

# 2020 WISCONSIN EARLY STAGE SYMPOSIUM

*Nov. 9-11: Connecting young companies  
and investors virtually*



Crossing the  
Coronavirus  
Chasm



Wisconsin  
Early Stage  
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# 2020 WISCONSIN EARLY STAGE SYMPOSIUM

## Crossing the Coronavirus Chasm

*Nov. 9-11: Connecting  
young companies and  
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## Monday Nov. 9

1 p.m. – 5 p.m.

### Investor Intros

Sponsored by WEA Trust

5 p.m. – 6:30 p.m.

“George Mosher Investor Hall of Fame” virtual cocktails and presentation

Congratulations to **Tim Keane** of Golden Angels Investors!

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To learn more about sponsors (Page 9), and speakers (18-21), click the [BLUE link](#) to go to their respective websites or LinkedIn profiles.



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# AGENDA NOV. 10



## Tuesday Nov. 10

- 8:45 a.m. – 10 a.m. Welcome intro, Keynote by viral influencer Jon Jacques, moderated by Spencer X. Smith, AmpliPhi Social Media Strategies (followed by a 15 min. content break)  
**“How entrepreneurs can go viral & skyrocket their businesses via social media”**  
*With the COVID-19 pandemic crimping most forms of face-to-face business marketing, entrepreneur Jon Jacques will offer his expertise as a social media influencer for clients large and small. With more than 1 million followers and 100 million social media views, Jacques has worked with firms such as Disney, Kate Spade, Sony, Starwood, AT&T and Anheuser-Busch to increase revenues. Through his online courses and presentations, Jacques has taught more than 20,000 entrepreneurs and small business owners how to leverage social media to bolster their personal brands and businesses.*
- 10:15 a.m. – 11 a.m. **“Driven by data: The future of health research”**  
Dr. Nichole Quick, Epic Health Records Network and Matt Doyle, Epic Systems with Tech Council’s Tom Still  
*Electronic health records have long held the promise of contributing to the study of population health. The creation of the Epic Health Research Network is turning that promise into reality. Hear from two of the principals in EHRN on how the zettabytes of medical data existing today – with countless more bytes to come – is helping physicians and researchers better diagnose and treat diseases and conditions.*
- 11:15 a.m. – Noon **“More players, more dollars: The future of corporate investing”**  
Jason Franklin, WV Ventures with Craig Schedler, Northwestern Mutual  
*Wisconsin is home to a growing number of corporate venture capital funds in search of investments that can add to the parent firm’s bottom line while providing other strategic advantages. Learn about one of the latest entries on the scene, the Wisconsin Valley Venture Fund, which is a partnership between Advocate Aurora Health, Foxconn, Johnson Controls International and Northwestern Mutual.*
- Noon – 1 p.m. **Lunch break with dedicated sponsor booth**
- 1 p.m. – 1:45 p.m. **“Startups in the data stacks: The future of comp sci entrepreneurship”**  
Tom Erickson and Jignesh Patel, UW-Madison Comp Sci and Kristjan Sigurdson, Wisconsin Creative Destruction Lab with Jessica Silvaggi, UWM Research Foundation  
*Wisconsin will be home to a unique partnership between academia and industry when the Canada-based Creative Destruction Lab takes root within the UW-Madison Department of Computer, Data and Information Sciences. Learn what this endeavor means for startup companies, especially those in the worlds of risk management, insurance and financial services.*
- 2 p.m. – 3 p.m. **Triple E Award Ceremony**  
Congratulations to 2020 winner **Lorrie Keating Heinemann!**  
Close with recognition of several of Wisconsin’s **‘Trep Teachers to Watch**  
Sponsored by Marshfield Clinic Health System

## Wednesday Nov. 11

- 8:45 a.m. – 10 a.m. **“Midwest momentum in trying times: The investor view from outside Wisconsin”**  
Candice Matthews Brackeen, Lighthouse Capital; Jonathan Ellis, Sandalphon Capital; Ron Watson, Dundee Venture Capital with John McDonald, Godfrey & Kahn  
*Even with the COVID-19 pandemic still raging, investors haven't foregone looking for good deals. They are increasingly finding those in the Midwest and Wisconsin. Hear from principals of three venture capital funds that have the region in mind every day as they meet with young companies.*
- 10:15 a.m. – 11 a.m. **“The future of bio-industry How Wisconsin can be a hub for sustainable products”**  
Mary Blanchard, Wisconsin Energy Institute and Michael Koeris, BIIOME and National Institutes of Health with Kevin Barnett, Pryan, Karen Timberlake, Michael Best Strategies  
*National trends that could build on Wisconsin's tradition of manufacturing, agricultural and nature resource excellence will be outlined during a session that describes the promise of bio-industry and bio-energy. The Midwest is a center of such activity, both public and private. Wisconsin's infrastructure includes the Wisconsin Energy Institute and the Great Lakes Bioenergy Research Center. Hear from entrepreneur Michael Koeris, who has national ties in bio-manufacturing, and Mary Blanchard of the WEI and the GLBRC.*
- 11:15 a.m. – Noon **“Bots at the bedside: How artificial intelligence and voice technology is changing healthcare”**  
Kristi Ebong, Orbita with Jed Roher, Husch Blackwell  
*Join one of the nation's leading innovators in the world of healthcare AI in healthcare for a conversation about what's next. Kristi Ebong is the senior vice president of corporate strategy for Orbita, which powers chatbots, voicebots, bedside assistants and monitoring tools. She's a UW-Madison graduate who earned some of her digital health spurs at Epic.*
- Noon – 1 p.m. **Lunch break with dedicated sponsor booth**
- 1 p.m. – 2:45 p.m. **Elevator Pitch Olympics**  
Judges: Erin Henry, Northwestern Mutual and Michael Thorson, Inventure Capital/WIP
- 3:00 p.m. – 3:45 p.m. **“The future of manufacturing: A view from the National Institutes of Standards and Technology”**  
Fireside chat: Mike Molnar, NIST with Tom Still, Tech Council president  
*What should Wisconsin manufacturers know about trends and opportunities in manufacturing today? Hear from a leading manager in the National Institute of Standards and Technology, Wisconsin native Mike Molnar, the founding director of the Advanced Manufacturing National Program Office.*

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# ABOUT THE CONFERENCE



## About the 2020 Early Stage Symposium...

Companies focused on diverse industries, such as health care, IT, robotics, biotech, social networking and software, will present to potential investors virtually at the [Wisconsin Early Stage Symposium](#) on Tuesday, Nov. 10 and Wednesday Nov. 11 with our popular **Investor Intros** segment taking place on Monday, Nov. 9

The annual conference, which also includes several networking events, educational seminars and nationally known speakers, will feature three separate opportunities for investors to preview early stage companies:



- **The Tech Council Investor Networks** will feature pre-recorded AirDeck presentations from 20 technology-based companies from across the Midwest. Each company will present for five minutes. Watch the presentations and vote for your favorite to win the TCIN People's Choice award.
- **The Elevator Pitch Olympics** will showcase live 90-second pitches from 18 companies from around the region. A panel of investor judges will score the pitches and offer feedback on the spot. Winners, including a People's Choice award based on votes from the audience, will be announced immediately following the presentations.
- **Investor Intros:** About 80 companies will have a chance to meet briefly with investors of all stripes in a speed-dating format. Nearly 50 early stage investor groups will take part virtually in the important connections this format allows.

**Jon Jacques**, viral social media influencer, will kick off the conference with an engaging keynote, “**How entrepreneurs can go viral & skyrocket their businesses via social media**” with a Q+A session to be moderated by **Spencer X. Smith** of AmpliPhi Social Media Strategies.

Sessions with speakers and panelists over the two days will include (see agenda for more details):

- **Driven by data: The future of health research**
- **More players, more dollars: The future of corporate investing**
- **Startups in the data stacks: The future of comp sci entrepreneurship**
- **Midwest momentum in trying times: The investor view from outside Wisconsin**
- **The future of bio-industry How Wisconsin can be a hub for sustainable products**
- **'Bots at the bedside: How artificial intelligence and voice technology is changing healthcare**
- **The future of manufacturing: A view from the National Institutes of Standards and Technology**

We'll also hear from our 2020 “**Triple E**” award winner **Lorrie Keating Heinemann**, whose influence in the angel capital and startup sectors in Wisconsin has been astounding!

We hope you enjoy our virtual **2020 Early Stage Symposium!**



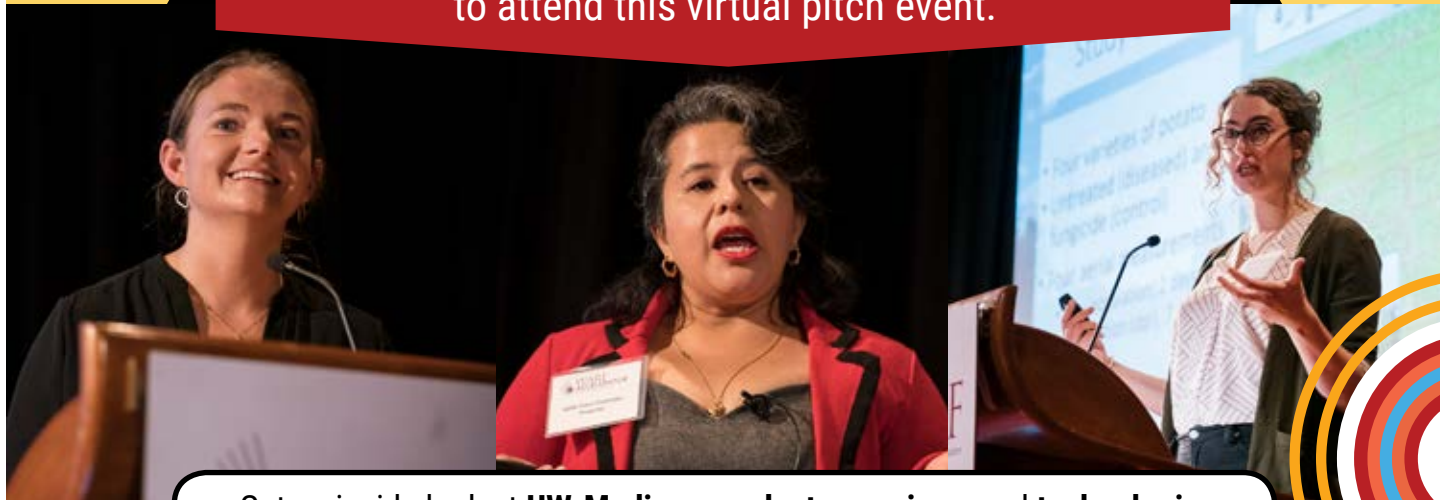


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| 5 Exact Sciences             | WEA Trust                             |
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**AirDeck** [Madison, Wis.] is an online platform that gives you the power to walk someone through any document (presentation, legal agreement, contract, etc.) using your voice and video. [airdeck.co](http://airdeck.co)

**Blue Line Battery** [Whitewater, Wis.] develops advanced battery technology that is truly accessible to the industrial market through both cutting-edge engineering and innovative financing initiatives. [bluelinebattery.com](http://bluelinebattery.com)

**Carepool** [Madison, Wis.] is on a path to becoming the first profitable U.S. rideshare while solving problems for rural areas and medic-aid/medicare systems. [carepool.us](http://carepool.us)

**Cellular Logistics** [Madison, Wis.] is developing a new therapeutic approach for treating heart failure. [cellogistics.com](http://cellogistics.com)

**C-Motive Technologies** [Madison, Wis.] is a provider of high-torque, low-speed electric motors for e-mobility and renewable generation, offering 10x performance, 98% energy efficiency, and unmatched simplicity. [c-motive.com](http://c-motive.com)

**Estrigenix Therapeutics** [Mequon, Wis.] is developing a patented first-in-class drug (EGX358) to treat hot flashes and dementia in menopausal women. [estrigenix.com](http://estrigenix.com)

**Mobile22:** [Madison, Wis.] is a mobility platform that is Uberifying taxi providers and aggregating them on a nationwide network. [mobile22.com](http://mobile22.com)

**MyGenomeRx** [Lincolnwood, Ill.] brings personalized medicine to consumers, by offering an educational web tool that identifies potential gene-drug interactions, based on their Direct-to-Consumer (DTC) genetic tests. [mygenomerx.com](http://mygenomerx.com)

**OnTracMD** [Madison, Wis.] is pioneering physical therapy technology that provides a touch-free remote delivery of physical therapy services, that significantly enhances the workflow of physicians and therapists while improving the recovery process of patients. [smartracpt.com](http://smartracpt.com)

**Part Analytics:** [Milwaukee, Wis.] is an Enterprise SaaS startup offering an AI-powered supply management solution that helps manufacturing companies transform sourcing into a strategic advantage by combining internal, market and community data to continuously deliver opportunities to reduce cost and mitigate risk. [partanalytics.com](http://partanalytics.com)

**Plumb Pharmaceuticals** [Madison, Wis.] has developed a platform technology using lipid nanoparticles for the development of extended-release medications. [plumbpharma.com](http://plumbpharma.com)

**Polco** [Middleton, Wis.] improves how local governments and residents communicate through online, verified surveys and policy polls for performance benchmarks and resident satisfaction sentiment. [polco.us](http://polco.us)

**Predictive Health Partners** [West Des Moines, Iowa] is a technology company developing Benjamin™ AI--the first, proactive prescription shopping tool that identifies savings and reduces risks of an Adverse Drug Event (ADE). [predictivehealthpartners.com](http://predictivehealthpartners.com)

**Pyran** [Madison, Wis.] makes renewable, low-cost ingredients for everyday materials such as paints, coatings, adhesives, and plastics. [pyranco.com](http://pyranco.com)

**Qobotix** [Ventura, Calif] with a R&D office in Madison, is developing the operating system for collaborative robots that will do for industrial automation space what Android OS have done for Mobile Phones. [qobotix.com](http://qobotix.com)

**Real Time Risk Solutions** [Chicago, Ill.] offers a mobile-first platform streamlines risk management for distributed workforces and is trusted by partners, like Zurich Insurance, to keep clients safe. [realtimerisksolutions.com](http://realtimerisksolutions.com)

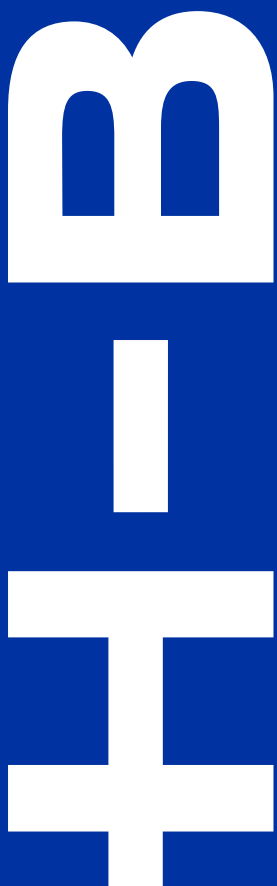
**RoddyMedical** [Wauwatosa, Wis.] is a woman-owned company that designs, develops and commercializes innovative medical devices focusing on improving clinical and patient safety. [roddymedical.com](http://roddymedical.com)

**Sift Healthcare** [Milwaukee, Wis.] is a healthcare payments analytics and data science company. Sift's data platform, dashboards and reporting, machine-learning integrations and C-Suite intelligence tools work to improve revenue cycle operations so that healthcare providers can better allocate resources, accelerate cash flow and improve payment outcomes. [sifthealthcare.com](http://sifthealthcare.com)

**UpStream** [Eau Claire, Wis.] works to create modern visual experiences by eliminating the hassles and costs of digital content systems with the first wireless delivery platform. [upstreamav.com](http://upstreamav.com)

**Volexion** [Chicago, Ill.] produces Northwestern/Argonne nano-graphene coating, improves Li-ion battery cathode materials 10x. Cuts costs 30%, and is poised to move the EV industry 10 years forward. [volexion-inc.com](http://volexion-inc.com)





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**Melius Outcomes:** [Milwaukee, Wis.] M-screen is a produced by Milwaukee based Melius Outcomes. The M-Screen app integrates all your COVID-19 data and serves as a passport so you can enjoy your new-normal life again and visit venues and events. [meliusoutcomes.com](https://meliusoutcomes.com)

**Trajektory** [Chicago, Ill.] was created with the purpose of solving a variety of data and reporting issues that plague teams, leagues, events and agencies in the area most crucial to local revenue growth in sports: sponsorship. [trajektory.com](https://trajektory.com)

**Talent Bandit** [Madison, Wis.] is a software company that sells an all-in-one platform to access resumes, assessments, work samples and video interviews, Talent Bandit helps your job candidates stand out — and your clients make faster hires. [talentbandit.com](https://talentbandit.com)

**Roamli** [Chicago, Ill.] is a technology company leveraging AI to help curate people unique experiences around the world instantaneously by providing a fun, flexible, and easy-to-use platform. [roamli.com](https://roamli.com)

**Mappix** [Madison, Wis.] is a social network for drone pilots and aerial imagery, featuring a map for consolidating, managing, visualizing and sharing drone pictures and videos that users store locally and in their favorite cloud locations without requiring unnecessary shuffling of data from one storage location to another. [mappix.io](https://mappix.io)

**Vivid Microscopy** [Hartland, Wis.] is a company that is expediting the development of new treatments for complications related to COVID-19. [vividmicroscopy.com](https://vividmicroscopy.com)

**Nobbits USA** [Fitchburg, Wis.] is an innovative shoelace that provides security and enhanced performance, manufactured from U.S.-made materials. [nobbits.com](https://nobbits.com)

**eCourt Reporters** [Burlington, Wis.] is a two-sided marketplace for law firms, government entities, and court reporting agencies to schedule court reporters and legal videographers for legal proceedings outside of the courthouse across the United States with live search capabilities. [ecourtreporters.com](https://ecourtreporters.com)

**SuperBetter** [Chicago, Ill.] is an EdTech company empowering success at school, work and life by increasing resilience, mental health and social-emotional skills. [SuperBetter.com](https://superbetter.com)

**Boosted Chews** [Madison, Wis.] are caffeinated chocolate chews that provide consumers with an alternate method to supplement their caffeine needs. [boostedchews.com](https://boostedchews.com)

**Satori Food Project** [Milwaukee, Wis.] is a pharmaceutical company offering functional foods that improve the performance of mental health therapy, focusing specifically on patients with anxiety disorders. [satorifoodproject.com](https://satorifoodproject.com)

**Hucu.ai** [Chicago, Ill.] is a HIPAA compliant messaging hub helps healthcare professionals spend less time chasing people and more time caring for patients. Slack for healthcare, but better. [hucu.ai](https://hucu.ai)

**Otrafy** [Minneapolis, Minn.] is an enterprise SaaS that automates the collection and transfer of food safety and certification data. [otrafy.com](https://otrafy.com)

**Shenanigan Kids** [Black Earth, Wis.] has developed the Figgy: The ultimate play set, thoughtfully designed for building forts, chillin' out and tagging along into kids' imaginations.

**eCIO** [Madison, Wis.] is a virtual InvesTech platform providing investment and technology solutions to nonprofit organizations and enterprise clients. [getecio.com](https://getecio.com)

**WilCraft Can** [Oak Creek, Wis.] is a packaging supply chain solutions provider focused on the craft beverage industry, we provide mobile packaging services, packaging materials, late-stage product differentiation and digital printing direct onto beverage cans so our customers can meet the ever changing demands of their consumers. [wilcraftcan.com](https://wilcraftcan.com)

**Steady Shot** [Milwaukee, Wis.] is a medical device company offering a proprietary add-on for insulin pens that makes injecting insulin and rotating injection sites easier. [mysteadyshot.com](https://mysteadyshot.com)

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# EPO JUDGES



**ERIN HENRY** is the Senior Director, Venture Platform at Northwestern Mutual Future Ventures. In this role, she's responsible for bringing the company's business enablement capabilities to portfolio companies. Previously, Erin held a series of roles focused on organizational effectiveness and strategy where she provided thought leadership, tools and analyses to advise leaders on strengthening the link between strategy and human capital to accelerate organizational performance. Prior to joining Northwestern Mutual, Erin worked at Johnson Controls in supplier diversity where she developed relationships with small and diverse-owned companies and helped them to grow and scale, supporting diversity and sustainability in the supply chain. Erin received a PhD in Organizational Behavior from Harvard Business School, AM in Sociology from Harvard University, MBA from the Tuck School of Business at Dartmouth College and BA in Economics and International Studies from the University of Wisconsin-Madison.



**MICHAEL THORSON** is a co-founder and managing director of Inventure Capital, a multi-strategy investment firm based in Madison, WI. He is also a co-manager at Wisconsin Investment Partners and a member of the Golden Angels Network, two of the largest and most active angel groups in the Midwest. Before returning home to Wisconsin in 2010, he had a 16-year career in global finance at Bank of America, Soros Funds Ltd and Bankers Trust, primarily in London and Tokyo. Mike graduated in 1990 from West Point and earned his graduate degree from Oxford as a Marshall Scholar, before serving as a Lieutenant of Infantry in the US Army. Mike is a native of Onalaska, WI.



2019 Elevator Pitch Olympics winners with sponsor Madison Development Corp. team

## Mentor, investor Tim Keane is 2020 inductee to Tech Council's 'Investor Hall of Fame'

**Tim Keane**, who has mentored scores of young companies while building one of Wisconsin's oldest and largest angel networks, will be inducted into the Wisconsin Technology Council's "George Mosher Memorial Investor Hall of Fame" during the virtual Nov. 9-11 [Wisconsin Early Stage Symposium](#).

Keane will be honored Nov. 9 at a dinner with fellow investors from across Wisconsin, the Upper Midwest and beyond.

The "**Investor Hall of Fame**" was established by the Tech Council to highlight the importance of angel and venture investors to the early stage economy. It was renamed in 2019 in honor of the late George Mosher, one of the first inductees and a prolific angel investor.

Keane is a past winner of another major award produced by the Tech Council, the inaugural Excellence in Entrepreneurial Education ("Triple E") award.



Keane, president of Keane Consultants, is an active advisor to revenue-stage companies. He is founder and managing investor of Golden Angels Investors LLC, president of Keane Consultants, and a limited partner in several venture and private equity funds. He provides data analytics strategy consulting services to a small group of companies.

Keane was the founder of a leading software provider of advanced analytics systems for major retailers and financial institutions. This web analytics company (RTMS Inc.) was first in the retail industry to utilize advanced analytics and response techniques to dramatically improve retail sales for America's best-known retailers.

Keane is a board director of several growth stage companies, including Student Treasures Publishing, Kansas City, Mo.; Marolina, Baltimore, Md.; EMOPTI, Brookfield, Wis.; Transportant, Kansas City, Mo.; and First Business Financial Services, Kansas City and Madison, Wis.

*"Tim Keane was one of the first major angel investors in Wisconsin," said Tom Still, president of the Tech Council. "He doesn't have a flamboyant 'look at me' style, but in addition to his stewardship of the Golden Angels, he has consistently stepped forward to help young companies, students and others as they undertook their journeys. Tim doesn't hold back on his frank advice, but he is always kind, constructive and emblematic of the notion that investors are partners, not just sources of cash."*

He joins past Hall of Fame inductees **Dick Leazer**, Wisconsin Investment Partners; the late **George Mosher**; **Roger Ganser**, Venture Investors; **Jeff Rusinow**, Silicon Pastures; **Carl Gulbrandsen**, Wisconsin Alumni Research Foundation; **Tom Shannon**, BrightStar Wisconsin Foundation; **John Neis**, Venture Investors and **Jan Eddy**, Phenomenelle Angels.





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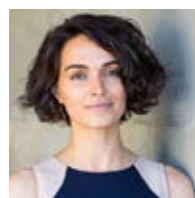
**KEVIN BARNETT** is co-founder of Pyran, a company focused on the production of 5-carbon chemicals renewable sources, such as corn cobs and wood chips. Kevin completed his PhD in Chemical Engineering from the UW-Madison, where he invented Pyran's technology and co-founded Pyran along with Professor George Huber.



**MARY BLANCHARD** joined the Wisconsin Energy Institute (WEI) in January of 2014 as associate director. Blanchard's career portfolio spans business development, product management, governmental relations, and marketing. Formerly the Director of Marketing and Governmental Affairs at Virent, Inc., Blanchard brings an extensive knowledge of the biofuel industry and a broad understanding of the economic, social and environmental opportunities created by sustained, cross-disciplinary research on energy. Twenty years of industry experience have also taught Blanchard the value of creativity and versatility in approaching scientific projects aimed at complex industrial markets. Blanchard holds bachelor's degrees in Electrical Engineering and English from the University of Notre Dame, a master's degree from the London School of Economics, and an MBA from Northwestern University.



**MATT DOYLE** of Epic Systems is a software developer working to advance observational research using health record data collected during clinical care. He has 13 years of experience working on safety-critical applications, including extensive experience exchanging clinical data to facilitate treatment, both within the USA and abroad. Past work has involved collaboration with non-profit and federal agencies to advance information standards & improve access to clinical information. He holds a BS in computer science from Brigham Young University.



**KRISTI EBONG** is senior vice president of Corporate Strategy for Orbita. She has deep roots in health tech, including a recent role leading emerging tech initiatives at Cedars-Sinai, where she evaluated more than 3,000 startups. She has professional roots at Epic Systems as well as startups, and foundations, and also served under the Obama Administration in the Office of the National Coordinator for Health IT. Kristi frequently presents on digital health with focus on chatbots, voice solutions and conversational technologies. She has master's degrees in Public Health and Business Administration from The Johns Hopkins University, and bachelor's degrees in Political Science and Global Security from The University of Wisconsin. She has written for Med City News.



**JONATHAN ELLIS** is the founder and managing director of Sandalphon Capital. Prior to founding Sandalphon in 2016, Jonathan was a Senior Vice President in Macquarie's Principal Finance Group group where he was responsible for sourcing, executing and managing investments in a wide range of industries and asset classes including technology, specialty finance, healthcare and real estate. Jonathan was a member of Macquarie Capital's Restructuring Advisory and Special Situations group until 2009 where he was involved in private equity, debt investing and restructuring advisory engagements. Prior to moving to Chicago in 2007, he was a member of Macquarie Capital's Diversified Industrials Group in London and focused on private equity investments in a variety of industries. Jonathan earned a BSc (Hons) in International Management from the University of Manchester in 2006, and a Master of Finance degree from INSEAD in 2011.



**TOM ERICKSON** is the founding director for the School of Computer, Data and Information Sciences at UW-Madison. He serves as the academic lead for Wisconsin – Creative Destruction Lab (CDL), a partnership with American Family Insurance and the UW-Madison and works with startups focused on risk management across society, launching a new CDL Risk stream. Tom serves as a board director and advisor to leading tech companies with a particular focus on international companies often as the first independent director. In his operating career, Tom twice drove software companies to the top 2 of Deloitte's prestigious "Tech Fast 500" list.

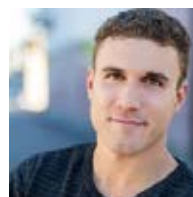


# SPEAKER BIOS



**JASON FRANKLIN** is the founding managing director of WV Ventures, a \$100 million VC joint venture between Advocate Aurora Health, Foxconn, Johnson Controls, and Northwestern Mutual. Jason is an award-winning computer scientist, holds the 2012 Allen Newell Award, co-invented enterprise flash-storage array technology, and was a deep tech entrepreneur

turned venture capitalist. He received a Ph.D. in computer science from Carnegie Mellon University and graduated with a double major in computer science and mathematics and a minor in business from the UW-Madison.



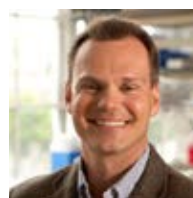
**JON JACQUES** is a professional magician turned entrepreneur, viral expert, influencer, and keynote speaker with over 1 Million followers and 100 Million views on social media. He's been featured by The Ellen DeGeneres Show, BuzzFeed, TechCrunch, Mashable, and more. His journey in entrepreneurship began at the young age of 10, when he was able to turn his passion for

performing magic into a successful entertainment business. By 12 years old, he was executing over 250 international performances per year for crowds of up to 8,000 people. Upon graduating from Babson College (Ranked #1 for Entrepreneurship), Jon moved out to San Francisco to help scale a video advertising startup from zero to \$20 million dollars per year in revenue. He's the man behind some of the most viral video campaigns in history for Turkish Airlines, Disney, Verizon, Anheuser-Busch, and more.



**LORRIE KEATING HEINEMANN** is president & CEO of the Madison Development Corporation. MDC has financed over 400 emerging and high-tech companies in the Madison area including Nordic Consulting, TomoTherapy, PerBlue, Stemina Biomarker and NeuWave Medical. Heinemann was the VP of BrightStar WI Foundation and now serves on their Investment

Committee. She was also a co-founder and Past Chairman of the Wisconsin Angel Network (now known as the Tech Council Investor Network). From 2003 through 2010, Heinemann served as the Banking & Securities Commissioner (DFI Cabinet Secretary) under Governor Jim Doyle. She is currently a Trustee of the WiSys Technology Foundation, on the Wisconsin Technology Council Board and she has been a frequent judge of both the UW's Business Plan Competition and the Governor's BPC. Lorrie has invested in 3 QNBVs, and she holds her MBA in Finance from UW-Oshkosh.



**MICHAEL KOERIS** co-founded Sample6, which raised more than \$35 million in venture capital, grants and debt, the company was recognized by Forbes as one of the 25 hottest AgTech startups in 2017. He also co-founded the nonprofit BiotechStart.org to facilitate the dissemination of successful business models for biotech startups, increase awareness among prospective founders,

and help start more biotech companies. He was recognized as the outstanding entrepreneur in life sciences in Massachusetts in 2018. He also sits on the boards of both non-profit scientific and for-profit companies. In addition to his scientific work, Mike previously worked at McKinsey & Company in Germany, as well as Flagship Ventures in Cambridge.



**CANDICE MATTHEWS BRACKEEN** is a partner at Lightship Capital, the Cincinnati-based VC firm dedicated to backing underrepresented entrepreneurs in the Midwest. Candice leads entrepreneur selection, board membership, investor relations, and serves on the investment committee. She is also the founder and CEO of Hillman, an entrepreneur education program

that also focuses on tech startups led by underrepresented entrepreneurs. Candice successfully influences state policy around economic inclusion and established meaningful partnerships with large companies. Candice has more than 15 years of entrepreneurial experience including co-founding Hello Parent, the Cincinnati Chapter of the Black Founders Network, which works to increase diversity and inclusion efforts within the local entrepreneurial ecosystem.



**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.



**MIKE MOLNAR** joined National Institute of Standards and Technology (NIST) in 2011, responsible for NIST extramural advanced manufacturing programs and liaison to industry and academia. Mike had a 30-year industry career in advanced manufacturing and served as the manufacturing policy Fellow in the White House Office of Science and Technology Policy. He is

well known in industry and academia, with over thirty years of leadership roles in manufacturing professional societies and associations. Mike earned an Executive MBA from the University of Notre Dame, and a bachelor's in mechanical engineering and master's in manufacturing systems Engineers from the UW-Madison.



**NICHOLE QUICK**, Epic Systems brings over a decade of diverse healthcare and public health experience to Epic's work to improve population health and preventive care. She is part of the Epic Health Research Network team focusing on rapid sharing of new medical knowledge by bringing observational data directly to physicians and researchers. She is trained in preventive

medicine, public health and addiction medicine.



**CRAIG SCHEDLER** is managing director with Northwestern Mutual Future Ventures, the corporate venture capital arm of Northwestern Mutual, since its founding in 2016 and manages strategic venture capital investments in financial technology, digital health, data analytics and client experience. He leads multiple corporate committees focused on innovation. He previously

was senior director in the Corporate Strategy function, provided analysis on current competitive threats and opportunities, and how the strategic actions of those competitors affect Northwestern Mutual. Craig was previously a member of the healthcare investment banking team at B.C. Ziegler and Company executing both merger and acquisition and capital markets transactions.



**JIGNESH PATEL** is a professor in the Comp Sci Department at the UW-Madison, where he has served on the faculty since September 2008. He serves as the co-site lead for the Wisconsin – Creative Destruction Lab. He is the co-founder of DataChat, founded in 2017. He also co-founded Locomatix, which developed a platform to power mobile data-driven services and applications and served as its Chief Executive Officer from June 2010 to August 2013, when the company became part of Twitter. Jignesh brings

extensive experience with emerging technologies and technology-driven companies from his academic and professional activities.



**JED ROHER**, partner at Husch Blackwell. Hospital systems, technology startups, independent providers and their investors (among the broad array of clients) rely on Jed's experience and business-focused approach to strengthening their businesses. Although Jed collaborates with clients across industries and at all phases of growth, he is known for moving complex large-scale health-

care and healthtech projects. Jed's knowledge of tax and tax-exempt law is appreciated by large healthcare systems and insurer clients, as well as by small group practitioners and startups. Providing general counsel to smaller clients, Jed advises on all aspects of establishing, maintaining and growing their companies. He also enjoys counseling startups and their investors on financing, formation, commercialization and successful exit strategies.



**KRISTJAN SIGURDSON** is the director of Wisconsin – Creative Destruction Lab at the UW-Madison. He was one of the first employees of the Creative Destruction Lab in 2013 and was Venture Recruitment Lead at CDL-Toronto from 2014-2016, and Global Venture Recruitment Lead from 2017-2018. As CDL's Director of Community from 2019-2020, he led global ven-

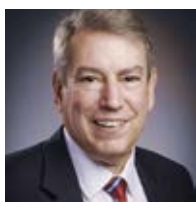
ture recruitment and admissions, and alumni relations across the CDL network as the program grew from five locations in Canada to nine locations in four countries. Kristjan is also a Ph.D. candidate in Strategic Management at the University of Toronto. His research focuses on research commercialization, entrepreneurial strategy and innovation prizes.

# SPEAKER BIOS



**JESSICA SILVAGGI** is the director of Technology Commercialization at the UWM Research Foundation, where she manages all aspects of commercializing UWM inventions created by faculty, students, and staff. Her current focus is to develop more industry partnerships to bring exciting new technologies to market and to aid in educating innovators in entrepreneurship. Two of

her latest initiatives are the ENGAGE mentor program for supporting the growth and education of new UWM innovators and the BRIDGE grant gap fund for UWM start-ups to hit specific key milestones. She received her B.S. from the University of Connecticut and Ph.D. in biochemistry from Harvard University.



**TOM STILL** is president of the Wisconsin Technology Council. Still serves on the UW System Business Council, the Badger Fund of Funds Limited Partners Advisory Committee and advisory groups for the UW-Madison College of Engineering, the UW-Madison Department of Computer Sciences and the WiSys Technology Foundation, among other civic and business

groups. He is the former associate editor of the Wisconsin State Journal in Madison. Still writes a syndicated column that appears regularly in more than two-dozen publications. Still is a senior lecturer in the Department of Life Sciences Communication in the UW-Madison College of Agricultural and Life Sciences.



**RON WATSON** joined as Partner at Dundee Venture Capital in 2020 and is responsible for sourcing and managing deals, fundraising and leading our St. Louis office. Prior to joining Dundee, Ron was a Principal at Lewis & Clark Ventures, a \$129M venture fund in St. Louis, Missouri. At Lewis & Clark, he led the investments in Beam Dental, Territory Foods, Summersalt and

Waldo Photos. Ron also sourced investments in Springbuk and Blue Medora. Before Lewis & Clark, Ron was a management consultant with A.T. Kearney, where he led projects focused on strategy, sales effectiveness, M&A, and supply chain for over a dozen Fortune 500 clients. Ron graduated from Indiana University with a B.S. in Finance and Accounting, a M.A. in International Economics from the Paul H. Nitze School of Advanced International Studies (SAIS) at Johns Hopkins, and a Ph.D. in Political Science from Washington University in St. Louis.



**SPENCER X. SMITH** is the founder of AmpliPhi, and an instructor at the UW-Madison and Rutgers University. He was formerly a VP of Sales for two Fortune 100 companies. He's been called a "Social Media Expert" by Forbes, and AmpliPhi is the winner of four consecutive (2016-2019) InBusiness Magazine Executive Choice Awards for Social Media Consulting Company. Spencer

has spoken at over 250 events since 2015, including a presentation at the New York Stock Exchange in 2017. His book "ROTOMA: The ROI of Social Media Top of Mind" was featured in Forbes and is an Amazon Bestseller.



**KAREN TIMBERLAKE**, principal at Michael Best Strategies, guides strategy development and facilitates relationships between business, government, and nonprofit organizations to advance initiatives that benefit businesses and produce positive results for employees, customers, and communities. Karen also supports collaborative initiatives in healthcare transformation, con-

centrating on population health improvement. She has exceptional experience in healthcare delivery and payment innovation, as well as healthy community investment and development. Karen is a collaborative leader and a trusted advisor of executive leaders in healthcare, community development, philanthropy, nonprofits, and associations, as well as elected leaders at the state and local government level.



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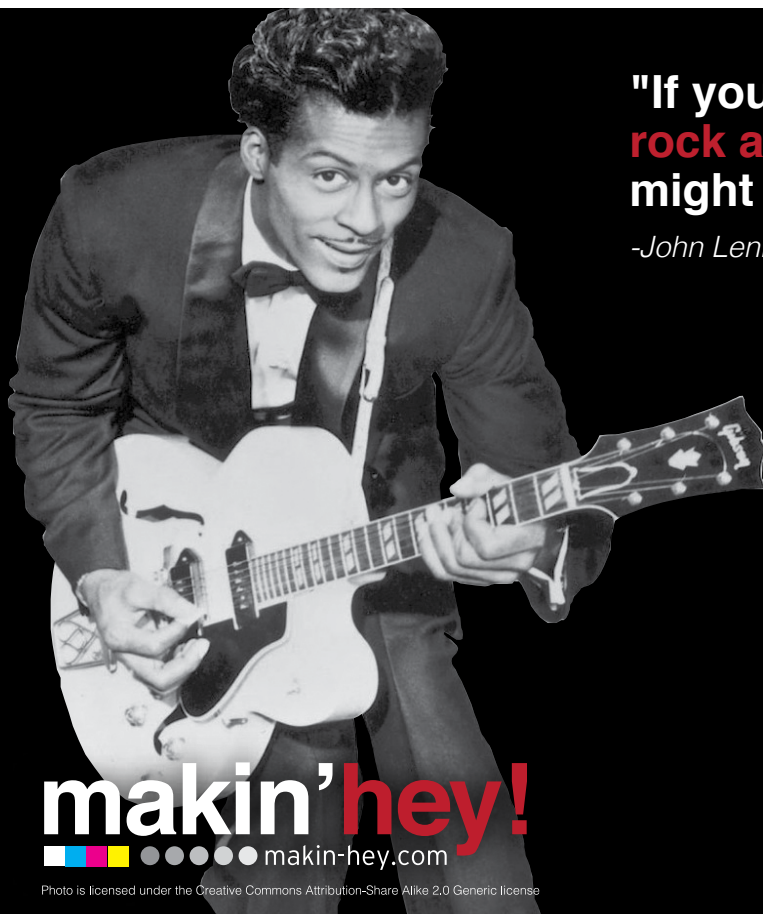
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## Long-time angel capital leader to receive ‘Triple E’ award at Early Stage Symposium

**Lorrie Keating Heinemann**, whose career has spanned a quarter-century of support for the startup and investing sectors in Wisconsin, will accept the “Excellence in Entrepreneurial Education” award Nov. 10 at the Wisconsin Early Stage Symposium.

Also known as the “Triple E” award, the designation was launched by the Wisconsin Technology Council to highlight the importance of teaching and mentoring entrepreneurs. The selection of Heinemann by the 2020 conference steering committee was based on:

- *Delivering outstanding quality in teaching entrepreneurship and/or mentoring entrepreneurs, in or out of the classroom*
- *Stimulating innovative methods for teaching or mentoring entrepreneurs*
- *Promoting entrepreneurial education and mentorship among scholars, policymakers, practitioners and others*
- *Providing a significant contribution to the development of best practices in the field*



Previous winners of the “Triple E” award are **Tim Keane**, an investor and entrepreneur who was one of the first college-level educators in Wisconsin to design courses around entrepreneurial studies; **Thomas “Rock” Mackie**, a scientist, entrepreneur and educator who has helped build an entrepreneurial culture on the UW-Madison campus; **Jan Eddy**, tech company founder and a tireless mentor of startups through her work on and off campus; **Allen Dines**, who has mentored entrepreneurs and helped instill a startup spirit in UW-Madison students and faculty; **Terry Sivesind**, a co-founder of MERLIN Mentors, an 11-year-old groups with about 100 mentors to help young companies and **Anne Smith**, who launched the UW-Madison Law & Entrepreneurship Clinic.

Heinemann is the president and CEO of Madison Development Corp., which has invested in companies such as Nordic Consulting, TomoTherapy (now Accuray), PerBlue and NeuWave Medical. She was once a lecturer in the UW-Oshkosh School of Business and informally mentored scores of young companies over time through platforms such as Belle Capital USA, Springboard Enterprises, BrightStar Wisconsin Foundation, the WiSys Technology Fund and more. She was secretary of the state Department of Financial Institutions for eight years, having previously started her own financial firm and working with private banking and accounting firms.

Heinemann co-founded the Wisconsin Angel Network (now called the Tech Council Investor Networks) with the Wisconsin Technology Council in 2004. She is a native of Thorp.

“Lorrie Keating Heinemann is a rare combination of financial savvy, policy experience and a passion for working with young companies and entrepreneurs, who benefit immensely from her experience,” said Tom Still, president of the Tech Council.

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# TREP TEACHERS



## ‘Trep Teachers to Watch in 2020



**Erin Clausen** received her BSBA from the University of Wyoming in 2012 and has since dedicated her career to working with startups. In 2016, she joined the Hendricks Commercial Properties team as the Community Manager of Irontek, a coworking space and tech hub in downtown Beloit, Wisconsin. In her current role as Investment Manager, she oversees Irontek and Grey Collar Ventures, a Hendricks-backed venture capital group investing in Beloit-based startups.

**Khalif El-Amin** is a co-founder of Young Enterprising Society (YES) based in Milwaukee, WI. YES has two primary initiatives, The Blueprint which has provided hundreds of thousands of dollars in grants for entrepreneurs and a STEAM program that has educated over 3,500 students in 8 different states. In addition to his role with YES, Khalif is also the Varsity Assistant boys basketball coach for the 2019 WIAA State Champion Nicolet High School.

**Que El-Amin** is also co-founder of Young Enterprising Society (YES). Que is also the principal at Scott Crawford. Operating since 2007, SC has grown into a real estate development company constructing transactions totaling tens of millions of dollars.



**Jill Enos** is managing director at TitledTownTech, a venture fund and studio that builds and invests in early stage, high growth businesses. Prior to TitledTownTech, she co-founded and led the N.E.W. Venture Foundry investment group. Earlier, she was part of the leadership team in a software startup acquired by AT&T. Jill has a BA from the Honors College at Michigan State University and an MBA from Harvard Business School.

**Timothy Nelson, MD**, is an Associate Professor of Medicine and Pharmacology. He is also the Director of the Todd and Karen Wanek Family Program for Hypoplastic Left Heart Syndrome and the Director of Research and Innovation for the Mayo Clinic Health System. As director of the HLHS Program at Mayo Clinic, a multidisciplinary team has been created to identify better ways to predict the onset and progression of genetic causes of congenital heart disease using laboratory-based cell culture model systems. Tim's role as director of research and innovation is multifaceted. He is charged with developing a cutting-edge research program for Northwest Wisconsin, focused on expanding clinical trials and research, and fostering greater research opportunities for UW-Eau Claire students and faculty.





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# 2021 GOVS BIZ PLAN CONTEST



The mission of the **Wisconsin Governor's Business Plan Contest** is to encourage and educate entrepreneurs on the creation, startup and growth stages of high-tech businesses in Wisconsin. The contest's 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 more than \$200 million in angel, venture, grants 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 entries were received from about 195 individuals representing 300 communities across the state, including entries from three communities that had not previously participated in the contest. From the initial submissions, 52 semi-finalists were chosen to write and submit 1,000-word executive summaries. That field was narrowed to 28 finalists who submitted 15- to 20-page business plans to be reviewed by a panel of about 95 judges. Diligent Dozen" finalists, recorded presentations for judges and others in advance of the annual Entrepreneurs' Conference, which was held on a virtual platform this year due to COVID-19 restrictions.

**Plumb Pharmaceuticals**, A Madison-based "drug delivery" technology platform for extended-release medications used in the treatment of opioid addiction took home the grand prize in the 17th annual Wisconsin Governor's Business Plan Contest. Jackie Hind, Madison.

**Congratulations to all the 2020 Wisconsin Governor's Business Plan Contest winners:**

- **Advanced Manufacturing:** Agent+ Solutions, Jeffrey Lord, New Berlin; ModuTree, Trevor Santarius, Milwaukee.
- **Business Services:** eCourt Reporters, Karen Renee, Burlington; Safety4Her, Melissa Gaglione, Milwaukee.
- **Information Technology:** IVO Systems, Howard Lien, Madison; Entremere, Thomas Olscheske, Madison.
- **Life Sciences:** OncoGone, Xiaoban Xin, Potomac, Md./Madison; Steady Shot, Shawn Michels, Milwaukee.

As a new contestant this year, **eCourt Reporters** won the "Bright New Idea" award.

The "People's Choice" awards went to **Agent+Solutions**, which has developed a cleaning solution infused with nanoparticles that keep surfaces pathogen-free for several days. More than 650 people voted in that online process.

The contest is produced by the Wisconsin Technology Council, with the Wisconsin Economic Development Corp. as the lead sponsor.

**Thanks again to all the 2019 contest sponsors:**

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**Associate sponsors include:** Aberdeen Consulting; Whitewater University Technology Park; Murphy Desmond; Makin' Hey!; Spencer X Smith and AmpliPhi.

**Additional sponsors are:** Applied Management; Versiti; Irontek; Madison Gas & Electric; Marshfield Clinic Health System; Neider & Boucher; Reverbal Communications; State of Wisconsin Investment Board; the Wisconsin Technology Council and the Wisconsin Alumni Research Foundation.

The 2021 Governor's Business Plan Contest will be open soon for entries at [www.govsbizplancontest.com](http://www.govsbizplancontest.com). The deadline is Jan. 31, 2021, at 5 p.m. Interested in sponsoring the contest or serving as a judge? Contact Julie Johnson at [info@govsbizplancontest.com](mailto:info@govsbizplancontest.com).



Jackie Hind of Plumb Pharmaceuticals



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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. The 2020 competition is open for entries from Wisconsin middle- and high-school students, with an initial deadline of 5 p.m. April 1, 2020.

Public, private and home-schooled students across Wisconsin are eligible to turn their science- and tech-related ideas into business plans and compete for cash and prizes. The contest begins with a 250-word summary submitted through [WisconsinYES.com](http://WisconsinYES.com). Entries that advance to Phase 2 of the competition will expand their idea into a 1,000-word executive summary. Throughout the process, students get feedback from professionals across Wisconsin who will serve as judges.



Ayla Mollen

**Ayla Mollen** from Minocqua was the **grand prize winner** in the **2020 Wisconsin YES!** contest.

As a tool for educators, Wisconsin YES! fosters interest in science and tech education, and encourages students to be independent, creative thinkers capable of problem solving.

To get started, students create a simple account at [WisconsinYES.com](http://WisconsinYES.com). All entries are submitted through the website. Students use their account to gain access to judges' comments and feedback. Templates and sample entries for both phases are available on the website, along with other entrepreneurial resources.

Students are able to work in teams or as individuals and will be judged based upon their grade level, with the oldest team member determining the team category. Students or teams may enter multiple ideas.

Place finishers in each category – 9th grade and under, 10th grade, 11th grade and 12th grade – are eligible for cash and prizes. The grand prize winner had their taped presentation shown at the virtual 2020 Wisconsin Entrepreneurs' Conference. Past winners have hailed from Weston, Brookfield, New Glarus, La Crosse, Oshkosh and Racine.

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.

For more 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).

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



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# OUR COVID RESPONSE



## The Tech Council's response to the COVID-19 pandemic in Wisconsin

*By Tom Still, Tech Council president*

I remember the chilly March day while driving to Milwaukee for our final live event of 2020 making the tough judgment call: **Our Wisconsin Tech Summit**, just days away, should not be held in Lambeau Field as planned.

Our gracious hosts in the Green Bay Packers organization more than understood – in fact, a few hours later, the team announced it was postponing all such events until the mysterious coronavirus crisis had passed and large groups of people could once again gather safely.

That was eight months ago. The COVID-19 pandemic has yet to fade away in Wisconsin or most corners of the world. The concept of a live, conference-style gathering seems a distant memory and most businesses that want to survive are finding new ways to communicate, market, sell and trade ideas.

The **Wisconsin Technology Council** has been no different during this unprecedented crisis. Like our member companies, organizations and individuals, we have chosen to innovate, not hibernate.

The **March 16 Tech Summit** was held virtually following a weekend whirlwind that involved turning more than 200 face-to-face “speed dates” into successful digital encounters. We launched a virtual series, “**Crossing the Coronavirus Chasm**,” that has featured a dozen webinars since April 1 that have brought news, trends and information to members of the Tech Council Innovation Network.

Recognizing that most people were stunned by the sudden transition from everyday life to life under quasi-quarantine, we turned our newsletter – the **Tech Council Current** – into a Monday-through-Friday publication to better inform our members and our 10,000-plus readers.

Using a virtual platform that allowed for interactive conversations and more, the **Wisconsin Entrepreneurs' Conference** was held in June with nearly 400 people in attendance.

Meanwhile, we have kept up our advocacy work in the Wisconsin State Capitol, working with lawmakers and leading state agencies as they have sought to advance the COVID-crimped economy. In partnership with the **Wisconsin Alumni Research Foundation**, the **UW-Milwaukee** and **Michael Best Strategies**, we held webinars to highlight the importance of the federal “**Endless Frontier Act**,” which features U.S. Rep. Mike Gallagher, R-Wis., as one of its main bipartisan sponsors.

Most recently, the Tech Council worked with the **Wisconsin Economic Development Corp.** on a novel idea for efficiently distributing \$3 million in federal CARES Act aid to deserving small businesses across Wisconsin. The “**We're All Innovating**” contest attracted a stunning 1,226 entries from 70 of 72 counties.

That brings me to this week's **Early Stage Symposium**, which has attracted hundreds of people who believe in the enduring power of the Wisconsin economy, its entrepreneurs and its ability to attract investors near and far. We welcome you and salute you for doing what the Tech Council and many others have done since March: Innovated, worked hard and kept alive hope for better days.







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\* GWS OneScore, September 2019

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# ABOUT THE TECH COUNCIL



**The Wisconsin Technology Council** is the science and technology advisor to the Governor and the Legislature. Launched in 2001, the Tech Council was created by a bipartisan act of the governor and the Legislature. It is an independent, non-profit and non-partisan board with members from tech companies, venture capital firms, higher education, research institutions, government and law. The president is Tom Still.

The Tech Council has a board of directors, chaired by **Greg Lynch**, of Michael Best. He is a partner in the firm's Transactional Practice Group and Energy Industry Group. He also is the co-founder of the firm's Venture Best venture practice.

## The Tech Council has three main functions:

1. It provides policy guidance to lawmakers, the governor, state agencies and other institutions in Wisconsin. It has most notably done so through "Vision 2020: A Model Wisconsin Economy" and biennial white papers that have served as background for policymakers – and led to constructive changes.
2. It serves an important in-state networking role through the **Innovation Network**, a membership arm that is dedicated to fostering innovation and entrepreneurship. It also works with other state-wide and local affiliates. It provides out-of-state networking through its "I-Q Corridor" activities and other events.
3. It serves as an economic catalyst through programs such as:
  - **Tech Council Innovation Network:** The Tech Council's general membership arm dedicated to fostering innovation and entrepreneurship. Regular events bring together entrepreneurs, business owners and related high-tech professionals in a collaboration-rich environment, across the state. Members also have access to the Tech Council's communications and advocacy efforts.
  - **Wisconsin Entrepreneurs' Conference:** A program focused on stimulating more entrepreneurial activity in Wisconsin across all segments of our economy.
  - **Wisconsin Early Stage Symposium:** Open to technology companies seeking all capital.
  - **Wisconsin Tech Summit:** Brings together major companies and emerging firms in a setting that allows them to meet and explore likely business relationships around technology needs and innovation.
  - **Governor's Business Plan Contest (BPC):** An opportunity to compete for cash and in-kind prizes – but it's also a chance to get constructive feedback on your business plan and to help move it from "virtual business" to reality.
  - **Wisconsin YES!:** An opportunity to turn students across Wisconsin's science and tech-related ideas into business plans.
  - **Tech Council Investor Networks:** The mission is to build early stage capital capacity throughout Wisconsin in order to increase the number and amount of early stage equity investments in Wisconsin companies, creating jobs and improving our economy.
  - **Wisconsin Healthcare Business Forum:** The mission of the WHBF is to foster and promote one of Wisconsin's most valuable assets – its high-quality, highly innovative healthcare sector.



Greg Lynch



Tom Still

## Welcome to the 2020 Wisconsin Early Stage Symposium!

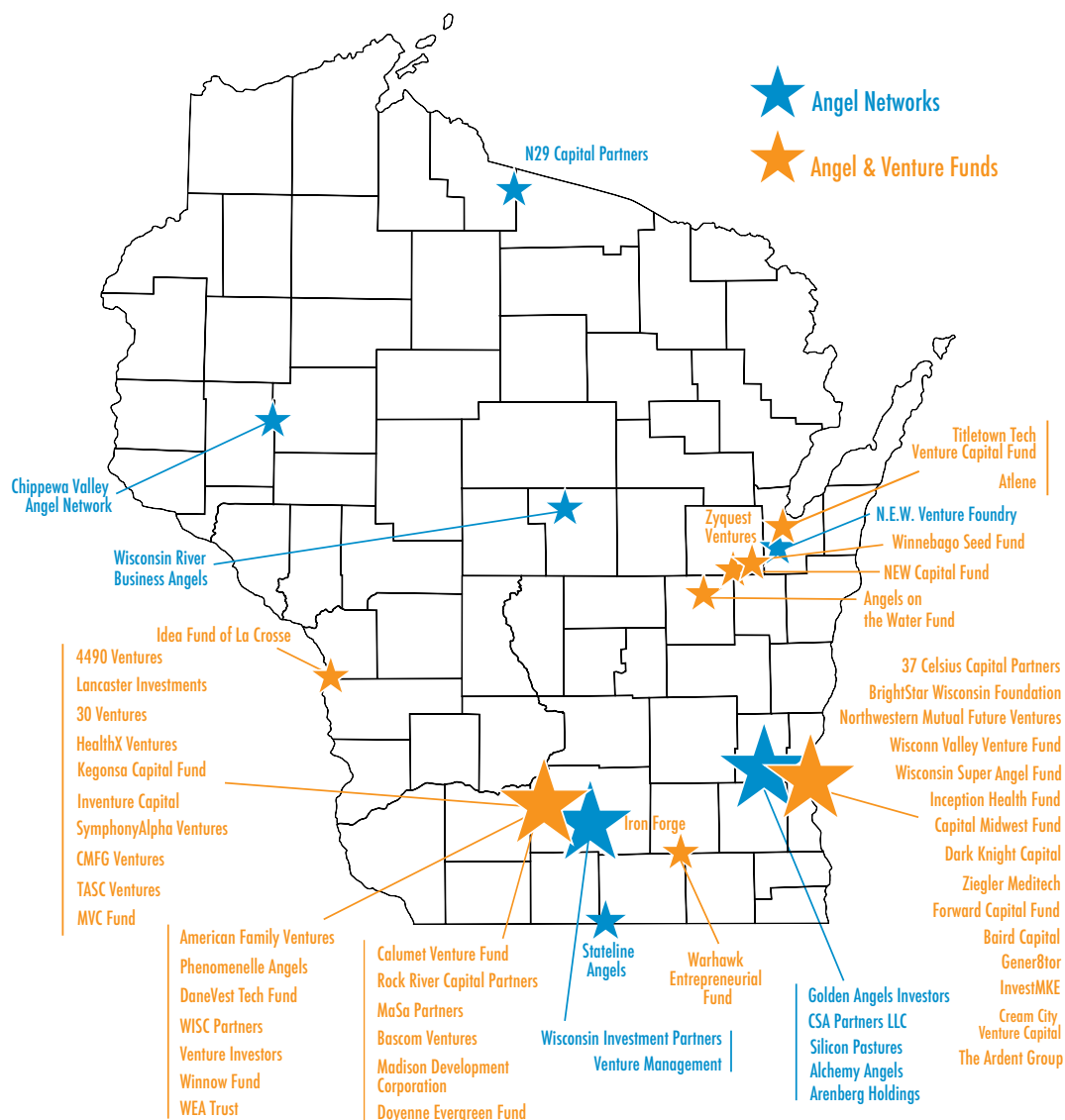
Investors from around Wisconsin, the Midwest region and the country are here to help support innovation in the state. A number of Tech Council Investor Networks members have played a pivotal role in this year's conference. Some are providing expertise on panels, a select few mentored and provided feedback 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).



## UMBRELLA ORGANIZATIONS:

Angel Capital Association  
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National Venture Capital Association  
[nvca.org](http://nvca.org)

Tech Council Investor Networks  
[wisconsintechcouncil.com/investors](http://wisconsintechcouncil.com/investors)

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



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.

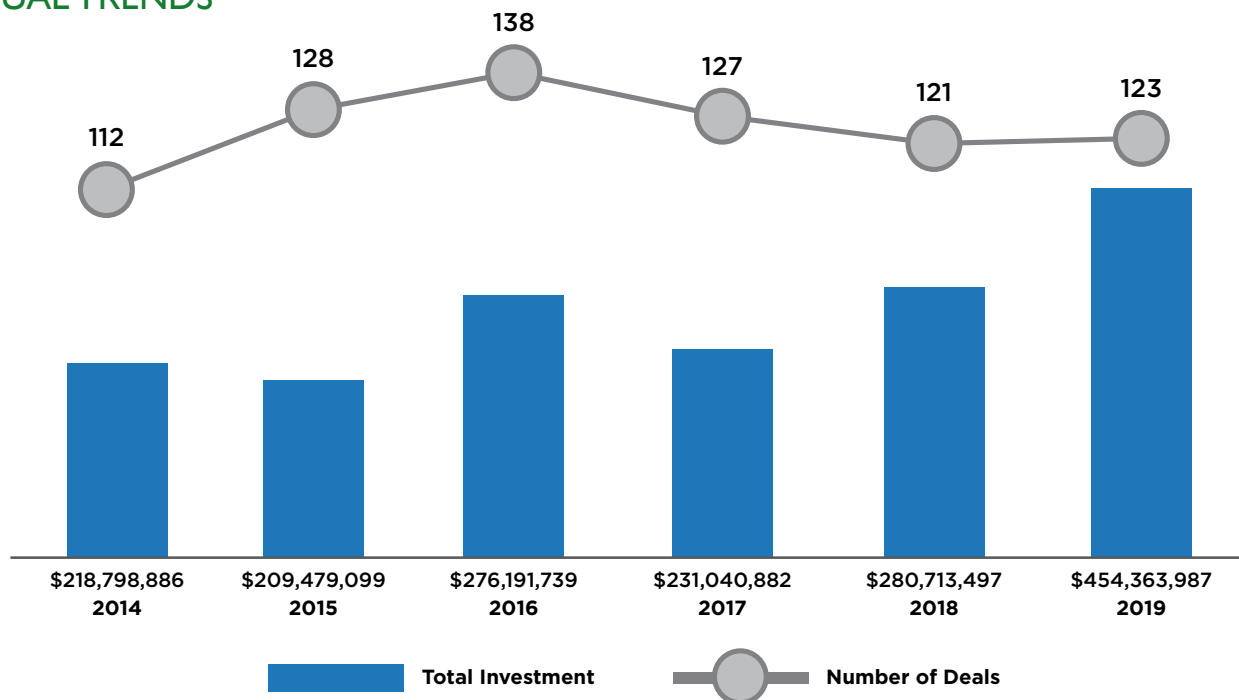
We were also excited to conclude that more women-led or women-owned business raised funding this past year (22%). With the national average between 20% and 25%, Wisconsin is competitive for women entrepreneurs who seek funding. That's not always the case in the Midwest, according to a May 2020 Crunchbase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

## ANNUAL TRENDS








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## New caucus will build on legislative interest for tech-based policy initiatives in the state Capitol

Four veteran state lawmakers who have served as leaders on bills advancing Wisconsin's tech-based economy over time will act as co-chairs of a new **"Tech Caucus"** within the Wisconsin Legislature.

Sens. **Dan Feyen**, R-Fond du Lac, and **Janis Ringhand**, D-Evansville; and Reps. **Mike Kuglitsch**, R-New Berlin, and **Jason Fields**, D-Milwaukee, will help to periodically convene like-minded, bipartisan lawmakers to hear about emerging issues in Wisconsin's tech sectors.

The goal of the caucus, which is not a formal committee of the Legislature, is to work together along bipartisan lines to bring ideas and information to the attention of state policymakers.

**"The Wisconsin Technology Council** is pleased to announce the creation of the caucus, which deepens our commitment to bringing carefully vetted data, briefings, policy ideas and science-driven information to the entire state," said Tom Still, president of the Tech Council.

Formed as an independent, non-profit organization in 2001, the Tech Council has served as a policy advisor to the governor, the Legislature and related state agencies for nearly 20 years. Its recommendations have helped lead to initiatives such as:

- Wisconsin's landmark investor tax credits program, which has been emulated nationwide;
- Creation of the Badger Fund of Funds, which is actively investing in young companies across Wisconsin;
- Language making it clear that insurance company investments in Qualified New Business Ventures are eligible for tax credits against gross premium tax payments;
- Elimination of a unique, longstanding fee on angel and venture capital investments – or "paid-in capital" – into certain foreign C Corporations that meet Act 255 standards;
- Repeal of the shareholder wage lien law, which discouraged investment in Wisconsin startup companies;
- Improvements in laws governing entrepreneurial activity by University of Wisconsin faculty; most recently, this involved passage of the "Mark Cook" bill regarding faculty conflict-of-interest reviews by the Board of Regents.
- Improvements in processes and regulations vital to expanding broadband availability, especially in rural Wisconsin;
- Extension of the "single-sales factor" sales apportionment for corporate income to technology and service firms in Wisconsin;
- Passage of legislation that allows the UW System to pursue classified research projects through a mechanism that allows for faculty governance with regular reporting to the Legislature;
- Extension of funding for the WiSys Technology Foundation, which assists UW System campuses in transferring technology to the marketplace.
- Streamlining regulations that allow for broader deployment of 5k digital access networks.

"Wisconsin's economy is increasingly driven by technology in all sectors, including agriculture, manufacturing, tourism and natural resources," Feyen said. "It is important for lawmakers to hear trends that can affect businesses and constituents, wherever they live."

"The COVID-19 pandemic has deeply affected the Wisconsin economy, and technology will help lead the economy and our people back to health in the months and years ahead," Ringhand said.

"Investing in Wisconsin has climbed steadily over time since the Legislature passed initiatives such as the Act 255 tax credits, the Badger Fund of Funds and more," Kuglitsch said. "We need to build on that progress as we move ahead."

"A rising technology tide will lift all boats, from those in our cities to those in rural areas," Fields said. "The Tech Council has long been an effective voice for the entrepreneurs who have been rowing and steering those boats for years."

The Tech Council will work with Tech Caucus leadership on educational events, legislative briefings and more.

The Tech Council has corporate, organizational and individual members across Wisconsin. The Tech Council itself is part of a national group, the Tech Councils of North America, that does similar advocacy work in most of the 50 states and all Canadian provinces.



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/win](http://WisconsinTechnologyCouncil.com/win) or contact Cassidy Wartenweiler.

### **Annual membership levels:**

- Corporate Unicorn Membership **\$4,500**
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# TECH SUMMIT 2021



Twenty major firms were scheduled for the 2020 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 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.



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 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 often disconnected from the right markets and potential users of those ideas.

We encourage emerging companies to apply and participate in our virtual 2021 format. Applications will be accepted in early 2021. We look forward to working with our major firm participants and sponsors for a strong event!

**Watch for more information on the 2021 Wisconsin Tech Summit at [wistechsummit.com](https://wistechsummit.com)!**

## SAVE THE DATE!

The annual **Wisconsin Entrepreneurs'**

**Conference** will again return, likely in a virtual

format, with an interactive SaaS platform with

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**conference** is one of the Midwest's premier

"how to" hands-on events for startups 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.



## WISCONSIN ENTREPRENEURS' CONFERENCE

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- 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
- Innovation showcase featuring a wide variety of Wisconsin companies
- Plenty of chances to connect with seasoned entrepreneurs and investors over food and refreshments.



The 2020 conference was virtual for the first time and included a variety of investors, entrepreneurs, service providers, economic development partners, educators, researchers, government officials and more.

Watch for more details on the **2021 ENTREPRENEURS' CONFERENCE** on our social media channels and [witrepsconference.com](https://www.witrepsconference.com)!

**Kevin Conroy**  
CEO, Exact Sciences  
2020 Seize the Day Winner

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## 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**

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## 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**

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**Erik Iverson, managing director**

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## 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 | [kpoggs@mcw.edu](mailto:kpoggs@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.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](http://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, TitledTownTech seeks to build, enable and invest in early-stage and existing businesses through its Innovation Lab, Venture Studio and Venture Fund. Located in TitledTown, 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@titledtowntech.com](mailto:dickmanc@titledtowntech.com) | [titledtowntech.com](http://titledtowntech.com)



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## WHITEWATER UNIVERSITY TECHNOLOGY PARK

**In close proximity to Chicago, Madison, and Milwaukee, Whitewater provides financial advantages, university relationships, and an exceptional quality of life.** As a collaborative endeavor between the City of Whitewater, the University of Wisconsin-Whitewater, and the Whitewater Community Development Authority, the Whitewater University Technology Park (WUTP) presents a unique opportunity to build in a community rich in the re-sources that sustain growth. Its business incubator, the WUTP Innovation Center, has lab and co-working space available and in-house mentoring to support development.

Contact Mark Johnson at [johnsomw@uww.edu](mailto:johnsomw@uww.edu)  
to learn more. [www.whitwatertechpark.org](http://www.whitwatertechpark.org)





**UNIVERSITY  
RESEARCH PARK**  
UNIVERSITY OF WISCONSIN-MADISON

## 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!



TESTING VACCINE

Aldevron, a biotechnology company with facilities at University Research Park, is supporting the development of new vaccines, therapeutic medicines, or diagnostic tests for COVID-19 by working in collaboration with clients to produce plasmid DNA, proteins, mRNA, and antibodies.



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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The **WISCONSIN TECHNOLOGY COUNCIL** staff thanks you for your enthusiasm for the annual EARLY STAGE SYMPOSIUM, Wisconsin's entrepreneurs, investors and the startup ecosystem!

**TOM STILL**, president

**BRAM DAELEMANS**, director, Tech Council Investor Networks

**ANGELA SCHLOBOHM**, development + member relations director

**LAURA KAISER**, conference director + social media

**JULIE JOHNSON**, operations director

**TAMMY EHRMANN**, events specialist



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- **MAKIN' HEY! COMMUNICATIONS** for their fantastic graphic design work.
- Our network of inspiring, innovation entrepreneurs and our experienced, knowledgeable investors.
- **AMPLIPHI SOCIAL MEDIA STRATEGIES, TITLETOWN TECH, UW-EAU CLAIRE, IRONTEK and NORTHWESTERN MUTUAL** for helping to produce our new 'Trep Teachers to Watch segment.

#### 2020 #ESSWI STEERING COMMITTEE:

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**Ron Bote**, WIPFLi

**Scott Button**, Venture Investors

**Molly Dill**, gener8tor

**Mark Ehrmann**, Quarles & Brady

**Jennifer Gregor**, Godfrey & Kahn

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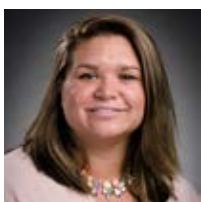
**TOM STILL**, Tech Council president, former newspaper editor and columnist. He has served on many public boards and commissions over time, with the current list including the UW System Business Council and advisory boards for the UW-Madison College of Engineering, the UW-Madison Department of Computer Sciences and the WiSys Technology Foundation. Tom won Madison Magazine's Best of Madison Business award in 2010 and was named to InBusiness magazine's 2010 Executive Hall of Fame. He was named "Communicator of the Year" by the Public Relations Society of America/Wisconsin in 2012.



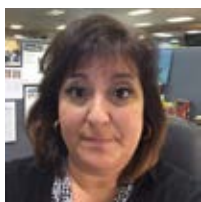
**LAURA KAISER**, the conference director and the social media guru for the Tech Council, has a passion for connecting people and engaging within her network. Formerly in retail and commercial banking for 20 years, she now thrives on organizing the logistics behind event planning and outreach through multiple social media channels. She is a proud UW-Madison alumnus.



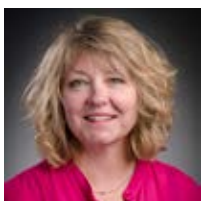
**BRAM DAELEMANS** is the director of investor networks for the Tech Council. In his role, Bram provides services and resources to the early stage investing and entrepreneurial communities in the state and beyond. At the Early Stage Symposium, he is responsible for the TCIN and EPO presentations, as well as the Investor Intros. He also coaches young firms that present at Tech Council events.



**ANGELA SCHLOBOHM** is the development and member relations director for the Tech Council. She oversees the Tech Council Innovation Network luncheons, membership and sponsorship. She organizes the meetings of the Tech Council board of directors and its committees, as well as the related Wisconsin Healthcare Business Forum.



**JULIE JOHNSON** is the operations director for the Tech Council. Julie works closely with the team to ensure the office and events run smoothly, working closely with Angela on Tech Council Innovation Network meetings and Tom on administration. Prior to the Tech Council, she worked for more than 30 years for Capital Newspapers.



**TAMMY EH RMANN** is the Event Specialist for the Tech Council. She is responsible for special projects that include in-kind fundraising for the Governor's Business Plan Contest, the Wisconsin WOMEN Reception, and the summer social event. She is currently working on the Wisconsin Healthcare Business Forum focus group project.

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