesota's overall tech labor force is still larger than the pool in Wisconsin – 252,000 jobs versus 218,000 – but the cross-border growth rate appears roughly equal for now.

Between 2010 and 2019, tech-related jobs in Wisconsin grew by 25.6%, according to the annual report by CompTIA, which means the tech sector now accounts for 7% of the state's total economy and 7.1% of the state's workforce. Net tech employment for Wisconsin increased by roughly 5,000 workers in 2019, a 2.3% increase from 2018 and the 21st-highest increase for any state last year.

The net tech jobs number is a formulaic combination of two categories: 108,545 tech industry jobs and 161,214 tech occupation jobs, the latter number reflecting the latter number reflecting tech professionals who work for non-tech-based companies.

Leading tech occupation categories in total jobs were software and web developers; systems and cybersecurity analysts; network architects, administrators and support specialists; and information technology support specialists.

Wisconsin had 8,635 tech-based "establishments" in 2019, the report concluded, which is still fewer than Minnesota (11,313) but comparable to two other Midwestern states with similar populations, Indiana and Missouri.

The growth in Wisconsin tech establishments is encouraging. Wisconsin showed 7,592 such businesses in 2018 compared with 6,556 in 2017, CompTIA reported. That can include a lot of one-person shops, but the increase suggests there's more happening with tech-based startups than other national surveys might suggest.

Perhaps as important as the number of jobs gained is the quality. The estimated median tech occupation wage in Wisconsin for 2019 was pegged at \$68,576, which is 62% higher than the median wage for all occupations in the state.

Of potential interest to women in tech fields: Wisconsin was among the nation's leaders, in percentage terms, in tech jobs held by women. Wisconsin tied with Iowa, South Carolina, Maine and Missouri for second place (35%) behind the District of Columbia.

The report from CompTIA examined about 50 Standard Occupational Codes, predominantly in computing, engineering and telecommunications. Cyberstates has tracked the progress of the U.S. tech economy since the late 1990s.

Overall, the manufacturing industry was the only sector to add more jobs to Wisconsin's economy in 2019.

However, 2019 was a very different year than 2020, which has so far been characterized by economic disruption and massive unemployment. Where will those displaced workers go? A return to retail, service and hospitality may not be possible for many, which means thousands will need reskilling for new careers.

Providing those opportunities for training may prove to be a function of public-private partnerships in sectors where growth is most likely to take place. The last decade has demonstrated that tech is one of those sectors for Wisconsin. Building on that foundation shouldn't be overlooked by policymakers during the recovery.



# 2020 RESOURCE CENTER



## 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 Prestigiacomo, portfolio manager, private markets group

(608) 266-6723 | [Chris.Prestigiacomo@swib.state.wi.us](mailto:Chris.Prestigiacomo@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 WCMPE 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.wicmp.org](http://www.wicmp.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

(414) 502-8880 | [troy@gener8tor.co](mailto:troy@gener8tor.co) | [joe@gener8tor.com](mailto:joe@gener8tor.com) | [gener8tor.com](http://gener8tor.com)

## ANGEL CAPITAL ASSOCIATION

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

(913) 894-4700 | [sdickey@angelcapitalassociation.org](mailto:sdickey@angelcapitalassociation.org)

[angelcapitalassociation.org](http://angelcapitalassociation.org)

## TITLETOWNTECH

Formed out of a partnership between The Green Bay Packers and Microsoft, TitletownTech seeks to build, enable and invest in early-stage and existing businesses through its Innovation Lab, Venture Studio and Venture Fund. Located in Titletown, west of Lambeau Field, it is uniquely situated at the heart of a transformative project that is receiving national attention.

Craig Dickman, managing director

(920) 217-1218 | [dickmanc@titletowntech.com](mailto:dickmanc@titletowntech.com) | [titletowntech.com](http://titletowntech.com)



# SAVE THE DATE

Wisconsin Early Stage Symposium | #ESSWI

NOV  
10-11  
2020

The **Wisconsin Early Stage Symposium**, produced by the Wisconsin Technology Council, is designed to unlock Wisconsin's entrepreneurial potential by providing the right combination of ideas, innovation, intellectual property and investment – as well as hands-on instruction and advice targeted to early stage companies ready to make the leap.

## Conference highlights include:

- Presentations by more than two dozen companies in the **Tech Council Investor Networks' Track**. Investors from across Wisconsin and beyond will attend.
- The **16th annual Elevator Pitch Olympics**, which will provide 90-second presentation opportunities for approximately 15 companies. A panel of experienced investors will judge the pitches and offer feedback.
- The 7th annual "**Excellence in Entrepreneurial Education**" award presentation.
- More than a dozen **panel discussions and seminars** featuring entrepreneurs, investors and others ties to the tech sector.
- "**Office hours**," offering the opportunity to meet with subject matter experts on a variety of topics in small discussion groups.
- **Exhibit hall** showcasing more than 40 Wisconsin companies.
- Two receptions, two breakfast, two luncheons and other **networking opportunities**, including an investors-only dinner.



INVESTOR INTROS



ANNE SMITH  
TRIPLE E 2020 AWARD

The 2019 conference drew 500 people, including entrepreneurs at all stages, venture and angels investors, service providers, economic development partners, mentors, academic researchers and more.

Watch for more details on the 2020 Wisconsin Early Stage Symposium coming soon at [wiseearlystage.com](http://wiseearlystage.com) and through social media channels.

Photo courtesy of Monona Terrace

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**Wisconsin  
Technology  
Council**

### **We also gratefully acknowledge:**

**The Hendricks family**, for providing the Ken Hendricks Memorial “Seize the Day” Award each year.

**MAKIN' HEY! Communications** for the graphic design work and program coordination!

**Judges, mentors** and **sponsors** of the **2020 Governor's Business Plan Contest** and the **2020 Wisconsin YES! Contest**, who generously devoted time, encouragement and financial support to make the contests a success for some of Wisconsin's future business leaders!






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*-John Lennon*

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