

**NOTE TO MEDIA: LOCAL ANGLES FOR APPLETON, БЕЛОIT, FOND DU LAC, GREEN BAY, KENOSHA, LA CROSSE, MADISON, MILWAUKEE, OSHKOSH, WAUSAU.**

**CONTACT MATT CORDIO FOR DETAILS OR TO GET CONTACTS FOR LOCAL EVENTS**



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**Governor Walker proclaims Nov. 6-12 as Wisconsin Startup Week**

*First-ever initiative includes 70+ events in 10 cities to assist startups,  
promote entrepreneurship*

**Nov. 6, 2017** — Governor Scott Walker has proclaimed Nov. 6-12 as Startup Week throughout the state to celebrate the achievements of Wisconsin’s entrepreneurs and to promote efforts to provide additional support for startups and early-stage companies.

[The proclamation](#) is being issued in conjunction with the first-ever [Wisconsin Startup Week](#), in which entrepreneurs, investors, business executives and community leaders will share advice and resources in more than 70 events statewide this week.

Sponsored in part by the Wisconsin Economic Development Corporation (WEDC), Wisconsin Startup Week will feature free events that will build momentum and celebrate high-growth entrepreneurship throughout the state.

The initiative aims to help entrepreneurs discover resources in their communities, highlight the importance of startups to the growth of the state’s economy and showcase innovations developed by Wisconsin startups.

“Wisconsin’s entrepreneurs and startup businesses play a vital role in Wisconsin’s overall economic success,” Governor Walker said in the proclamation, adding that Wisconsin Startup Week is one of the efforts developed by WEDC and its partners to support entrepreneurship statewide.

Workshops, startup pitch competitions and “hacker” events, seminars, roundtable discussions, meetups, social activities and other events will take place in 10 Wisconsin cities: [Appleton](#), [Beloit](#), [Fond du Lac](#), [Green Bay](#), [Kenosha](#), [La Crosse](#), [Madison](#), [Milwaukee](#), [Oshkosh](#) and [Stevens Point](#). (Click on each link to view a local schedule.) All events are free and open to the public.

Topics include raising startup capital, finding resources to start or grow a business, social media and branding, networking, how to pitch to investors, and marketing. There also will be special programs for veteran and women entrepreneurs.

One of the highlights of the week is the [Reverse Pitch MKE](#) event set for Monday in Milwaukee. At the event, Northwestern Mutual, a presenting sponsor of Startup Week, will pitch to startup teams and outline potential business challenges and big ideas it is looking to solve. Teams that accept the challenge can earn a seed investment of up to \$75,000, access to corporate mentors and networks, and work space at Northwestern Mutual’s downtown Milwaukee headquarters.

Another event held during the week is the U.S. Department of Health and Human Services’ (HHS) national Conference for Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR), which be held in Milwaukee from Tuesday through Thursday. During that conference, entrepreneurs and researchers in the biohealth sector will get expert advice on how to how to tap into the more than \$900 million in federal grants available annually under the program.

Other key events include:

- Madison: [Doyenne Connect Women's Entrepreneur Networking Event](#)
- Green Bay: [Digital Fertilizer Startup Showcase](#)
- Stevens Point: [HATCH startup competition finale event](#) hosted by NEWaukee and BrightStar Foundation
- La Crosse: Bunker Labs Happy Hour with Don Weber of Logistics Health
- Appleton: [Appleton Startup Week Funding Panel hosted by Fox Valley Technical College, gener8tor and Winnebago Seed Fund](#)

For a complete list of events, visit [WIStartupWeek.org](http://WIStartupWeek.org).

The Wisconsin Startup Week initiative is supported by [Aurora Health Care](#), [Concordia University Wisconsin](#), [Husch Blackwell](#) and [Northwestern Mutual](#). WEDC is a statewide media partner, along with [BizTimesMedia](#) and [Newsradio 620 WTMJ](#).

[Link to Governor Walker’s Startup Week proclamation](#)

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### **About the Wisconsin Economic Development Corporation**

The Wisconsin Economic Development Corporation (WEDC) leads economic development efforts for the state by advancing and maximizing opportunities in Wisconsin for businesses, communities and people to thrive in a globally competitive environment. Working with more than

600 regional and local partners, WEDC develops and delivers solutions representative of a highly responsive and coordinated economic development network. Visit [www.inwisconsin.com](http://www.inwisconsin.com) or follow WEDC on Twitter @InWisconsin to learn more.

**About Wisconsin Startup Week**

Founded in 2017, the Wisconsin Startup Week initiative is a statewide effort to highlight local resources available to high-growth, job-creating entrepreneurs and to build connectivity in high-growth startup communities around the state of Wisconsin. Visit [WIStartupWeek.org](http://WIStartupWeek.org) to learn more.