



FOR IMMEDIATE RELEASE

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Bunker Labs Wisconsin launches 2017 Innovator Academy

[Madison, Wis.] – Bunker Labs Wisconsin, Inc. is now accepting applications for the 2017 Innovator Academy. The program is designed for aspiring entrepreneurs to start and grow their businesses, including working professionals who want to validate a business idea before disrupting full-time employment to pursue it.

At least 10 individuals or teams with a business idea or existing business will be accepted into the accelerator program. It is free for military veterans, or spouses, and \$995 for non-veterans and companies. The Innovator Academy will grant at least \$45,000 provided by Wisconsin Economic Development Corporation (WEDC) - intended to match angel investments as large as \$10,000 - and scholarships from sponsors for legal, accounting, design, and other professional services.

Innovator Academy's curriculum was designed to introduce new entrepreneurs and current business owners to "pressure test" their ideas, conduct customer interviews, and innovate their products by collaborating in teams to build their businesses and professional network. The seven-session program held every other Saturday takes place at University Research Park in Madison.

Each session is led by a subject matter expert from a Bunker Labs sponsor and integrates peer-to-peer collaboration with classmates, mentors, and investors. Instructors and mentors include Jonathon Horne, Managing Director, Idea Fund of La Crosse, an Apple iPhone executive, a former Google Product Manager, a Goldman Sachs Investment Advisor, as well as local angel and venture investors.

"The enthusiasm and interest of entrepreneurs across Wisconsin inspired the weekend format and attracted the sponsors, experts, mentors, and investors from every corner of the state and nation to help lead the Innovator Academy," said Michael Ertmer, Executive Director, Bunker Labs Wisconsin. "Innovator Academy includes entrepreneurs from active duty airman through a retired general and associate degrees thru MBAs and PhDs. The diversity and peer-to-peer collaboration sparks innovation and has a proven track record of success in the five other cities where it has been run."

The application is available now online at F6S and the deadline is Tuesday, January 31st. To Apply, click [HERE](#).

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About Bunker Labs Wisconsin

Bunker Labs Wisconsin, Inc. was launched in 2015 as a non-profit corporation based in Madison. It is a chapter of Bunker Labs NFP, Inc., a national, non-profit 501(c)(3) organization based in Chicago and founded in June 2014 whose mission is to help military veterans start and grow businesses. For more information visit <http://bunkerlabs.org/our-locations/madison/>