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'@MusterMadison' business event at State Capitol to feature U.S. Cyber Command and DIUx.mil leaders

[Madison, Wis.] – Today, Bunker Labs-Madison launches the next @MusterMadison event at the State Capitol. This event, a part of a 15-city tour sponsored by JP Morgan Chase & Co., as well as another stop on the successful statewide series of events sponsored by the Wisconsin Department of Veterans Affairs (WDVA), is designed to inspire, educate and connect military veterans entrepreneurs from throughout the Badger State.

The event will be held from 1:00 p.m. to 6:00 p.m., followed by a networking reception at R.W. Baird & Co. office across the street. @MusterMadison will feature national cybersecurity leaders from U.S. Cyber Command and DIUx.mil discussing national trends and opportunities for Wisconsin.

#MusterAcrossWisconsin statewide tour aims to connect military veterans with an interest in starting or growing their own business with resources through Bunker Labs-Madison, the UW-Extension's Small Business Development Centers, the Wisconsin Technology Council and others. The effort is supported in large part by a grant from WDVA.

Details on the attendees and speakers can be found [HERE](#). Bunker Labs-Madison is part of the national Bunker Labs network, and works with more than a dozen companies across Wisconsin. Its mission is to inspire, educate and connect military veterans who may need business mentors, access to investment capital and professional development resources.

"Professional networks are essential for returning veterans, especially aspiring entrepreneurs and those that are transitioning back to communities where they have not lived for years," said Michael Ertmer, a U.S. Army veteran and founder of Bunker Labs-Madison. "Local events that feature professional development and business networking are vital to helping veterans succeed and connect with the business and startup communities, entrepreneurs and fellow veterans."

After World War II, 49% of military veterans transformed into business owners and entrepreneurs, helping lead America's post-war economic boom, according to the Institute for Veterans and Military Families at Syracuse University (IVMF). Approximately 40% of Korean War veterans did the same, creating millions of jobs along the way. Today, the Department of Defense estimates that 200,000 service members transition from active duty in the U.S. each of the next five years, and IVMF has found that more than 20% of them want to start their own business but only 6% will become entrepreneurs. Based on U.S. Census Bureau data, that translates to 3,500 veterans and 700 potential new businesses each year to join the 40,147 veteran-owned businesses in Wisconsin.

All business professionals are invited to the free event to support military veterans and discover how and why they succeed as entrepreneurs and innovators at higher rates than their civilian peers, in contrast to prevailing media narratives of veterans as victims of combat trauma that need social services.

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